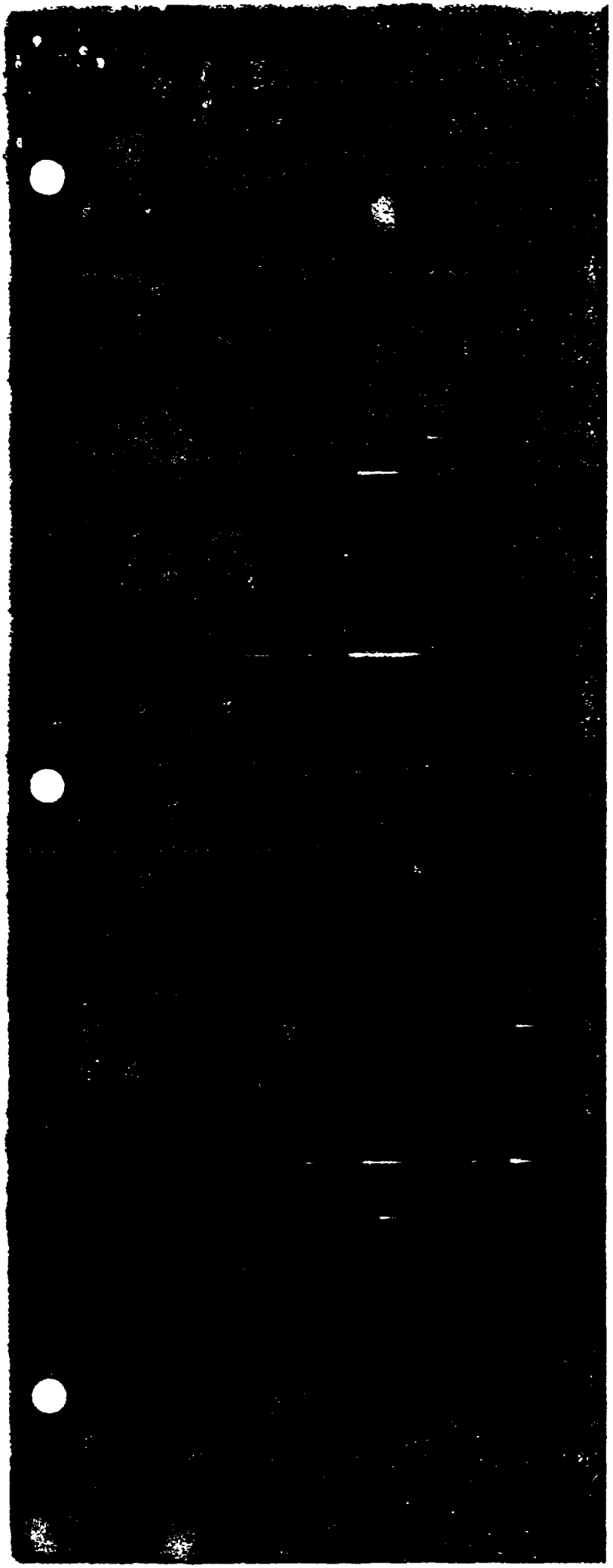

COHESIVE MASTIC "176"

THE PROVEN, LIGHT-COLORED WALLBOARD AND ALL-PURPOSE ADHESIVE

A PRODUCT OF

WEBTEX since 1848

THE COHESIVE MASTIC METHOD COVERED BY U.S. PAT. 2,531,128

ST0364026

PLAINTIFF'S EXHIBIT
DOW-232

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WEBTEX "176" COHESIVE MASTIC

THE PROVEN, TIME-TESTED ADHESIVE FOR WALLBOARD MATERIALS

A specially compounded adhesive to create a foolproof method for applying prefinished hardboards. Equally suitable for other wallboards, especially Cement Asbestos types, plywood, gypsum board, chalkboards and various semi-rigid panels when installed over solid wall backing without mechanical fastening (except channel type molding recommended to hold down edges and to provide for possible "come and go"). Also adapted to many other comparable applications, such as laminating like or similar panels to each other and bonding dissimilar materials when one surface is semi-porous, i.e., plastic laminates to limited wall areas, particularly when the backing is rough or uneven, light gauge sheet metal to plywood or plaster, wood furring to precast concrete walls or ceilings, hardboard or woodblock floors to concrete.

COHESIVE MASTIC is an exclusive formulation, compounded from selected quality ingredients, consisting of reclaim rubber, special resins, inert bodying ingredients and petroleum naptha solvents—provides quick "grab" with strong initial bond yet permitting easy positioning—setting time (normally about 8-12 hours, depending on temp.) based on dissipation of the solvent by evaporation and/or absorption. Color: grey. Consistency: heavy-bodied but buttery enough for ready spreading as instructed—non-toxic—unlimited shelf-life.

COHESIVE MASTIC features these distinct advantages:

WATERPROOF—Unaffected by presence of moisture after bonding, plus providing a moisture barrier, after original application to reasonably dry surfaces.

LIMEPROOF—Unaffected by alkaline reaction of plaster, cement, masonry, mortar, or Cement Asbestos boards.

WIDE TEMPERATURE RANGE—After setting maintains adhesion from minus 30 to plus 150 degrees F. providing originally applied at normal room temperature.

FLEXIBILITY—Provides body and stretch to compensate for irregular or uneven backing surfaces—bridges high spots allowing wallboard or panels to attain normal plane without following wall contours—absorbs movement without breaking bond resulting from settlement, expansion or shrinkage.

CONTROLLED SETTING—Permits positioning before bonding (unlike contact-adhesives), yet has high initial grab reaching full bond strength within 8-12 hours.

EASIER INSTALLATION—Permits ample open time (about 15 min.) after skin-coating backing and comb-coating wallboard or panels before bonding—minimizes need for elaborate or costly shoring, shimming and furring when applied in accordance with "Cohesive Mastic Method". (See Note)

EASY CLEAN-UP—While still in wet state, using petroleum solvent.

LONG-LIFE—Assures long lasting bond. Indefinite life if container kept air-tight when not in use. Not damaged by sub-freezing temperature. However it should be warmed to room temperature before using.

Best results for the purposes intended require Cohesive Mastic to be applied in accordance with the Cohesive Mastic Method (U.S. Pat. 2531128) of which this product is an integral part, and with its purchase the user is licensed to use this method per detailed instructions as printed on container label.

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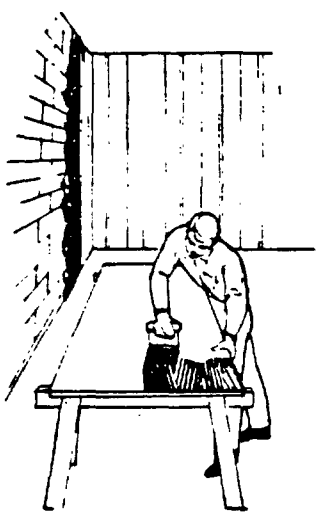
PERMANENT WALLBOARD INSTALLATION USE ... 176" - IT HOLDS!!!



Lay material face down, protect finished surface with strips of carpeting or rug padding. Apply mastic with ¼" notched spreader.

Trowel skin coat of mastic on entire surface of wall area using straight edge trowel or spreader. After spread panel has set for a few minutes then apply to wall — make certain full contact is made on entire area of panel.



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DIRECTIONS FOR USE

IMPORTANT: to accomplish results obtainable with the "Cohesive Mastic Method" requires using a smooth-edged trowell and a spreader with ¼" deep notches. For best results and maximum coverage, keep Mastic at normal room temperature (65-75 degrees) for 48 hours before applying—*never try to thin.*

1. Trowel thin skin-coat of Cohesive Mastic over wall to ½" from edges, working from bottom upward without skips—no open-time limit required—backing to be sound, dry and clean. (This serves dual purpose: provides a base compatible with Mastic combed on back of material to be applied whereby contact of the two surfaces creates COHESIVE bond—seals wall itself as protection against sloughing and entry of moisture.)

2. Lay material to be applied face down, protecting finished surfaces, and comb back with Cohesive Mastic so ridges will be vertical after application (this provides vent space to dissipate volatile which speeds setting)—comb as close to edges as possible, avoiding skips. Angle of comb will control height of ridges (about 90 degrees for uneven plaster or cement walls, down to 45 degrees for smooth plywood.)

3. Set combed panels aside until Mastic starts to skin over and become tacky (15 minutes or less depending on temperature and humidity)—then, apply to wall, sliding into required position, pressing firmly with flat of hands over entire surface, especially along all edges—make sure full contact has been made with backing to assure complete COHESION—natural flexibility and stretch of Mastic permits material to spring back from low spots, assuming normal plane without breaking bond which attains full strength or set within 8-12 hours.

4. When material applied is straight, without tendency to warp or twist, and has edges secured with moldings, no shoring should be required—as precaution, pressure bracing along edges is advisable to overcome possible curling or pulling away until Mastic fully sets.

5. Avoid getting Mastic on exposed surfaces as staining may result, depending on porosity of material—can be readily removed from non-porous surfaces such as Formica, with petroleum solvent.

NOTE: Whenever contents of container (as received or after partial use) appear to have hardened due to loss of volatile simply remove skinned-over layer and the balance should be suitable for use.

BEFORE USING

Extinguish all flames and pilot lights. Keep product and its vapors away from heat, sparks and flame. During application and until vapors are gone, avoid using spark producing electrical equipment such as switches, appliances, etc. Avoid prolonged breathing of vapor and repeated contact with skin. Keep container closed when not in use.

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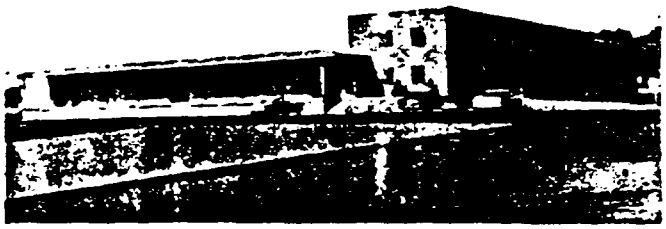

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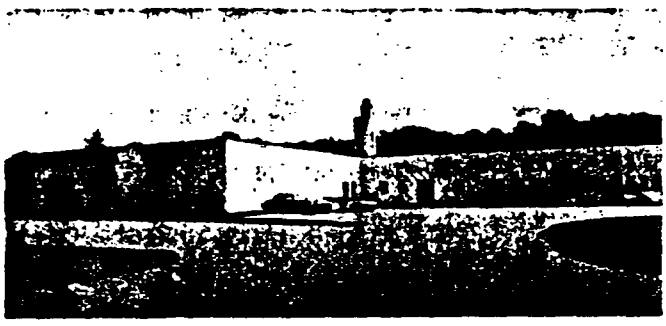

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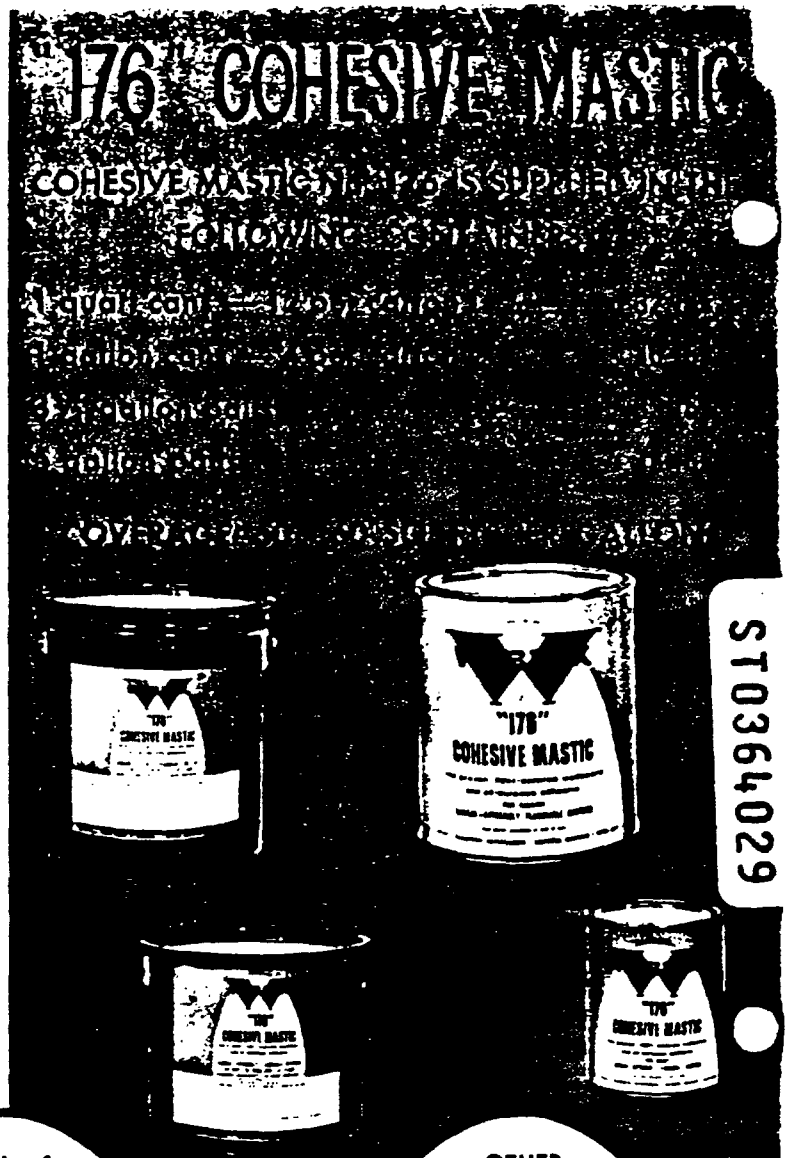

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