FILE NAME: Crown Zellerbach (CZ)

DATE: 1977 Oct 27

DOC#: CZ002

DOCUMENT DESCRIPTION: Letter from AIA protesting Ad [CZ001] showing CZ had at least one foreign affiliate that was a very substantial user of asbestos at that time

ASBESTOS INFORMATION ASSOCIATION
NORTH AMERICA
1745 Jefferson Davis Highway, Crystal Square 4, Suite 509
Arlington, Virginia 22202 • (703) 979-1150

27 October 1977

Mr. C. R. Dahl
Chief Executive Officer
Crown Zellerbach Corp.
One Bush Street
San Francisco, California 94119

Dear Mr. Dahl:

The September issue of Modern Paint and Coatings contains a flip advertisement in a directed attack on the asbestos industry noting that the suggested substitute product for asbestos-containing materials is processed, warehoused and marketed for Crown Zellerbach. A copy of the advertisement is enclosed.

Crown Zellerbach is a respected leader in the industrial community. We are aware that the company, or its subsidiaries, has been a user of asbestos for many years. We find it difficult to believe that Crown Zellerbach would condone use of its name in an advertisement in which asbestos is referred to as "killer."

COPY

Because of its unusual properties, asbestos is in demand for use in hundreds of products. That exposure to excessive asbestos dust may be hazardous to health is an accepted fact. However, dust levels in the manufacturing process where asbestos is used are controlled by government regulation to medically accepted levels. The industry is dedicated to achieving the lowest possible levels of dust exposure. In such asbestos-containing products as paints and coatings, cited in the advertisement, the fibers are locked in or encapsulated. Substitute materials for asbestos have been associated with loss of product quality. Possible health risks from exposure to the dust of substitute materials is the subject of scientific investigation.

In national concerns for occupational and environmental health, asbestos,a fairly common mineral with broad product application, is frequently accorded singular attention as an example of a health hazard substance. Often news stories and reports by various groups contain exaggerated statements concerning the

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Looking forward to your positive response, I remain,

Yours very truly,

D. Poutiatine
Vice President
Director Marketing
Asbestos Fiber

Attach.

cc:
Dr. C. J. Verlinde
Van Gelder & Zoon

Bcc:
AIA/NA - Mr. Mereness
J. Brown
L. Siebert in route