

W. J. Lawrence, Jr.
Date June 16, 1981

TO: MARKETING MANAGER - J. S. THACKRAH
COLORED PIGMENT PRODUCTS DIVISION

FROM: P. H. FITZGERALD
JACKSON LABORATORY

NEW PRODUCT REQUEST
OPPORTUNITY DESCRIPTION

A. DETAILED DESCRIPTION OF NEED

Title: Acid Ripened CPC Blue B

Product Description:

Product similar to BT-284-D in color and transparency but lower in cost (approx. \$1/lb) and improved in rheology, strength, and flocculation resistance in enamels. A new product to replace BT-284-D in many applications.

Deficiencies of Existing Du Pont Products:

Inadequate rheology in high solids enamels, high mill cost

End-use Applications (Target industries, etc.):

Automotive, industrial

Competitive Products:

Harmon's B4806

Test Procedures (TS): As per BT-284-D plus evaluation in HSE

B. ESTIMATE OF MARKET SIZE

130,000 1980 (based on BT-284-D)

C. ESTIMATE OF DU PONT'S SHARE OF MARKET

1st Year
1985

2nd Year
1986

3rd Year
1987

D. SPECIFY CUSTOMERS (IF KNOWN)

F&F, Ford, Bee Chemical, etc.

E. CRITICAL TIMING