METALS DIVISION

CUSTOMER CALL REPORT

CUSTOMER & LOCATION: Ford Motor Company, Vinyl Operations, Mt. Clemens, MI

INDUSTRY CLASSIFICATION: Sealants

SALESMAN: Edward J. Kleber REGION: Midwest DATE OF CALL: 4/12/77

PRODUCTS DISCUSSED:

Cr	Mn	Spec.	Si	CaC_2	W	V	Asb.	Other:
☐	☐	☐	☐	☐	☐	☐	X	

PERSONS INTERVIEWED: Bob Cliffel

CALL OBJECTIVE: Determine, firsthand, Ford's interest in RG-244.

RESULTS OF CALL: Bob says that he has been ordered to start up a sealant operation at Ford. He must have a workable vinyl plastisol sealant formuation by the end of May and RG-244 will get a fair shot. Bob claims that Ford has budgeted $2MM for the project. Upon completion, they will be able to produce 24MM pounds per year of this sealant.

We went over the usual toxicology rundown and Bob says that even if the RG-244 works (and we should get a preliminary answer within a week), our biggest battle may well be with Ford's hygienists. I answered that we were prepared to fight that battle.

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FOLLOW-UP ACTION REQUIRED:

EJK - Check with Cliffel by 4/22 and see how it went.

COPIES TO: Gen'l. Sales Mgr. (2); Mktg. Services; Others: JRL:TPN:WCT:JEW:KC-FILE:NF-FILE
R. L. Schult J.E.Lenahan

Typed 4/18/77 cjb

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