cc: JWK

cc: T. A. Kiggle
R. E. Byrne
4-18-70



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APR 17 1970
UCC - CALIDRIA
KING CITY, CA.

UNION CARBIDE CORPORATION
CHEMICALS AND PLASTICS DIVISION 270 [illegible], New York

TO: Dr. F. J. Shortsleeve DATE: April 1, 1970

CC: W. W. McLean SUBJECT: CALIDRIA Asbestos
J. L. Meyers CG-135

Dear Dr. Shortsleeve:

Bill McLean and I appreciated the opportunity to meet with you and John Meyers to discuss the potential marketing of CG-135 to the paint industry. At our present level of knowledge of this product we can not be sure of its true potential for use in water-based latex paints, but we did recognize that it could place in jeopardy about $2,000,000 of our cellulosic thickener sales - a very profitable business. I believe the following briefly summarizes our discussion:

1. Marketing responsibility will rest with the Trade Paint Market Area. W. W. McLean is the Market Area Manager and E. C. Biglow, Jr. is the Market Manager in this group who will have direct responsibility for market introduction and planning.

2. The Coatings sales force will be responsible for all direct customer contacts and for the sales of this product to paint companies.

3. John Meyers will serve as a resource to both of the above groups and will also control sampling. He has agreed to not sample any salesman or paint company without first clearing it with E. C. Biglow so as to assure good control over initial market introduction.

4. Sales dollars will continue to be credited to your division, but at some future date it may become desirable to negotiate a more equitable arrangement. In the meantime, Meyers will keep our salesmen and regional sales managers informed as to their monthly sales of both the tape joint grades of asbestos as well as CG-135. He should also send a copy of this information to F. C. Bertics/E. C. Biglow in New York.

Trade Paints' R & D group has estimated that their initial evaluation of this new product will be completed by June 1. At that time we can define any additional work necessary for proper technical service support of the market introduction and for a performance - value analysis of the product.

We recognize the urgency you feel for increasing the sales of CALIDRIA asbestos and we will push this program as hard as possible. However, we hope you realize that no earthshaking sales volume can be developed in a hurry. It took Major Paints a full year to commercialize the product. If we get selected market introduction started by August, the earliest conceivable use of the product in new paint lines will not start until the spring of 1971. Paint companies normally make their formulating changes during the winter lull and bring out their new product lines in the spring. The best we can expect is to complete our selected sampling this fall and if the product receives general acceptance, we can sample broadly in 1971.

We discussed briefly the end-use patent problem and Bill McLean reports to me that he has cleared the way for Meyers and Lasher to use a local attorney in order to speedup the application. Bill will write Meyer separately on this.

Very truly yours,

R. J. Kerr

RJK/fm