DRAFT/DRB/2-18-76 -- Alternate

ST. LOUIS, Feb. 00 -- Monsanto Company has announced that effective March 1, 1976, it will increase prices of its polychlorinated biphenyl (PCB) dielectric insulating fluids from 30 to 40 per cent, across the board. Monsanto markets PCB dielectrics to the electrical power supply industry under the Aroclor brand name.

In announcing the price increases, E. H. Harbison Jr., general manager of Monsanto's Specialty Chemicals Division, said the move is designed to partially offset the tremendous costs associated with implementing an orderly production phaseout of this product line, hopefully within 36 months. The company announced, just last month, that because of environmental concerns, it would voluntarily shut down its PCB manufacturing unit as soon as environmentally acceptable alternate products are available.

Another major reason for the price increase, cited by Mr. Harbison, is the continuing and escalating costs associated with administering and maintaining the restrictive measures, controls and monitoring programs necessary to effectively ~~limit~~ restrict the entry of PCBs in the environment.

"Since 1970, when Monsanto began restricting the use of PCBs solely to closed electrical systems, the company has invested millions of dollars and thousands of man-hours to implement and maintain this ongoing environmental protection program. We have now ~~reached the point where the mounting expenses required of the program~~ assessed the full economic impact of staying in the business through Oct 1977 and these costs, coupled with the ~~substantial~~ capital write-off involved in orderly exiting the business, make it ~~no longer possible for Mon~~santo to ~~continue absorbing these costs alone~~ pass some of these costs on to our customers. Can economic necessary to

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