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FNL

UNION CARBIDE CORPORATION
Mining and Metals Division
New York, N. Y.

PLAINTIFF'S EXHIBIT
tabbies
UC-2256

M E M O R A N D U M

To: Mr. J. C. Stephenson

October 10, 1969

cc: Messrs. R. W. Rebholz
H. F. Reichard
F. J. Shortsleeve

C O N F I D E N T I A L

Relative to our brief discussion on asbestos, the attached summary, prepared by Hal Reichard (on a confidential and discreet basis), offers a quick overlook at the asbestos market place and provides some commentary suggesting possible means of marketing the product line.

If and when warranted, we would obviously require analysis of greater depth, as suggested by some of the comments, including a determination of the product development and Research & Development backup necessary to support a marketing effort.

RLF:dk

R. L. Folkman

attach.

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UCC ASBESTOS MARKET PATTERNS

Market Area	Sold By	1969 Sales Projected from actual through Aug.	1969 Sales as % of 1968	Comments
I. FLOORING: Traditional asbestos use in vinyl-asbestos & asphalt tile. We have improved product. Total available (non-integrated) customers about 3 large and about 2 small ones.	UCC Group I field staff in "calendar (plastic sheet) and flooring products" business area.	$ 335,000	102. %	This market uses our basic, low-cost tonnage grade. Tends to be a "stay-sold" item. However, needs strong initial moves in pricing, availability, bulk handling & freight options to establish $1 mm + sales base. This tonnage load is key to economic operation of King City plant.
II. PAPER ADDITION: New, proprietary use for asbestos, generally at approx. 2-3% level of addition to all types paper & board. In competition with talc, Hy-Sil silica, organic chemical additives. Calling on approx. 200 customers in 4 regions of U.S.A.	UCC Group I field staff in paper chemicals business area.	$ 530,000	56. %	Does not "stay sold". This one product can't support the heavy calling level needed. Should hire aggressive agent with unfilled complementary product line, specifically suggesting R. T. Vanderbilt & Co. (R. G. Woolery suggestion)
III. NEW APPLICATIONS: Plaster, spackle, joint cements, gun cements, roofing mix, automobile undercoat, caulking compounds, oil well drilling mud, forest fire-fighting mixes. Premium-priced resin grade for polyester fiber glass trade and general thermoplastics.	UCC Group I Sales Dev. staff (King City & Niagara) plus agents (1) Western Chemical Co. (L.A. reseller) (2) Harrison-Crossfield (L.A.-West Coast distributor)	$ 436,000	132. %	High growth area, using high unit price (20¢ to 60¢/lb.) treated grade products. Strong growth potential based on inherent unique properties. Should keep present UCC sales group of about 4 people. They are doing well. Performance of agents should be reviewed in this area.

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UCC ASBESTOS MARKET PATTERNS (pg. 2)

	Market Area	Sold By	1969 Sales Projected from actual through Aug.	1969 Sales as % of 1968	Comments
IV.	EXPORT		$ 290,000	126. %	Generally getting "back burner" treatment. Except for: (1) Japan-very aggressive, successful treatment by Tomoe Engineering. (2) Europe-very enthusiastic push of resin-grade by DeGussa.
	U.K.-Europe: paper and resin grade	UCC-Brussels sales plus DeGussa for resin-grade sales			
	Japan: paper and start of resin-grade.	Tomoe Engineering-agent			
	Latin America: paper at very low level.	UCC Mexicana-UC InterAmerica			
	TOTAL		$1,590,000		

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