

November 16, 1965

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

MINUTES
NEW PRODUCTS STEERING COMMITTEE
BUILDING & INDUSTRIAL PRODUCTS DIVISION
MEETING - NOVEMBER 8, 1965

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
E.L. Ostic
G. Hazell

I. BUILDING PRODUCTS

A. Low Density

1. 15½ x 24 (Imperial Vinyl Asbestos Shake Siding)

Mr. Monahan reported that contact with Distributors and Applicators had established an applied cost, to the builder, (new construction) of \$32.00/sq., which is generally equal to wood shake (including field painting). Three of the builders contacted showed strong interest in the new product and agreed to try using it. Several other builders expressed the need for deeper texture.

Research reported that the semi-commercial runs to date had produced an inventory of 160 squares of white and 40 squares of Grey. Mechanical improvements to reduce rejects have been made. Longer and higher speed test runs have been scheduled.

2. 12 ft x 12"

On the basis of reports that Tedlar-surfaced plywood and Woodrock are not selling well, it was agreed to hold-off on test runs of 12 ft. product, at least until Imperial Shake Siding is further along.

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B. Asphalt Roofing

1. Self-Sealing Shingles

Sales is interested in retaining the double-track feature, especially since it is patented. In general, cost cutting moves should not be at the expense of quality.

2. Class "A" Shingles

The location of equipment for another Class "A" facility is still under discussion, and complicated by the apparent need for investment expense in connection with silo storage for #9 granules. The new Brown-blend planned for addition to the Class "A" line requires the addition of two new #9 granules.

3. Fungus Resistance

It has been decided not to proceed with the planned test runs of shingles having fungicide added to the asphalt coating. We will wait for the development of a fungus resistant granule.

C. Fire Rated Gypsum

Ruberoid product has passed all U.L. Fire Tests and label service will be instituted.

D. BUR Systems

1. Mica - Stabilized

Test runs have demonstrated that this product can be made at Millis without major equipment changes, in quantities up to 400 squares (3 ply) per week. Product availability will be announced for the Millis, South Bound Brook and Baltimore area in order to provide additional performance and marketing experience. There is some concern by Sales because this system is only Class C as compared with Bond Ply which has a Class "A" U.L. rating.

2. T/NA 200

Note: This product was reviewed at a special meeting with Messrs. Sweeney, Ostic, Hazell, and Research on October 29, 1965.

It was agreed to continue promotion for another year to see if recent product improvements solve shrinkage problems which has been present on prior material. Simultaneously, Sales will institute an improved applicator training program in an effort to minimize application problems.

6

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3. Styrafoam Deck Insulation

Mr. Ostic and Research are of the opinion that the use of Styrafoam deck insulation still involves too many critical application features for use in Ruberoid Bonded roofs.

E. A/C Curtain Wall Panels

Gordon Hazell reported on his preliminary investigation of the curtain-wall business. It was agreed that more effort should be made to sell our standard stonewall products to the numerous panel fabricators now in existence. Research will continue its work with adhesives and observe the application of the St. Louis produced Imhoff panels. We will not attempt to develop our own panel until more is known about customer requirements and existing competition.

II. INDUSTRIAL PRODUCTS

A. Calsilite

Production of inhibited Calsilite is being held up pending an opinion from an independent corrosion expert regarding the effect of the inhibitor on steels other than stainless, e.g., mild carbon.

B. Flooring

1. Asbestos

Ten tons of Neoprene-Asbestos performed well in the Sandura operation. A short test run of lower cost SBR-type rubber will now be made at Erie for Sandura evaluation.

2. Organic

A 15 ton run of B-9 type product is scheduled for the first week in December.


D. A. DAVIS

:JMR

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