

TO: All Regional Managers
All MRO Salesmen

FROM: MD Magna

May 4, 1982

RE: Gasketing Strategy

Attached please find a copy of a policy statement that is being mailed to all General Line Distributors and Gasket Fabricators. It is imperative that you immediately visit each of your distributor locations to ensure receipt of this statement, as well as verify their complete understanding of this major policy.

This statement in no way indicates a shift in focus on our non-asbestos BLUE-GARD line. Our goal remains to convert our customers in the most expediate time frame possible. However, we are realistic in recognizing the impact of the economy on testing and specifying and we will not abandon our valued customers. This decision to offer our customers a full range of product options furthermore provides you and your distributors an even stronger case for selling BLUE-GARD. By offering either option, you automatically gain increased credibility for the facts on sealability. This should be used as a major strategy by both you and your distributors, and we are asking you to make sure your distributors are aware of it. You should use a "top-down" approach on all end-users, i.e., BLUE-GARD should always be your initial recommendation.

This visit to each distributor affords you an excellent opportunity to ask for an order for either BLUE-GARD, compressed asbestos, or a combination of both. You, by virtue of this policy with regard to offering both product lines indefinitely, are in a position of strength no competitor can match.

MD Magna:h

att.

cc: N Collins
C Jewett
G Townsend

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FOR IMMEDIATE RELEASE

TO: All Garlock General Line Distributors
All Garlock Gasket Fabricators

FROM: President, Mechanical Packing Division

RE: ASBESTOS Gasketing

As you know, Garlock has and is continuing to develop non-asbestos sheet with equivalent or better characteristics than current asbestos products. These non-asbestos products have had an excellent performance record, and product development is continuing for special applications.

However, under current economic conditions, testing and specifying of new products automatically slows down. Accordingly, to protect you and our mutual customers, Garlock will continue to offer asbestos gasketing indefinitely along with the newly developed BLUE-EARD non-asbestos family.

We are confident that this full range of product options gives Garlock and you, our business partners, an unequalled position of strength to serve all marketplace demands.