

TO:

DATE: February 12, 1970

SUBJECT: CAULKS AND SEALANTS

We've sent out several Specialists on plasticizers for caulks and sealants, as well as covering this subject in the training schools. The attached article from Popular Science (September, 1969) is a very readable guide to caulks and sealants.

The brand-name list on Page 150 may give you some new accounts to contact.

Please note that Sears has reduced its whole line of caulks to two types: acrylic latex and polysulfide rubber. Both need plasticizers.

Acrylic Latex: Santicizer 8
 Santicizer 261
 Santicizer 412
 Santicizer 429

Polysulfides: Aroclor 1248
 Aroclor 1254/1260
 Aroclor 1262
 Santicizer 261
 Santicizer 148
 Aroclor 4465

Please refer to previous Specialists for data:

January 14: Improved Plasticizers for Polysulfides

January 30: Plasticizers for Rhoplex LC-40

1970 looks like it will be a tough year. We can still make budget, however, if we uncover new accounts, new opportunities and take business away from competition. In fact, this should be a challenge each of our salesmen should relish. So ends my sermon. Amen.


Cumming Paton

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