



PLAINTIFF'S
EXHIBIT
WCD-211

WHITTAKER, CLARK & DANIELS, INC.
(201) 581-8100 CABLE "BLZINAD"

PRODUCT DATA

399 MAGNESIUM SILICATE S.F.

No. 399 Magnesium Silicate is a low micron magnesium silicate (talc) which has been produced by Whittaker, Clark & Daniels for a number of years. This talc has gradually grown to become the standard of comparisons for all low micron talcs.

No. 399 Magnesium Silicate is ground from a Montana ore and is extremely white in color. It is used in various ways in the paint and printing ink industries.

The popularity of No. 399 Magnesium Silicate S.F. has increased considerably with the increased popularity in the use of new manufacturing facilities for paint products.

No. 399 Magnesium Silicate S.F. is an ideal pigment, not only for its original intent of use in production enamels and other paints for sheen control, but because of its fine particle size and particle size distribution uniformity from lot to lot, bag to bag, No. 399 Lo-Micron Magnesium Silicate is an ideal pigment for formulations which are processed on high speed dispersors and/or sand mills.

No. 399 Lo-Micron Magnesium Silicate still retains its popularity as a formulating tool for sheen control where the sheen of the finished enamel must be uniform on all parts of assembled item. Representative of this type of work would be metal cabinets, bicycles, various heavy toys and any and all sundry items which are produced in individual pieces and assembled on any assembly line.

The reason for this is that most paint batches of enamels when they come down for final inspection vary somewhat in the degree of gloss and the item which is to be coated with this enamel must naturally have and maintain a uniform gloss or when the assembled parts were finally put together in the finished product, it would be rather a sorry looking manufactured piece because of variations in gloss from part to part.

No. 399 Magnesium Silicate S.F. is used at this point in the manufacture of enamels to bring the gloss to a uniform standard and is introduced by the paint manufacturer either by sprinkling into the finished batch and dispersing under the mixing paddles or by having the No. 399 Magnesium Silicate pre-wet in some diluent or solvent that is already in the formula and introducing it at the end of the batch make-up in this form so that there are no possible opportunities for any talc particles to agglomerate and cause trouble either in the straining or in the final finish by showing speckiness.

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PRODUCT DATA

399 Magnesium Silicate S.F. (continued)

There are several talcs which are sold in this category, but No. 399 Magnesium Silicate S.F. is by far the most efficient both from a standpoint of the reducing of the gloss of the paint by the nonsettling characteristics and also by the ease of dispersion and the slight increase in viscosities attributed to the introduction of Magnesium Silicate S.F. to the formula.

There are some specialized purposes for some of the competitive low micron materials which might act as substitutes for No. 399 Magnesium Silicate, but in general use none of the competitive materials make a satisfactory overall substitute for No. 399.

No. 399 Magnesium Silicate S.F. is also widely used in plants where it has been introduced (first as a sheen control item) as a formulating tool in the manufacture of quality satin egg shell and flat enamel paints for general trade sales. One reason for this is that formulations made with No. 399 never lose nor change the gloss readings which were obtained on the dried films when the enamel was first made. This is really quite a problem in the manufacture of this type of trade sales goods because on standing, egg shell and flat enamels generally increase in sheen unless No. 399 Magnesium Silicate is used as the sheen control item.

399 MAGNESIUM SILICATE S.F.

<u>Material</u>	<u>Hegman Test</u>	<u>Viscosity</u>			<u>Glossmeter Reading</u>		
399	6+	<u>1/4#</u> 100 KU	<u>1/2#</u> 105 KU	<u>1#</u> 120 KU	<u>1/4#</u> 78	<u>1/2#</u> 50	<u>1#</u> 37
1731	6	99	101	112	84	70	54