

RESEARCH REPORT
1956 - 1957

RESEARCH OBJECTIVES
1957- 1958

PAINT DIVISION LABORATORIES
THE GLIDDEN COMPANY

E. Schulte

CONFIDENTIAL

	1956-57 Fiscal Expenditure	1957-58 Budget
47-12 TRADE SALES RESEARCH (Solvent Type)	\$ 22,284.50	\$ 27,000.00

Objective 1956-1957

- 1) Improvement of present products - House Paint, Florenamel, Japalac, Spred Luster Enamel, and reduce costs wherever possible.
- 2) Development of a universal maintenance and industrial line which can be sold by the branches and industrial sales department to eliminate small batches to enable us to obtain business where we do not have industrial representation and also have a line which the industrial sales department can use for small orders.

Results

- 1) Endurance Velvet House Paint - In order to meet the demand of the trade for a low gloss house paint, Endurance Velvet was developed. The product has received very favorable reception by the field and in less than a year 75,000 gallons of Endurance Velvet was sold resulting in a gross profit of \$132,000.
- 2) Japalac Spray - This product was developed and introduced earlier than Endurance Velvet. By August the sales had reached \$700,000 with a gross profit of \$240,000.
- 3) Speed-Wall Flat - In regard to the cost savings program, the laboratory efforts are directed towards use of low cost tall oil fatty acids. Under this program a new flat wall vehicle has been developed which will have better odor than the previous material.
- 4) Development of non-chalking white, Y-1892 - Trim White was developed as a non-chalking white for trim and to serve as a shading base for painters for light tints.
- 5) House paint tests have been exposed with lower lead content and we expect to further reduce the cost of our house paint in the near future. We are using extended titanium pigment in our Endurance colors and in Titan-O-Zinc as well as our interior finishes with an estimated savings of \$60,000.00, last year.

Future

- 1) Development of lower cost vehicles and products in the trade sales line. Utilization of tall oil fatty acids by overcoming poor drying properties.
- 2) New products - Exposure tests indicate polyurethane will make a superior Spar Varnish for exterior purposes and also a superior red wood coating. The clear for red wood has been referred to the Redwood Association for test. Indications are that polyurethane also has better adhesion to wet wood than