FUNCTIONAL FLUIDS

THERMINOL
PYDRAUL
SANTOVAC

Sales Information Bulletin No. 89

DATE: August 8, 1972

SUBJECT: PRODUCT LIABILITY

Company Confidential

We are grateful to Bob Weyland for passing on the attached communication from Humble Oil & Refining to their marketing force. We would certainly endorse their opinions and suggestions.

As suppliers of Pydraul ® and Santosafe ® hydraulic fluids the Mobil case cited by Humble is of special interest. Are we sure that in our enthusiasm to sell we always make certain that we do not over commit ourselves on product performance.

Another case that comes to mind is the PCB situation. You have all seen the letters sent out by the Heat Transfer Conversion team to FR customers. You may have wondered at the wording used but each sentence was carefully chosen. A study of these letters can help you phrase customer letters on our products to avoid problems for us later. In heat transfer conversions, for example, several customers have tried to get us to pick up complete conversion costs on the grounds that Monsanto salesmen misrepresented Therminol® FR by failing to point out potential problems such as toxicity and environmental pollution. The customers contended that had we told them of these matters, they would not have chosen FR in the beginning--hence it is solely a Monsanto liability.

I suggest you forget the words "recommend", "assure" and "guarantee". In customer letters we should "suggest" products for "consideration" by the customer "as to their suitability in his application" based on the properties we publish.

If you get into situations where you want guidance or even letters "vetted" before you send them to customers, please let us know. We are very fortunate in M.I.C.C. to have legal personnel who are very helpful in such matters and who also realize that we are in business to sell at a profit.

C. Paton

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Attachment

Monsanto

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