



WRG 001204

J. A. McClellan - cc Tom

**ZONOLITE**  
CONSTRUCTION PRODUCTS DIVISION

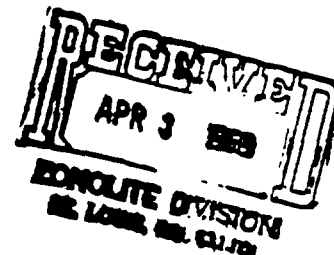
7093925

TO To Whom It May Concern DATE April 1, 1969

FROM Thomas F. Egan

SUBJECT

cc:



Gentlemen:

As the information comes back to the office from so many locations, it becomes clear that there is one paramount fact, staring us all in the face. Our fiber competition is in some serious predicaments. Their long history of illicit field practice as opposed by the requirements for fire testing, along with several recent developments, are to our favor.

The large majority of specifiers, codes and other regulatory bodies are concerned about density, dusting, strength etc., properties in which Mono-Kote excels. There is also the very serious questions raised in field application of asbestos fiber and the health hazard to the general public. Recent articles in many magazines and newspapers are making serious charges. Example, NEW YORKER (October 12, 1968) and WALL STREET JOURNAL (November 7, 1968).

Since most architects, engineers, specifiers look for as few problems as possible (Don't we all?) the time is now to take some positive steps. If you've been doing your homework and been discussing fire protection, code requirements and Mono-Kote with your client, let's start attacking hard with the facts about the failings and evident faults of the fiber materials. If you haven't been selling Mono-Kote and all vermiculite fireproofing systems on a regular call basis, then I ask that you start with those projects in design today.

You will only sell Mono-Kote if you make your contacts with architects as professional as possible and provide those services best offered by vermiculite. The best one of all is Fire Proof. You know that's a benefit given in all vermiculite products - concrete, masonry fill, plaster. You've got the best product to do the job - so get the specs.

I'll be writing you shortly on some plans I have to help in the next sales function that comes after the architect tells all interested parties what he wants (that's what a spec is

GRACE

25053133

7093929

To Whom It May Concern

-2-

April 1, 1969

really supposed to do). The next step is getting an order from the fireproofing subcontractor.

Meanwhile, how about some comments from you on Mono-Kote or any Zonolite fire rated systems - ideas, helpful hints, names of big jobs, complaints, orders.

Let's help each other - I'll see that all facts to better growth in Zonolite products are passed along to each of you.

Yours truly,



Thomas F. Egan

TFE/jac

HOME OFFICE



25053134