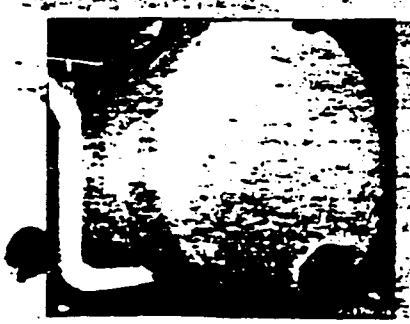
PLAINTIFF'S EXHIBIT
tabbies
WV-012686

Detrick announces Super 711 Insulating Cement

introducing new standards of efficiency, made possible by DETRICK-DEVELOPED Manufacturing Techniques





SUPER-711 (rough coat) applied over Gripset Block Insulation or cement. Highest thermal efficiency makes SUPER-711 the insulation to use on heated equipment operating at temperatures up to 1800° F.

SPECIFY SUPER-711 for application over block and blanket insulations on refractory constructions, all valves and fittings, and on equipment to be operated up to 1800° F.

DETRICK RESEARCH has done it again. The assignment: Develop manufacturing techniques which will so improve the formulation of insulating cement as to provide finer wool nodulation and reduced shot content. The result: DETRICK SUPER-711, offering all the established advantages of 711 with these added qualities:

1. INCREASED SMOOTHNESS

Because of finer wool nodulation and reduced shot content, SUPER-711 dries to a more even, pleasing and uniform surface.

2. BETTER WORKABILITY

The same qualities make SUPER-711 easier to apply. Will not slip or roll under trowel application. Reduces installation time.

3. GREATER COVERAGE

More coverage per pound means less cost per job.

4. IMPROVED "K" FACTOR

Lower conductivity—maximum fuel savings. The increased thousands of tiny air cells in the finer, resilient wool nodules provide better thermal values throughout.

5. IMMEDIATE ADHESION

Increased "stickability" means a better job in less time . . . from wet to dry and beyond.

6. EXCELLENT PALMING QUALITIES

SUPER-711 has that feel the asbestos worker looks for and understands. Yes, it's rust-inhibited, too.

For the full story of DETRICK SUPER-711 write Detrick or contact the nearest contractor or distributor.

DETRICK Industrial INSULATIONS

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