

Internal Correspondence

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Subject: DECEMBER 8, 1982 BDU MEETING MINUTES

Date: December 13, 1982

3M

I. Marketing Update

A. Sales

1. The November total sales were \$119,400 for the monitors with no sales for noise dosimeters. Total formaldehyde sales were \$42,300, organic vapors were \$36,700 and ethylene oxide \$23,200. The prepaid 3510 is 10% of 3500 sales but less than 5% on a unit basis.
2. It was reported that Mobil Oil Company may order 7,000 3520s per year as a result of the technical support provided by OH&SP in doing a side by side analysis of Mobil's charcoal tubes and 3M's 3520s. (H.E.Mullins, L.W.Anders)
3. The 3551 sales are below that predicted by sales force. Publication of field study results could help.

B. AMS Distribution Program (Air Monitoring Systems)

1. After discussion with analytical laboratories such as Hager, UBTL, Health Science Associates, and Hazelton-Raltech, a two-tiered pricing structure has been established. This will allow the laboratories to promote their analysis services using 3M monitoring devices.
 - a. The prices are for 1 - 19 cases and 20+ cases.
 - b. The OVM case for all distributors will be 10 units versus the former 50 units as of January 1983. Appropriate master carton changes will be made via PSA labels.

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- c. The 3751 and 3551 will become stock items for distributors rather than drop ship items. Prices were maintained at similar levels to drop ship by reducing profit margin to distributors from 40% to 30%. This lowered margin will apply to all monitors except the 3500. Essentially this gives a slightly lower price on "prepaid" products.
 - d. It is anticipated that three or four distributors will be signed by year's end. Twenty-five to 30 are anticipated by the end of January.
2. Du Pont is also attempting to sign these labs as distributors. In their newsletter, Du Pont already lists six analytical labs as distributors. However, one of them was found to have not signed up with Du Pont even though they were listed as such.
- C. Seminar Series for 1983
- 1. The accredited, day-long seminar will be significantly modified to emphasize field application.
 - 2. The first seminar will be at the end of January in St. Paul. Two are planned in late February, two on East Coast in March and several in the fall on West Coast.
 - 3. Charges will be \$40/person for first person from a company and \$25 for each additional from the same company. An audience of 75 would defray seminar costs except for literature and travel costs.
 - 4. A shorter presentation will be given to distributors in the seminar areas on monitors.

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D. Noise Dosimeter

1. Marketing will meet December 9 with a financial planning advisor.
2. Divestiture options are under consideration that would maintain a credible customer service option.

E. Miscellaneous

1. Mercury product in present form will be discontinued December 31, 1983 and is noted such on price pages. Also a 25% price increase was implemented. It is hoped a package allowing customer analysis could replace this product.
2. Any action on the 3400 will be after first quarter. J. Kvikstad will check on type of significant customers and suitability for indoor air quality use will be considered.
3. The possibility of a universal shipping carton will be explored by R. Bernier and J. Kvikstad.
4. A return policy needs to be reconsidered. R. Cich, R. Pereson, J. Kvikstad and R. Eichhorst are responsible for this item.

II. Manufacturing/Process Engineering

- A. No major manufacturing problems occurred in the past few months in any one of the product lines.
1. -The 3550 release delay occurs due to limitations of the analytical procedure. The in-process wafer test is the same as the finished product release test.
 2. The analytical procedure has been under extensive study by M. Luinenburg of Q.A. The cause of the analytical variation is identified. A solution is under development.

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- B. Inventories of incoming parts are adjusted and controlled based on previous sales. Manpower for fabricating is adjusted accordingly.
- C. Current packaging instructions and updating procedures are needed. J. Kvikstad and R. Bernier have begun this task. Packaging standards are appropriate, but examples at the plant were suggested as a practical reference.
- D. All literature needs an order number so that plant can reorder.
- E. All make orders will be updated for 1983. 3400 parts need Process Engineering authorization for reordering. 3600 inventories will also be monitored.
- F. A plan concerning a Valley move needs to be adopted.
- G. W. Kees returned RFES for folder - inserter. Justification requires additional work.

III. Laboratory

- A. Analytical Services
 - 1. In November the number of monitors analyzed continued to increase to 2,071 units.
 - 2. Turnaround time maximum is six working days.
 - 3. All products with analysis, including OVM, are now computerized, allowing rapid customer searches and computer-generated reports.
- B. Technical support of market penetration objective.
 - 1. Peer reviews of NIOSH and OSHA experimental protocols continue to be provided.
 - 2. The ASTM committee preparing a standard practice for diffusional samplers is chaired by 3M. The practice is being made compatible with the governmental protocols.

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3. The new technical course, "Field Applications of Diffusional Sampling" is being prepared for the seminar series.
4. Field studies are being emphasized to obtain sufficient statistically significant data to demonstrate field confirmation.
 - a. Kendall Corporation (ETO)
 - b. US Army, Aberdeen Proving Grounds (ETO)
 - c. MN Home Builders Association (formaldehyde)
 - d. Department of Natural Resources, Ball State University (formaldehyde)
 - e. Wisconsin Department of Health (formaldehyde)
 - f. American Plywood Association (formaldehyde)
 - g. American Petroleum Institute & UBTL (organic vapor)
 - h. National Research Council of Canada (formaldehyde)
5. Five abstracts were submitted for national AIHA spring conference, two for EPA indoor air quality meeting and two for the national conference on "Occupational Hazards to Health Care Workers: Research & Prevention".

C. New products

1. Liquid/solid model is under development; OSHA also wishes to collect validation data using prototypes.
2. Chlorine/poroplastic device investigation requires reassessment of known challenge system.
3. Sulfur dioxide method using IC is being validated.
4. Chlordane, nitrogen dioxide, nitric oxide, and nitrous oxide analytical procedures are being selected.

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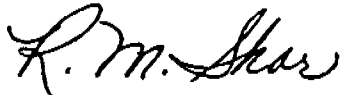
D. Adapted product/new market

1. A report on the November Indoor Pollution Conference attended by R. Shor was given.
2. The pioneering studies have occurred largely in the last three years. The escalation of such studies requires diffusional monitors to soon be part of these investigations for product credibility.
3. The consumer potential is evident. Market research and product adaptation are essential. The December 15th lab/marketing meeting will continue this discussion.
4. Strategic planning will be needed.
5. The contaminants of interest are formaldehyde, carbon monoxide, nitrogen oxide, sulfur dioxide, chlordane, several organic vapors, radon and particulates.
6. Primary sources of above contaminants are unvented kerosene heaters, building materials, wood and gas burning stoves/heaters and pesticides.

The next BDU meeting is scheduled at 8:30 a.m. on January 19, 1983 in Building 230-F-352 conference room.



L.W.Anders



R.M.Shor/ss

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