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DOCUMENT DESCRIPTION: 1954 Letter to Zonolite Laboratory regarding bond failure in acoustical plastic.

WESTERN MINERAL PRODUCTS CO.

cc: Dale Moll
Mel Quayle
D. Prouty
C. H. Wendol

October 18, 1954

Dr. George Ziegler
Zonolite Laboratory
1627 Benson Avenue
Evanston, Illinois

Dear George:

This problem of bond failure in acoustical plastic is getting to the point where we are losing terrific quantities of business. It is particularly bad when Zonolite acoustical plastic falls off two and three times from the same ceiling and then the plaster contractor applies Bildrok and the material bonds.

When you add this bond problem to the already disadvantage of not having a white product, we are finding the business exceptionally hard to hold. Either we get some answers for this problem or I'm afraid our acoustical business is out the window.

Soren B. Nielson of Rapid City, South Dakota, has an order placed with us for 1,200 bags of acoustical plastic right now, which he is seriously threatening to cancel. The Cooper Plastering Co. of Greeley, Colorado, have two large schools which they are plastering right now and which will be ready for acoustical in a matter of days. This firm has now lost the acoustical ceilings off of a medical center in Greeley three times, and you can be sure they are not very enthusiastic about the prospect of having ceilings drop off of the two big school jobs.

Dale Moll will be at your laboratory on Thursday and Friday of this week to progress this sound absorbing and light reflective study of acoustical plastic which was started some time ago. Since this bond problem has gotten so hot, we have suggested the American Colloid Co. to take a hand in trying to solve it. We've suggested that Mr. Clow of American Colloid arrange to be in your laboratory on Thursday to discuss the problem with Dale.

Warren Mashl, in our employce, has had considerable background in the paint and wallpaper industry. He has raised the possibility of introducing some powdered casein glue to our acoustical plastic to improve its adhesive to high suction bases. He points out that casein glue is used as a wall sizing before the application of wallpaper and that frequently glue is added to the paste to obtain better adhesion of the wallpaper. Perhaps this is worth some consideration.

WESTERN MINERAL PRODUCTS CO.

CAP:nh


C. A. Pratt

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