

CertainTeed Corporation
Pipe and Plastics Group
PO Box 860
Valley Forge, PA 19482

CertainTeed 

BULLETIN

PLAINTIFF'S EXHIBIT

CT-218

September 14, 1977

TO: All District Managers
All Territory Managers
All Customer Service Managers
All Valley Forge P&PG Personnel
All Sales Engineers

FROM: J. F. Baker, Marketing Manager A/C Pressure Pipe

RE: A/C Pipe and Health

The question, real or perceived, of A/C Pipe and Health continues to plague us throughout the country. This bulletin is to inform you that we now have a complete package to help you answer this question with "facts" and to place the question in proper perspective.

The elements of this package and how they are to be used are as follows:

1. "A Study of the Problem of Asbestos in Water" by the American Water Works Association Research Foundation dated September 1974, a pamphlet titled "Asbestos Cement Water Pipe and Health" from the A/C Pipe Producers Association, and a reprint of a speech by H. L. Olson titled "Does Asbestos in Water Supply Present a Health Problem?" have all been distributed in the past and are available from your district offices. These pamphlets should be studied so that you are cognizant of their contents and should be given to customers when the A/C Pipe and Health question arises.
2. The new brochure "A/C Pipe and Health" attached is the latest information available and has been published by the A/C Pipe Producers Association to give you the facts known today by the leading experts in the field and to place them in the proper perspective, relative to risk to the consumer. This is an outstanding piece of literature and should be your "Bible" regarding the Health question. Bulk copies are being distributed to the district offices and you should give them out to concerned customers whenever the Health question arises.

Do not attempt to ad lib or editorialize the facts presented in this pamphlet. Our position is stated very closely and should be quoted when you are called upon to speak to customers on this subject.

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PAMPHLET
NOW A PART
OF "A-C PIPE
& HEALTH BULLETIN"
BINDER

J. F. Baker

3. An audio-visual slide presentation titled "A/C Pipe and Health" has been produced by the A/C Pipe Producers Association and is being forwarded to each district office for your use. This slide presentation is an excellent tool for presenting the industry's position, but it is not a promotion tool.

The slide presentation is to be used only when the A/C Pipe and Health question has been raised by an existing or potential customer, and only after all the above tools have been reviewed with them without success. Initially, we intend to review and approve any showing of this presentation and someone from Valley Forge will be present to make the presentation. It is suggested that all territory managers see this presentation at the earliest opportunity. If district sales meetings are planned, this program should be on the agenda.

These tools should give you all the ammunition necessary to handle the Health question with facts.

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