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**From:** [Martin Dieumegarde](#)

**To:** [Martin Dieumegarde](#)

**Sent:** Saturday, May 22, 2010 3:45 AM

**Subject:** New LPS International Aerosol Design

Good morning Gentlemen,

In an effort to standardize our offering on the international market, LPS plans on switching its aerosols to a new supplier that would allow us more flexibility and faster response time allowing for faster shipping and a few environmental advantages:

The new aerosol is a 2 piece laminated steel aerosol can that has these key features:

1. Tin Free Steel, polymer coated inside and outside
2. Eliminate the double seam which is on our standard 3 piece tin plated aerosol which has a tendency to rust when shipped oversea
3. The aerosol is 10 to 15% lighter in weight because of its 2 piece assembly system but the walls are a little bit thicker qualifying it under a 2Q rating instead of 2P, meaning the can is safer as it can take higher pressure.
4. The printing process on the aerosol uses a non-solvent base print coating reducing the VOC emitted during this process.
5. The aerosol is more environmentally friendly as it contains more than 50% recycled steel.



We are planning on engineering an International aerosol line meeting the European standards that would have the same product contents as the US aerosols. We will sell these new aerosols everywhere on our international market.

Instead of offering the aerosols only in English, these new aerosols will have up to 8 European languages. For the moment, we cannot add other languages but are trying to find a way to add more languages in the future.

Some of the warnings may be different as the European standards are a little bit different than the American standards. However, the product formulations will remain the same. Same products... new packaging! To differentiate the old aerosols to the newer aerosols, we will add an "M" in front of the part number. LPS 2 will go from 00216 to M00216. Only the aerosols will be affected, not the bulk.

The fill of the aerosols would be stated in volume (ml) and in weight (g.).

We are planning to start with the following aerosols:

New Part Number: Description Net Content

M03520 – M35400 ZeroTri 563 ml. / 425 g.  
M01420 – M14400 PreSolve 534 ml. / 425 g.  
M04320 – M43400 A-151 498 ml. / 425 g.  
M04920 – M49400 F-104 538 ml. / 425 g.  
M00116 – M01400 LPS 1 379 ml. / 312 g.  
M00216 – M02400 LPS 2 369 ml. / 312 g.  
M00316 – M03400 LPS 3 377 ml. / 312 g.  
M03116 – M31400 CFC Free 459 ml. / 312 g.  
M01916 – M19400 LST Penetrant 382 ml. / 312 g.  
M02016 – M20400 TKX 368 ml. / 312 g.  
M02416 – M24400 ChainMate 428 ml. / 312 g.  
M02516 – M25400 Force 842 468 ml. / 312 g.  
M00516 – M05400 Cold Galvanize 389 ml. / 397 g.  
M01516 – M15400 H.D. Silicone 439 ml. / 369 g.  
M00616 – M06400 Magnum 358 ml. / 312 g.

Pricing for these new aerosols should be the same as the current pricing for the US aerosols.

These new international aerosols will be the only ones that LPS will sell on the international market when available. For example, this mean that LPS 2 will only be sold in this packages outside the Americas and that the US version of LPS 2 will no longer be available for the European, Middle East and Far East markets.

For now, all other products not available in the International Aerosol design will still be available in the US format as long as you are willing to sign a letter taking full responsibility for making sure the product sold in your market will be labeled according to your local regulations.

This is a big change for LPS and we would like to get some feedback from you ahead of time to make sure there are no major obstacles we are not foreseeing.

I would appreciate getting some feedback rapidly from you to help us make sure this change will be well received.

Best regards,  
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