Monsanto
CANADA LIMITED Rexdale, Ontario

FROM M H Campbell

DATE June 4, 1975

SUBJECT Canadian General Tower

REFERENCE Visit - St Louis

TO JK Lilly - B3NF
GL Wallace - B3ND

cc: RN Brell B3NB
RW Bucknell - B3NB
JR Darby - 1730
HF Dixon - Montreal
EH Fording - B3NA
JH Gannon - B3NC
EL Kaiser - B3ND
RE Lamkin - B3NC
NW Touchette - 173D

To confirm that Art Andrews - technical director of Canadian General Tower will be visiting our St Louis facility on June 12 and June 13 (till noon). Art and I will be arriving in St Louis at approximately 7:00PM June 11.

a) Main topics to be discussed (recap of previous letter)

i) Flame retardant vinyl formulations including low smoke development formulations.

ii) Polymeric plasticizers for nonacrylic pressure sensitive adhesive applications.

iii) Fungicidal formulations.

iv) Florida light exposure data.

v) Compatibility of low temperature vinyl systems.

*vi) Rigid and semirigid vinyl formulations for outdoor applications.

* not indicated in last proposed topics.

b) Brief account profile:

- Canadian General Tower - a privately controlled Canadian company - control exercised by Mr J D Chaplin - president and chief executive officer.

- Dow Chemical has purchased shares in the company (up to 44% ownership) but company control remains in the hands of the Chaplin family.

- They employ approximately 550 people in their Cambridge, Ontario plant.

- Their sales can be broken down as follows:

  ≃$9MM to the automotive market and $13MM in such areas as shower curtains, pool liners, industrial film and vinyl wall covering.

- They are the number one vinyl house in Canada with a strong position in non-automotive related applications.

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Our sales history at Canadian General Tower is as follows:

Plasticizer sales	1974	1975 Budget
DIDP	258M lbs.	
DNODA	620M lbs.	
DOZ	130M lbs.	
S141	60M lbs.	
S1232	40M lbs.	
S711	3065M lbs.	
S79TM	50M lbs.	
Approx. total	4.2MM lbs.	5.1MM lbs. including an estimated 4MM lbs. S711.

Note: They currently purchase about 2MM lbs. of DOP from BASF.

The purpose of our visit is:

To strengthen Monsanto's position technically with this account.

To increase our volume participation in phosphate ester as related to flame retardants.

Thanks to all, in advance.

M H Campbell

/h