



PRODUCT DEVELOPMENT REPORT

TORONTO

MAY 1954

T. Eaton Company Limited

The above concern which is our largest outlet for trade sales paints is very interested in paint formulations for their own line of house paints. We had submitted some samples several years ago which had failed rather badly and they requested that we supply new samples and mentioned that they were interested in the use of mica in exterior house paints.

In July, 1952, we submitted samples of TGL-5519-A and TGL-5520-A. Both of these are white house paints based on a conventional high linseed oil content and TGL-5519-A is a lead free type. Both of these paints contained a small quantity of W-161. The T. Eaton Company exposed these paints in Florida for ten months and then received the panels in Toronto and put them on their own exposure racks for a period of one year. At the end of that time all panels were taken out and examined.

It was considered that the two paints which we submitted were the best of quite a number of paints from competitors. It was of interest to note that TGL-5520-A was the only lead containing paint which had not discolored badly. It was of further interest to note that the only other competitive paint which looked well was one which also appeared to contain mica.

Based on these tests it would appear that mica adds to the quality of exterior house paints both from the standpoint of durability and color retention. It appears that mica prevents too rapid surface erosion while at the same time permitting a certain amount of chalking. However, it is difficult to make any very positive statements due to the fact that a combination of W-91 and W-170 was also used similar to that which has recently been adopted for Endurance Paint. This combination also appears to produce a clean appearing white that does not erode too rapidly.

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F. L. STEELE

Ford Motor Company - TL-7314

Formulated as a Touch-Up Lacquer to match M-20-J-358 Yellow Baking Enamel (TGL-7064).

Amerwood Limited - Lacquer Stains

- TL-7281 - Green Lacquer Stain.
- TL-7282 - Dark Brown Shading Stain.
- TL-7283 - Light Brown Shading Stain.

The customer required three lacquer stains for use on Amerwood paneling. The three lacquers mentioned above were prepared and samples submitted for approval. TL-7282 is used over TL-7281, while TL-7283 is to be used over 129-W-804. TL-7281 and TL-7282 are now in production.

GLD37434

Alcohol and Water Resistance - TL-7272 has fair resistance to a 50% alcohol solution. Has very good water resistance.

A great deal of development work is still being done on Hot Spray Furniture Lacquers. We have some formulae just in the testing stage and a report will be issued regarding these if the material is satisfactory. We have several customers who seem very interested in a water-white gloss Hot Spray Furniture Lacquer. Two customers who are interested are: Honderich Furniture Company Limited and R. C. A. Victor Corporation Limited. They desire a Water-White Hot Spray Lacquer with solids of approximately 33% and cold check resistance of 30 cycles.

It is our aim to develop such a lacquer and any assistance from the other branches would be appreciated.

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D. G. RAYMOND

TGL-6616-A - White Traffic Paint

City of Toronto has approved our sample and we have received a 4,000 gallon order for this material.

The vehicle is the same as used in Y-541 but the pigmentation has been changed and the P.V.C. lowered to give improved durability.

TGL-7055 - First Narrows Bridge Green Neva Rust

Douglass Paint Company, Vancouver, our dealer in British Columbia, have supplied a green paint for use on this bridge in the past. However, they requested that we change the quality to that of our present Neva Rust.

TGL-7060 - Second Coat Field Paint - Type B

This formula has been approved by the City of Toronto.

TGL-7128 - Extra White House Paint

This formula was developed to match a competitor's sample. The dealer's first concern was the initial color with dry and durability secondary considerations. To achieve this, anatase titanium had to be used. The use of lead carbonate also adversely affected the color, so this also was left out.

TGL-7203 - White Post Ad Trim Paint

This formula was developed using V-870 and O-5 vehicle. Our complete Post Ad line is now based on this vehicle.

TXM-52019 - Green Chalkboard Primer
TXM-52020 - Green Chalkboard Finish

Samples have been sent to the customer, Modernite Industries, for test. Both these materials are polyvinyl acetate emulsions. The P.V.A. used is Polyco 522.

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B. J. WILSON

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