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Wilmington, Delaware
November 19, 1970

H. S. WELLMAN - MARSHALL LAB

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MARKETING PROPOSAL LETTER TF 70-3 ✓
NON-TOXIC CUSTOM COLOR SYSTEM
Reference: Release Letter No. 2149

Marketing is proposing national sale of Consumer Paints of Bennett's colorants 72c Permanent Light Red and 73c Light Yellow to replace 66c Chrome Yellow Light, 68c Medium Yellow and 85c Molybdate Orange Chrome Yellow. This change will enable us to market a non-toxic Custom Color System. Pertinent marketing information is attached.

Please supply, as soon as possible, the appropriate information from your area of responsibility to submit a formal proposal for management approval. The final copy will be reviewed with you prior to submission for approval.

W. S. Culliton
W. S. CULLITON

WSC:FGR
Attachment

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MARKETING PROPOSAL LETTER TF 70-3
NON-TOXIC CUSTOM COLOR SYSTEM
Reference: Release Letter No. 2149



Management Authorization Requested

National sales of Bennett's colorants 72c Permanent Light Red and 73c Light Yellow by Consumer Paints.

Marketing Objective

To market a Custom Color System that provides non-toxic paints for consumer use.

Market Position

At the present time there are two bills pending before the Federal Congress that would severely limit the sale of our present Custom Color System. While our present system is within currently allowable standards, Consumer Paints prefers to market as soon as possible a system that will meet or exceeds the pending standards being debated in Congress.

Market Strategy and Timetable

The basic strategy is to supply a non-toxic system that matches most of the colors in our present system, thus keeping changeover costs to a minimum. Our present schedule is to introduce the non-toxic Custom Color System to our salesmen in February 1971 and to our retailers in March 1971. The timing is based on the time required to develop formulas using the new colorants to match the colors in the current system, the time to print and distribute new formula books, the time required to get the new colorants in stock (60 days) and the time to change over the retailer custom color machines.

Label and Use Information

This change will eliminate the lead warning on the colorant labels. It will also eliminate the need for add-on stickers to identify colors that contain more than 1% lead in the finished product.

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