

OCT 8 - 1970

ZONOLITE DIVISION



TO Pete Hollis

DATE October 5, 1970

FROM Jim Cintani

SUBJECT Monthly Situation Report
September, 1970

CC: J.S. Titus

Dear Pete,

The month of September was a banner sales month. Bag sales for the month amounted to 149,500 bags, an increase of 3% over last years figures. Dollar sales were \$295,100.00, an increase of 12%. We were, however, slightly below our budgeted goals.

Tabulated is a comparison of the first nine months of 1970, compared to similar period in 1969.

<u>Product</u>	<u>1970</u>	<u>1969</u>	<u>Difference</u>
Attic Insulation	275,300	230,900	44,400
S.C.A.	197,800	209,400	(11,600)
P.A.	29,400	28,200	1,200
M.F.	179,200	174,800	4,400
Perlite	58,100	70,700	(12,600)
M.K.	213,800	103,800	109,900
Glass Fiber	2,636,00	4,949,00	(2,313,000)
Dyfoam	3,143,000	2,650,000	493,000
Vent Board	697,000	1,646,000	(949,000)
Total bags	1,002,800	884,900	117,900
Total Dollars	\$1,958,200.00	\$1,820,000.00	\$ 138,200.00

Our Fall Campaign is moving along very well. Attic Insulation sales during September amounted to 50,500 bags, a 5% increase over last years figures. Our Fall Campaign Distributor's Meeting appears to be most beneficial. The plants have in excess of 35,000 bags of attic insulation at this time. The plants are working on a delivery schedule in excess of two weeks after placement of orders. Unless we are able to reduce this time schedule on deliveries, we may be hurt in trying to keep up the momentum we were able to generate in the Fall Campaign.

Concrete Aggregate sales are moving well but not well enough to pick up valuable time lost this past summer. It looks like we are going to have numerous jobs poured in marginal weather. This is going to hurt our architectural promotion. A quick set cement is needed in this Northern climate, if we are to reach the potential on lightweight concrete. We are losing old architects as fast as we are picking up new architects because of adverse weather conditions. I would recommend that a positive program be started with the goal of securing a quick set lightweight concrete application. We need

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ZONOLITE DIVISION

TO

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a product that we can pour today and be acceptable for roofing the next day.

Dri Pac is an alternative, but there are many cases where we cannot substitute because of deck design.

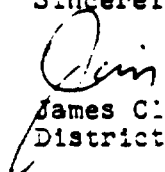
I had a meeting with Concrete Plank people, the perlite applicators in North Jersey. Don McCrae, president of Concrete Plank, has promised to give us the lion's share of their perlite aggregate business. This amounts to approximately seven to eight thousand bags per month. Frank Chirico was very helpful in getting us back with these people. Concrete Plank is very interested in getting into Dri Pac business. I told them to hold off at this time as the market did not justify another applicator and with the high cost of the Dri Pac equipment I did not think it would be advisable for two applicators sharing the present Dri Pac market.

Our Monokote sales are still continuing rather brisk. However, we must get a non-asbestos spray fireproofing quickly. More and more areas are being hit by non-asbestos spray ban. The City of Philadelphia will not permit any asbestos spray. The State of N.J. and Pennsylvania are starting to move on this also. New York City is very close to enacting non-asbestos spray fireproofing ban. The first of the year may not be too unrealistic as the date that all asbestos spray products are banned in the Northeast area.

Our operating profit in the Northeast District for the month of August was 29,600, the highest we have achieved to date. I am hopeful that October will continue to show improvement. Changes on the mixing set-up at Trenton should enable us to reduce our production costs on Monokote at the Trenton Plant.

The month of October should be very good saleswise. I anticipate bag sales of 160,000 and dollar sales of \$300,000.00.

Sincerely,


James Cintani
District Manager

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