701

ASBESTOS INFORMATION ASSOCIATION
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."

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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asbestos-health relationship. It is difficult to set the record straight without criticism of industry self service. I am sure you appreciate the special concern of our membership upon observing a company advertisement which uses a fanciful, specious message to impugn a vital industry.

We would be remiss if we did not bring this matter to your attention. We enclose a pamphlet which describes the Association and a roster of members. We would appreciate your comment.

Sincerely,

R. H. Mereness
Executive Director

Enclosures

bcc: Executive Committee
Adrian May

RHM:pl

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Johns-Manville
Sales Corporation

Special Sales Representative/Asbestos Fiber

Ken-Caryl Ranch
Denver, Colorado 80217
(303) 979-1000
Cable Address: Johnmanvil Denver
Telex: Johnmanvl Dvr 454404, Johnmanv Dvr 45705

October 27, 1977

Mr. C. R. Dahl
Chief Executive Officer
Crown Zellarbach
1 Bush Street
San Francisco, Calif. 94119

COPY

Dear Mr. Dahl,

The Asbestos Information Association/North America has addressed a letter to you expressing its concern over the irresponsible advertising by Mini Fibers Inc. of Weber City, Va., in which your Company's name is associated with a sarcastic and violent condemnation of asbestos fibre.

As a major producer and user of asbestos we are naturally distrubed by such unfavorable publicity which is not even accurate. However, we also question how your Company can condone any association with such statements when it is well known that at least one of your foreign affiliates - the Van Gelder Co. of Holland - is a very substantial user of asbestos. Surely they would not like to be called a user of a "Killer" raw material, nor would they agree with such a classification.

May we respectfully suggest, therefore, that you use your good offices to cause Mini Fibers Inc. to withdraw this type of advertising from their future practices. Although some unnecessary harm may already have been done, we feel that the best way to correct the situation is to avoid quietly any chance of further damage to an important industry in which we are both involved in one way or another.

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Looking forward to your positive response, I remain,

Yours very truly,

D. Poutiatine
Vice President
Director Marketing
Asbestos Fiber

Attach.

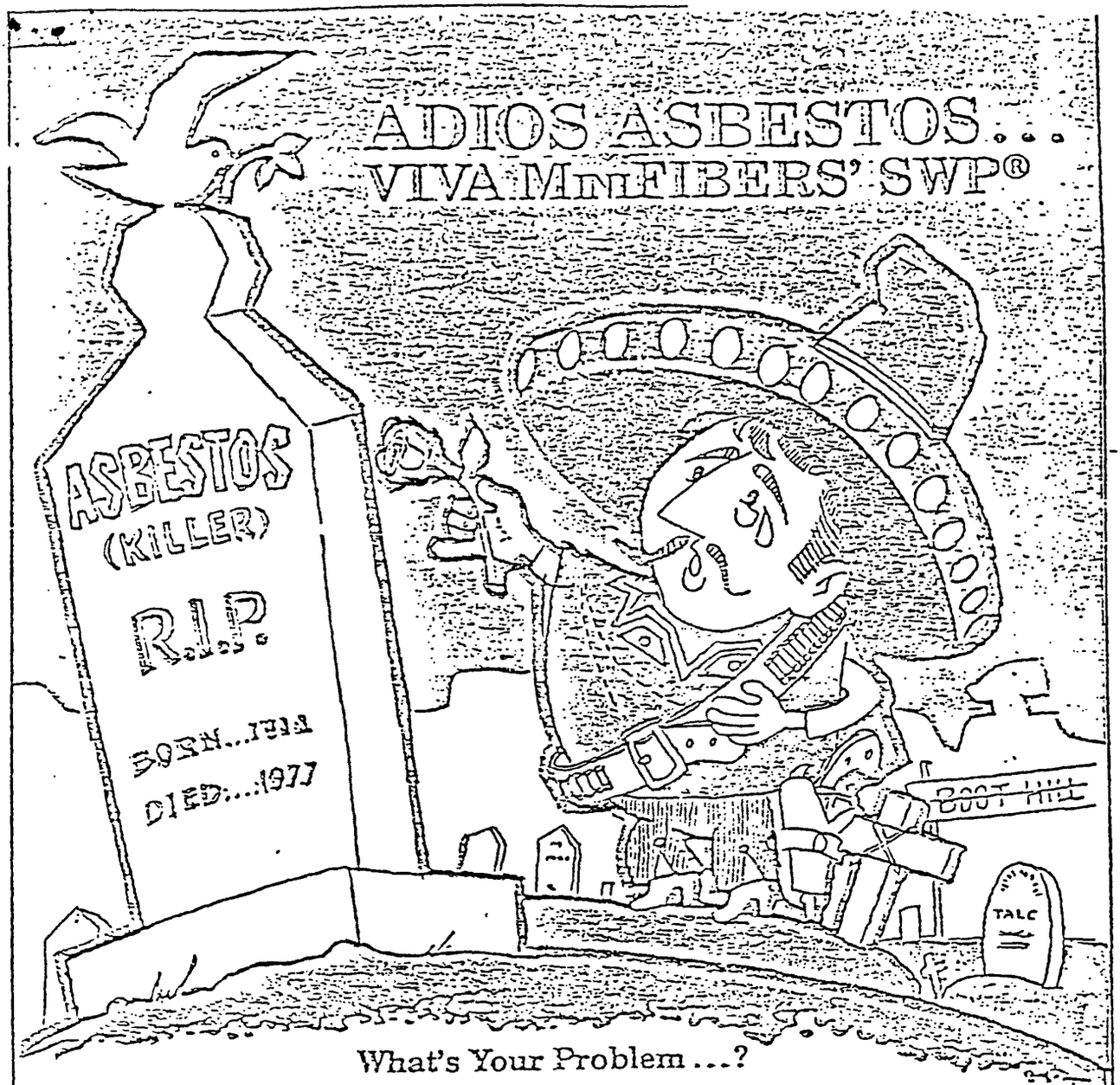
cc:
Dr. C. J. Verlinde
Van Gelder & Zoon

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

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What's Your Problem ...?

- *Thickening* paint(s)?
- *Preventing* drywall cracking?
- *Strengthening* mastic or putty?
- *Toughening* traffic markings?
- *Reinforcing* roof coatings?
- *Reviving* your entire product line?

Use SWP®, it will let YOU run your business again.

MINIFIBERS' SWP® Fibrillated Polyethylene does it all!
It may not cure CANCER, but it won't cause it.
All grades, for many different uses, have FDA approval.

Processed, warehoused, and marketed by MINIFIBERS, Inc. for Crown Zellerbach.
Write or call:

MINI FIBERS, INC.

P.O. Box 186, Weber City, Va. 24251
703-386-3031 or 703-452-4205

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Circle No. 21 on Inquiry Card

MODERN PAINT AND COATINGS, SEPTEMBER 197

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