

The RUBEROID Co.
South Bound Brook, N. J.

January 21, 1966

TO: Messrs. Bettoli - Darrell - Dent - Dersch - Hall - Milstein -
Monahan - Neil - O'Leary - O'Brien - Thede - Van Akin -
Sweeney

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCTS DIVISION
MEETING - JANUARY 17, 1966

A meeting of the subject committee was held in New York. In attendance were:-

Members

F.K. SWEENEY, CHAIRMAN
D.A. DAVIS
J.G. HALL
T.A. DENT
D.L. NEIL

Guests

P.S. BETTOLI
W.R. DARRELL
C.H. THEDE
L.J. MONAHAN
G. HAZELL

I. BUILDING PRODUCTS

A. Imperial Vinyl-Clad Asbestos Shake Siding

Mr. Monahan reported that one New Jersey builder had agreed to use Imperial Shake on the fronts of homes in a 100 house development. Regular A/C to be used on the other three sides. Negotiations are in progress for a 200 house development. Imperial Shake has been applied on several individual houses with no applicator problems.

Research showed drawings depicting a wood-grain texture and a meeting was scheduled for Friday, January 28 at South Bound Brook to view plaster casts of 3 texture variations in comparison with competitive products. The question of whether the next texture should include thatch butts was left open.

It was the consensus that full scale production equipment should be installed at St. Louis, rather than South Bound Brook and Mr. Monahan was requested to determine whether oven design should include capability to handle 16 ft. units.

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B. A/C Roofing

It was decided to hold off work on regular A/C roofing (with cutouts) pending developments in a low density roofing product. It was also agreed that it was not necessary or desirable to switch American Thatch to Dura-Color surfacing.

C. Class "A" Shingle

Mr. Neil reported that Class "A" equipment would not be operational at Joliet until July or August at the earliest. Canyon Glow will be dropped from the Class "A" Sovereign line and Cocoa Brown will be added. Sales agreed that long range planning should lead towards an expansion of the heavy-weight colour line and a reduction in the 235 lb. colour line.

Sample tabs of competitive Wood Blend shingles were examined and panels will be viewed on January 28th. An acceptable Ruberoid blend, with or without shadow-line will be added to the 235 lb. line. Beige will be eliminated.

D. B.U.R. - 3 Ply Mica Stabilized

Mr. Sweeney stated that merchandising of the 3 ply system should be limited pending further experience. A meeting to review BUR bond policy and specifications has been scheduled for January 24.

E. Mica Stabilized Roof Coating

Research is evaluating formulation of Mica fortified roof coating. A specialty product of this type may have merchandising possibilities.

F. A/C Curtain Walls

Mr. Hazell reported that Imhoff is setting up 12 distributors and that he has ordered another 200 panels from St. Louis. Research will provide a recommended adhesive and procedure.

Regarding the sale of flat sheets to existing panel fabricators, a list of 14 firms having national distribution has been prepared for follow-up. It was agreed that a suitable brochure, regarding the use of our stonewall in panel manufacture, is needed. Mr. Hazell will prepare. Research will obtain a few sheets with Vitramic texture.

II. INDUSTRIAL PRODUCTS

A. Inhibited Calsilite

Production of inhibited product has started and du Pont will sample for approval on January 21. Serious density problems exist, and are related to the inhibitor addition, but progress is being made towards solution.

B. Flooring Felts

1. Costs are being determined, based on the recent 50 ton and 100 ton runs so that pricing to Mannington can be established. Sandura reports good results with product shipped to date.

2. Asbestos

Mr. Darrell reported that an I.A. has been prepared to permit economical production of Neoprene or SBR felt at Erie. Sandura is currently using both types of felt. Research expects to run SBR felt at Erie on January 25. Ruberoid Neoprene felt has been run satisfactorily by Sandura.

D. A. Davis
D. A. DAVIS

:JMR