FILE NAME: National Gypsum (NG)

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[redacted]

R. J. FRIEDHEIM - MARKETING
R. L. ZALE - ADVERTISING

September 22, 1978

A. O. Maraia

cc: M. T. Coleman - V/P
F. R. Griffin, Jr. - V/P
E. J. FitzGerald, Jr. - V/P

Asbestos Products

All Alone On An Island

When you think about it, that's where WE are in the Asbestos business. In a few short months, we will be in the position of selling a proprietary product. THERE IS NO COMPETITION!

Until such time as our Company decides otherwise, we are confronted with the unique challenge of capitalizing on this opportunity.

Are our Salesmen all aware that our competition has vanished and that we are all alone? If not, it's up to us to tell them so they can tell our (and past competition's) distributors and dealers so we can pick up more of the J-M and GAF business. Maybe the dealers don't know we still offer the product.

We should consider an additional ad in a trade publication like Building Supply News. Perhaps, a direct mail campaign (with a unique envelope to get the distributors and dealers attention) telling them we have Asbestos available. Perhaps, we can get from GAF and J-M a list of the dealers they used to sell.

Maybe we should DOUBLE the points in the Sleeping Giant Contest for all ex-GAF dealers sold in a given month. Perhaps, a special discount to any new customers on their first truckload order during November, etc.

The opportunities are limitless. Please involve Sales and Sales Administration and develop a several-prong attack to capitalize on our unique position. The program should be complete and ready to mail by October 25 for implementation on November 1.

A. O. MARAIA

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