



P.R. No. USG-74-111

U.S.G. ENTERS RETAIL ADHESIVES MARKET

United States Gypsum Company is taking its professional line of adhesives, joint treatment and surface preparation products to the retail home fix-up market.

This step encompasses new product packaging, labeling and display approaches for U.S.G.'s construction and floor covering adhesives, surface preparations and wallboard finishing products. They will be marketed under the family name DURABOND®.

To back this program, the company expanded existing production facilities and acquired others including Chicago Mastic Company, Rosemont, Illinois in 1971 (floor and wall covering adhesives), Wayne Adhesives Company, Detroit, Michigan in 1973 (FABSTIC line of carpet adhesives), and the Firestone Adhesives Division of the Firestone Tire and Rubber Company in 1974 (construction, industrial and automotive adhesives). The final phase of Chicago Mastic Company's program to increase service capacity by 30% was completed in April 1974 with the establishment of an ultramodern, 38,000-sq. ft. distribution center in Des Plaines, Illinois.

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These manufacturing facilities provide mass merchandisers a one-source service on the widest line of home repairs, simplifying ordering, shipping and billing. Packaging and labeling are designed to create a visual impact and eliminate customer confusion. The red, white and blue tell-all label identifies, illustrates and explains where and how the product is used, minimizing the involvement of store personnel.

Methods of displaying the DURABOND® line include flexible standard size gondolas, header signs, selector cards, channel strips, store shelf plans, catalog and price sheets. Satellite display units help capture add-on sales in various store departments.

DURABOND products are made and backed by the leading manufacturer of building materials, United States Gypsum Company. Further information is available by writing:

United States Gypsum Company
Dept. 160
101 South Wacker Drive
Chicago, Illinois 60606

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