1969 CALIDRIA ASBESTOS BUSINESS PLAN

I. General

In 1969, the Calidria Asbestos business will be conducted as a closely controlled sales-and marketing-oriented venture having as its major objective the generation of a positive operating income of $200,000 on Net Income From Sales of approximately $3,000,000.

This goal can be met through active and aggressive sales and promotion of existing or slightly modified Calidria Asbestos products into known, well defined market and end-use areas. Overhead will be brought in line through reduction in Research and Development, Marketing and Plant costs with a major emphasis placed on sales-oriented technical service and market development activities. Field sales manpower, purchased from selected Union Carbide sales forces will be controlled and directed from the Calidria Asbestos profit center and will be supplemented by the addition of local and national distributor/sales agent outlets.

II. Marketing

Emphasis, in 1969, will be on a planned aggressive sales and marketing program aimed at not only the high priced, low volume specialty plastics additive markets but also at those high volume, lower priced end uses where Calidria Asbestos products can replace Canadian Grade 7 materials on a cost/performance basis. We will be in the asbestos business, competing directly and aggressively on this premis!

Specifically, the broad objectives to accomplish our profit goal, are as follows:

1. Launch an aggressive sales campaign to obtain minimum sales of SG-100 products in vinyl asbestos floor tile materials of 15,000 tons having annual NIFS of about $800,000.