

PROJECT ASSESSMENT

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BUSINESS GROUP Specialty Products DATE 5/73

PROGRAM Fluids PROJECT Dielectrics

TECHNICAL OBJECTIVE

Provide a capacitor fluid DK 5.0 at 100°C. (non-PCB) with cost/performance equal to Aroclor 1016 for small capacitors. - Provide a capacitor fluid DK 6.5 at 100°C. which will improve the cost/performance of the paper capacitor and slow progress of the all-polypropylene capacitor. - Define mfg. processes for high DK components of above fluids for <4¢/lb./DK unit. Keep mfg. cost of Aroclors viable for transformer and power capacitor uses <13¢/lb.

VALUE OF PROJECT (100% Success vs. Not Doing Project)

PRODUCT OR PRODUCT GROUP VALUED:

Aroclor, Askarels, Inerteens, Pyranols

ADVANTAGE ACHIEVED OR HELD

(PATENTS?)

Market Share

Process Know-How

Application Know-How

Raw Material Position

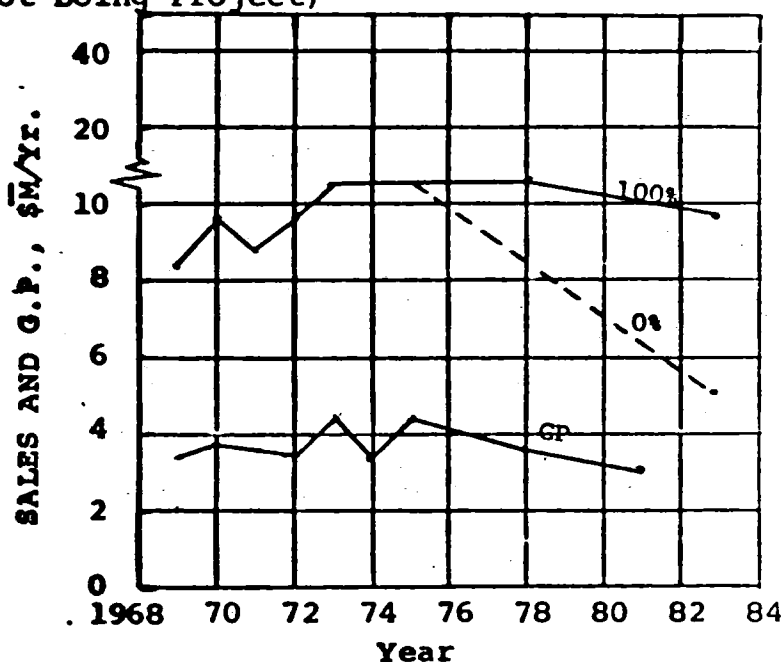
Lowest Mfg. Cost/Capital

Unique Cost/Performance

Unique Product Composition

Growth Area

Other:



COST OF PROJECT

Year	\$M R&D Cost	\$M Ex-R&D Test Cost	\$M Investment
1968	138		
1969	132		
1970	194		
1971	342		
1972	374		
1973	307		
1974	310		
1975	320		
1976	350		
1977	360		
1978	370		
1979	350		
1980	340		
1981	330		

