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#981, R. C. Woelfel
#147-2, C. H. Howard, Jr.

cc: #147-2, R. P. Entz
#151, E. Maynard
#340-1, J. R. Milstead

8 HOUR SET DURABOND - GATELY'S 11-12-71 REQUEST.

Research has probably advised you by now that an Operating Bulletin is being initiated which authorizes Dallas to make an 8 - 12 hour DURABOND. This formula should allow you to compete successfully with the Pace product and help Houston District meet their projection of a ten-fold increase in DURABOND Sales if provided such a formula.

My purpose in writing is simply to offer you some background on "longer setting" DURABONDS which might be helpful in sponsoring them.

First, Pace has in effect, reinvented the wheel. Once the basic joint hardening formula is developed, it's relatively easy to adjust it to develop varying hardening times. In fact, prior to, and just subsequent of, the introduction of the S W edge, we experimented extensively with various hardening ranges in the field. This activity arose due to our desire to eliminate the pre-fill step. Knudsen could probably recall some interesting history for you.

In any event, extended hardening time (E.H.T.) DURABONDS never caught on for two reasons -

- 1.) Shrinkage - In ranges of 8 hours or more, it was generally found that the joint shrank about the same as drying compounds . . . at a premium in price.
- 2.) Clean Out - Longer hardening times do not make tool clean out - particularly basooks or pump - any less demanding or necessary. When these tools are not thoroughly cleaned, residual deposits of gypsum can eventually build up to a point of freezing the machinery. On the other hand, E.H.T. DURABONDS do, of course, allow more time and a choice of proper facility - perhaps his shop - to clean up.

While all this may sound negative, it is not intended to discourage this promotion. We simply want to make sure you're acquainted with the product limitations, so you can implement and follow through with a successful selling and re-selling program. After all, if John Gately commits to increasing his DURABOND Sales to \$3,541,500's (approximately \$295,000) with such a product - with its "nice" G. P. - whose to negative? ?

*over 1970.
CHH:ncm