METALS DIVISION - "CALIDRIA" ASBESTOS

JOINT CALL REPORT

SALESMAN: J. E. WALSH INDUSTRY: DISTRIBUTOR DATE: 11/566/84

ACTIVITY: Sales calls in the Sao Paulo, Brazil area with Thomaz Edson and Pedro Filho, Union Carbide Brazil.

RESULTS OF CALL

Kasei Composites Quimicos LTDA Sao Paulo, Brazil - Valter Miaguti-Partner, Fernando Miguti, Technical Director.
Kasei currently uses 11 tons of 244 and an equivalent 11 tons of Aerosil 380 per year. The silica is used for its lubricity in automotive sound deadener tapes and the 244 is used where lubricity is not required. The other advantage besides price that silica has over 244 is that it is stocked locally and can be purchased with cruzerios and isn't counted against Kasei's import $ allotment. After discussing RG144 Valter Miaguti requested a sample for Fernando to evaluate as a potential replacement for some of the more expensive silica they use. Pedro will provide the sample and follow up on their evaluation to advise the writer if we are able to replace any of their Aerosil usage.

Takiplas Sao Paulo, Brazil - Antonio Sako Director, Joao Taketani, Director Industrials, Kenji Tanaka, Product Engineer, Aires Hibi, Chemist. This call was handled by a lot of mime, a blackboard and chalk as there wasn't a lot of English being spoken. Takiplas currently uses 1540 lbs/month of 244 and 5060 lbs/month of Aerosil 200 & 380. Takiplas also resells some 244 to Pedro's customers whose quantity usage doesn't justify buying a full container. They make a variety of anti-noise tapes and compounds for the automotive market and our attempt was to convince them to use 144 to partially replace silica to achieve a cost savings. Although they purchase silica locally and it doesn't go against their monthly quota the attraction of using the much lower cost 144 got their interest. They could combine the 144 and 244 in a container and also achieve a lower landed cost per container. After the presentation, Mr. Sako requested a sample of 144 that should go to Mr. Taketani for evaluation as a silica substitute where possible. Pedro will deliver the sample to Taketani and follow up on his lab evaluations.

Resana S/A Industrios Quimicas Sao Paulo, Brazil - Silvio Andrade, Purchasing Manager; Sylvio de Oliveria, Purchasing Agent.
The technical director of Resana was due to join us for the meeting but was called away to their plant to solve a problem. Resana is Cabras's largest customer and will use approximately 20 tons of RG244 this year. They are a Reichhold affiliate and although the Brazilian business climate has been in a recession they have been able to keep pace with last year which is in actuality an improvement in performance. They have a new plant on stream now and expect that their 244 consumption will continue to grow in 85. Only as small amount of silica is presently used in a few specialty gel coat resins. Announced our 85 price increase in percentage form and it was accepted as reasonable. No problems product wise as both men agreed they never hear anything negative on 244. Discussed 9'6" containers and they would be willing to accept the heavier loadings to reduce their landed cost.

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Next order is expected in December and if available they would prefer a 9'6" container.

Glasruit do Brasil Ltda Sao Paulo, Brazil - Jose Palota DeEnvolvimento de Tintas Imobilarias. I'm not sure what Jose's title means but he did have the largest office and according to Pedro and Thomaz was the key man in charge at Glasruit. Glasruit is the largest paint and plaster manufacturer in Brazil with 40% of the market. We introduced and discussed RG144 as an additive for exterior plaster coatings and for the new line of acrylic texture coatings they are going to introduce. Glasruit doesn't presently use asbestos so the publicity issue came up and was thrashed around for awhile. Jose agreed to allow a sample to come in his lab as a few of the benefits that asbestos could give him were intriguing enough to want to test and see if the product justified the sales promotion. Based on just the present plaster application if they used 1% 144 in the formula it would amount to 300M lbs. And as both Thomaz and Pedro said, as Glasruit goes so go the other paint manufacturers in Brazil in as far as raw materials used are concerned. Although an evaluation will be a long time in coming, as Jose will not make it a priority, item they will investigate to see if 144 can enhance the properties of their plaster and textured paints. If successful, we undoubtedly will have to face the asbestos issue with Glasruit management. Thomaz will keep in periodic contact with Jose, as they also are Cabras's largest cellosize customer, and advise the writer on the progress of the 144 evaluations.

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