RG-600
10/29/75

cc: WCT

Sales - 1974 Domestic 6,300 lbs.
Foreign 350 "
Total 6,650 lbs.

Sales - 1975 Domestic 6,125 lbs.
Foreign 462 "
Total (to date)* 6,587 lbs

Sales (1974-75) 13,237 lbs.

~~~

Inquiries after 5/74
- 1974 = 762
" - 1975 = 280
Total 1,042

~~~

* Estimated Sales for 1975 = 20-30 Tons

PLAINTIFF'S EXHIBIT
tabbies
UC-1427

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Via Telecopier to W. C. Murphy
NY - 38th Floor

2

RG-244 Action Plan

DRAFT OUTLINE

JLM - 10/29/75

cc: REB
HSR

RECEIVED
OCT 29 1975

I. ~~Increase~~ Sales Efforts

a) Increase call frequency at major "partial" users and non-users, especially polyester producers

b) Increase performance of distributors

c) Increase efforts in foreign countries, primarily South America, Mexico, Australia, Far East (except Japan)

d) Continue work with WRG - Europe (Western) and TEC - Japan, concentrate more on WRG - Europe (Eastern) ~~and~~

II Promotion

a) SPE - Washington DC, annually

b) Advertising

c) Mailings

d) "Packages" for Non-US/Non-WRG countries.

III Develop or investigate new applications

IV Develop ~~to~~ improved product - higher viscosity with more narrow viscosity range

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E. Combat OSHA/Health stigma
a) Wetted product
b) Regional or local master-barbers
c) Periodic [illegible]
d) Increase dust counting - especially to show that products containing RG-244 are no problem.

RG-244 Sales

1974	No. Customers	Total Tons	Highest Tons	Highest Customers
Domestic	181	511	47	Columbia Paint
Export	9	243	133	TEC
SX-24 (Locating)	9	243	155	Germany
	209	997		

1975 thru Sept	No. Customers	Total Tons	Highest Tons	Highest Customers
Domestic	172	334	30	Chrysler
Export	9	47	14	TEC & H&C-Tomi
SX-24 (Locations)	7	91	44	Germany
	188	472	[redacted]	

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