

# "Talking about..."

**GAFSTAR®**  
Sheet Vinyl &  
Floor Tile

*Joyce Sturtevant*

December 1, 1978

TO: GAF FLOOR PRODUCTS DISTRIBUTORS

CC: FLOOR PRODUCTS REGIONAL AND FIELD SALES MANAGERS  
FLOOR PRODUCTS SALES REPRESENTATIVES  
NEW YORK HEADQUARTERS AND WHITEHALL PERSONNEL

SUBJECT: DISCONTINUED PATTERNS - GAFSTAR<sup>(R)</sup> SHEET VINYL

As outlined in Sales Bulletins #9 dated April 3, 1978 and #12 dated June 1, 1978 patterns listed below are discontinued as of November 30, 1978:

GAFSTAR<sup>(R)</sup> DELUXE - 12' Wide

Topiary - 37032, 37036

Vienna - 37130, 37132

GAFSTAR<sup>(R)</sup> 5400 SERIES - 6' & 12' Wide

Congress - 54402, 54405, 54406

Mayan - 54410

Capistrano - 54425

Play Stripe - 54430, 54431, 54435, 54437, 54439

Play Square - 54440, 54441, 54445, 54447, 54449

GAFSTAR<sup>(R)</sup> FOAMCRAFT - 9' & 12' Wide

Wandamere - 43192, 43193

Traditional Wood - 43201

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continued.....

**GAF®** Floor  
Products

**GAF CORPORATION**  
140 West 51 Street  
New York NY 10020

**Consumer Products Group**

**PLAINTIFF'S  
EXHIBIT**

tabbies

GF-2471

00909066

GAFSTAR<sup>(R)</sup> GRAND - 6' & 12' Wide  
Plescho - 46032, 46035  
Glazelle - 46040

GAFSTAR<sup>(R)</sup> STANDARD - 6' Wide  
Ceramique - 44103, 44108  
Beachstone - 44251, 44252, 44254, 44255, 44256

GAFSTAR<sup>(R)</sup> SOFTRED - 9' & 12' Wide  
Colonial Floor - 27312, 27313, 27317, 27319  
Grand Cotillian - 27522, 27526  
Calgary - 27582, 27586  
Do-Si-Do - 27570

GAFSTAR<sup>(R)</sup> PRIME - 9' & 12' Wide  
Ludenburg Marble - 28085, 28090, 28092, 28095, 28096, 28099

Distributors are entitled to inventory price protection as outlined in "Terms and Conditions of Sale" - Fall Season 1978, Section III-B. Discontinued Mill Net Billing Prices are attached.

Please utilize forms previously sent to you for file-back purposes. Claims should be submitted no later than December 15, 1978.

Paul J. Kacsur  
Manager, Customer Sales Service  
Sheet Vinyl  
GAF CONSUMER PRODUCTS GROUP  
Floor Products

PJK/blp  
FPB# 14  
F-1, 2, & 3  
Attachment

00909067

December 1, 1978

MILL NET BILLING PRICES TO DISTRIBUTORS  
PATTERNS DISCONTINUED AS OF NOVEMBER 30, 1978

| <u>PER SQ.YD.</u>             | <u>Code</u> | <u>Firsts</u>   | <u>2-Pc.<br/>Firsts</u> | <u>Seconds</u>    | <u>Remnants</u> | <u>Mill<br/>Trials</u> |
|-------------------------------|-------------|-----------------|-------------------------|-------------------|-----------------|------------------------|
| <u>GAFSTAR(R) DELUXE</u>      |             |                 |                         |                   |                 |                        |
| 12' Wide                      | 37          | \$ 4.64         | -                       | \$ 3.74           | \$ 3.66         | \$ 2.78                |
| <u>GAFSTAR(R) FOAMCRAFT</u>   |             |                 |                         |                   |                 |                        |
| 9' & 12' Wide                 | 43          | 3.08            | -                       | 2.59              | 2.31            | 1.98                   |
| <u>GAFSTAR(R) GRAND</u>       |             |                 |                         |                   |                 |                        |
| 6' & 12' Wide                 | 46          | 2.64            | 2.49                    | 2.14              | 2.04            | 1.39                   |
| <u>GAFSTAR(R) STANDARD</u>    |             |                 |                         |                   |                 |                        |
| 6' Wide                       | 44          | 1.93            | -                       | 1.67              | 1.58            | 1.18                   |
| <u>GAFSTAR(R) SOFTRED</u>     |             |                 |                         |                   |                 |                        |
| 9' & 12' Wide                 | 27          | 1.67            | -                       | 1.45              | 1.41            | 1.12                   |
|                               |             | <u>REGULARS</u> |                         | <u>IRREGULARS</u> |                 |                        |
| <u>GAFSTAR(R) 5400 SERIES</u> |             |                 |                         |                   |                 |                        |
| 12' Wide                      | 54          | \$ 3.25         |                         | \$ 2.77           |                 |                        |
| 6' Wide                       | 54          | 3.25            |                         | 2.59              |                 |                        |
| <u>GAFSTAR(R) PRIME</u>       |             |                 |                         |                   |                 |                        |
| 9' & 12' Wide                 | 28          | 1.38            |                         | 1.07              |                 |                        |

TERMS: 5% 15 Days, 4% 45 Days, 71 Days Net  
from date of shipment.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

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