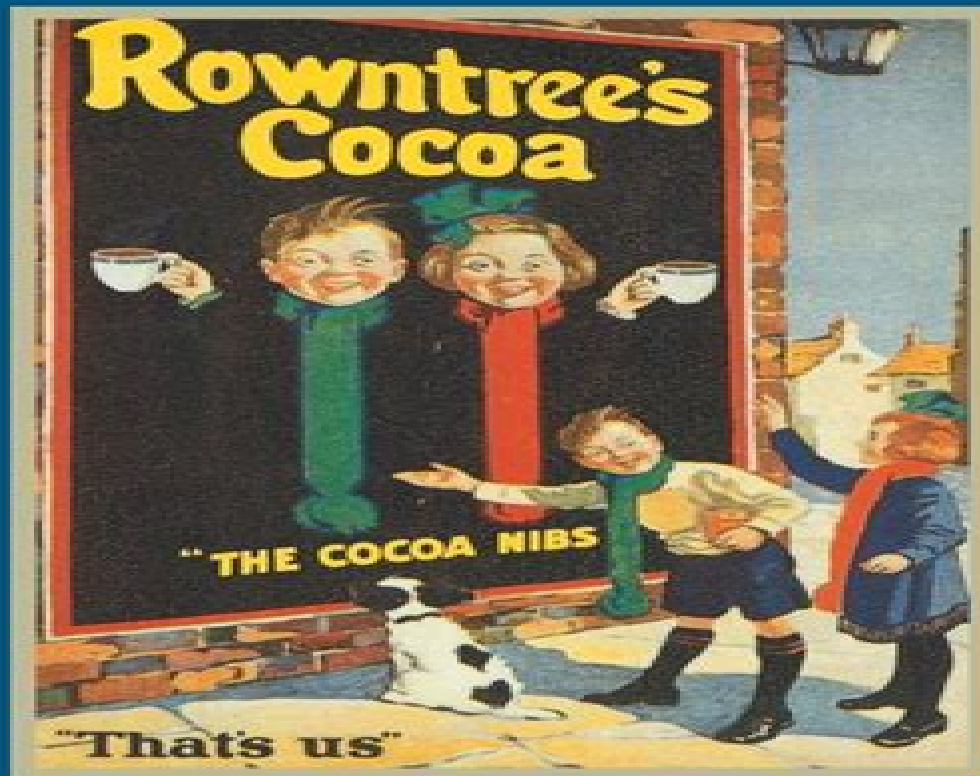


ROWNTREE

AND THE MARKETING REVOLUTION

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ROBERT FITZGERALD

Rowntree And The Marketing Revolution 1862 1969

Paul Chrystal



Rowntree And The Marketing Revolution 1862 1969:

Rowntree and the Marketing Revolution, 1862-1969 Robert Fitzgerald, 1995-01-05 Rowntree and the Marketing Revolution 1862 1969 is a major study in the history of marketing in economic development in addition to being a history of a well known international company Marketing history remains a neglected field of study yet Rowntree's commercial success has been the direct result of applied marketing methods and major advances in product development branding and advertising It is surprising that marketing and mass consumption has been so neglected yet Rowntree was a marketing pioneer The company had in addition a prominent role in questioning managerial organization business culture industrial relations restrictive practices and multinational business This book offers a comprehensive account of a company and its industry but pursues themes and seeks to answer areas of debate illuminating the ways in which marketing contributed to the growth of an enterprise *Rowntrees* Paul Chrystal, 2021-07-31 The Rowntree family especially Henry and the younger Joseph Rowntree are along with the Fry's Cadbury's Mars and Terry's synonymous with the birth and growth of the chocolate industry in Britain Between them they were the chocolate industry in Britain This book charts the fascinating story behind the birth and development of the chocolate empire that was Rowntrees Background information to this astonishing business comes by way of chapters on the early history of the Rowntrees contemporary York the relationship between Quakers and chocolate and the Tuke family without whom there would have been no Rowntrees and no Kit Kats Henry it is usually forgotten was the founder of Rowntree's he made the momentous decision to sign the deal with the Tukes and we join him in those very early days of the fledgling company and watch how he helped it through some very dark and sometimes humorous times in what was then a very shambolic set up cash strapped and making it up as the company lurched from crisis to crisis Joseph his elder brother it was who became the driving force to eventual global success mixing his hectic business life with acts of compassion and a benevolent management model all of which paved the way for decent wages pensions insurance and mutual respect in the workplace Charity work extended beyond the factories to lift workers and others out of the slums of York to a life in a healthy model village to provide a good social life an extensive park swimming pool and education for children and adults More context is given with chapters on Joseph's relentless industrial espionage the advancements in chocolate production and 20th century rivals in the domestic and export markets and mergers and acquisitions Rowntree's role in the two world wars is also covered along with the struggle Joseph Rowntree had accepting the importance of advertising Altogether this book gives two fascinating biographies of two exceptional and driven brothers who came together to form one of our greatest companies producing some of our best loved confectionery products [The Letters of Arnold Stephenson Rowntree to Mary Katherine Rowntree, 1910-1918](#) Arnold Stephenson Rowntree, 2002 This edition consists of letters written by A S Rowntree a Quaker member of the chocolate manufacturing family to his wife M K Rowntree when he was a Liberal MP for his home city of York It reveals important information about the duties of backbench MPs and how they

saw the world Specifically it expands upon how Quakers viewed politics the problems of pacifists in World War I and how marriage fitted into the life of an early twentieth century politician

Renewing Unilever : Transformation and Tradition Geoffrey Jones,2005-07-01 Unilever is one of the world s largest suppliers of fast moving consumer goods in foods home and personal care It operates in over 100 countries Its scope and scale make it a unique global corporation Yet the story of Unilever is not simply a tale of corporate evolution Unilever is a corporation that has a big impact on the lives of people round the world Indeed a Unilever brand can be found in one in every two households worldwide Geoffrey Jones a leading businesshistorian from the Harvard Business School takes us inside this corporation which from its origins in Britain and the Netherlands has become a worldwide manufacturer of fast moving consumer products Unilever s operations cover food and home and personal care and its brands include Lipton Hellmann s Birds Eye Wall s Surf Domestos Comfort Dove Sunsilk Pond s Signal Axe and Ben Jerry s In particular the book focuses on the evolution of the company over the last half century Managing such a firm in the era of globalization posed enormous challenges The book covers the company s strategies and provides compelling evidence of its decision making marketing brand management innovation acquisition strategies corporate culture and human resource management The author has had full access to corporate archives and executives and provides us with a unique insight into the workings and strategies of one of the world s oldest and largest multinationals

Hard sell Sean Nixon,2016-05-16 This is an impressive piece of sustained research that brings much to the field It offers real depth in rethinking the post war boom and there can be little doubt that this will have a real impact across modern British history consumer history and cultural studies Jeremy Black Professor of History University of Exeter Focusing on advertising s relationship to the mass market housewife Hard sell shows how advertising promoted new standards of material comfort in the selling of a range of everyday consumer goods and in the process generalised a cross class image of the modern housewife across the new medium of television Nixon shows how the practices through which advertising understood and represented the modern housewife and domestic consumption were influenced by American advertising and commercial culture In doing so he challenges the way critics and historians have often understood Anglo American relations and shows how American influences across a range of areas of advertising practice were not only a source of inspiration but were also adapted and reworked to speak more effectively to the British consumer Hard sell offers a major new analysis of the techniques of advertising in the decades of post war affluence and advertising s relationship to the social changes associated with growing prosperity

The Biscuit Lizzie Collingham,2020-10-29 Bourbons Custard Creams Rich Tea Jammie Dodgers Chocolate Digestives Shortbread Ginger snaps Which is your favourite British people eat more biscuits than any other nation they are as embedded in our culture as fish and chips or the Sunday roast We follow the humble biscuit s transformation from durable staple for sailors explorers and colonists to sweet luxury for the middling classes to comfort food for an entire nation Like an assorted tin of biscuits this charming and beautifully illustrated book has

something to offer for everyone combining recipes for hardtack and macaroons Shrewsbury biscuits and Garibaldi's with entertaining and eye opening vignettes of social history

Business History around the World Franco Amatori, Geoffrey Jones, 2003-09-18 This 2003 book offered the first in depth international survey of contemporary research and debates in business history Over the two decades leading to its publication enormous advances had been made in writing the history of business enterprise and business systems Historians are documenting and analyzing the evolution of a wide range of important companies and systems their patterns of innovation production and distribution their financial affairs their political activities and their social impact Each essay is written by a prominent authority who provides an assessment of the state and significance of research in his or her area This volume is a reference work that will be of immense value to historians economists management researchers and others concerned to access the latest insights on the evolution of business throughout the world

Chocolate Wars Deborah Cadbury, 2010-10-19 In the early nineteenth century the major English chocolate firms Fry Rowntree and Cadbury were all Quaker family enterprises that aimed to do well by doing good The English chocolatiers introduced the world's first chocolate bar and ever fancier chocolate temptations while also writing groundbreaking papers on poverty publishing authoritative studies of the Bible and campaigning against human rights abuses Chocolate was always a global business and in the global competitors especially the Swiss and the Americans Hershey and Mars the Quaker capitalists met their match The ensuing chocolate wars would culminate in a multi billion dollar showdown pitting Quaker tradition against the cutthroat tactics of a corporate behemoth Featuring a cast of savvy entrepreneurs brilliant eccentrics and resourceful visionaries *Chocolate Wars* is a delicious history of the fierce 150 year business rivalry for one of the world's most coveted markets

Strategic Transformation M. Hensmans, G. Johnson, G. Yip, 2012-12-11 Very few companies are successful in undertaking strategic transformation while maintaining long term superior financial performance This book by leading strategy experts draws upon extensive interviews with business leaders and insights from companies faced with this challenge

Young Women, Work, and Family in England 1918-1950 Selina Todd, 2005-09-22 This fascinating account of young women's lives challenges existing assumptions about working class life and womanhood in England between the end of the First World War and the beginning of the 1950s Selina Todd uses extensive oral histories and autobiographical material

The Impact of the First World War on International Business Andrew Smith, Kevin Tennent, Simon Mollan, 2016-10-26 People throughout the world are now commemorating the centenary of the start of the First World War For historians of international business and finance it is an opportunity to reflect on the impact of the war on global business activity The world economy was highly integrated in the early twentieth century thanks to nearly a century of globalisation In 1913 the economies of the countries that were about to go to war seemed inextricably linked *The Impact of the First World War on International Business* explores what happened to international business organisations when this integrated global economy was shattered by the outbreak of a major war Studying how companies

responded to the economic catastrophe of the First World War offers important lessons to policymakers and businesspeople in the present concerning for instance the impact of great power politics on international business or the thesis that globalization reduces the likelihood of inter state warfare This is the first book to focus on the impact of the First World War on international business It explores the experiences of firms in Britain France Germany Japan China and the United States as well as those in neutral countries such as the Netherlands Sweden and Argentina covering a wide range of industries including financial services mining manufacturing foodstuffs and shipping Studying how firms responded to sudden and dramatic change in the geopolitical environment in 1914 offers lessons to the managers of today s MNEs since the world economy on the eve of the First World War has many striking parallels with the present Aimed at researchers academics and advanced students in the fields of Business History International Management and Accounting History this book goes beyond the extant literature on this topic namely due to the broad range of industries and countries covered The Impact of the First World War on International Business covers a broad range of geographical areas and topics examining how private firms responded to government policy and have based their contributions mainly on primary sources created by business people

Cocoa and Chocolate, 1765-1914 William Gervase Clarence-Smith, 2003-09-02 Focusing on the period from the Seven Years War to the First World War Clarence Smith discusses how cocoa production helped transform some economies but ultimately failed to act as a dynamo for large scale development

Modernity Britain David Kynaston, 2014-09-11 Following Austerity Britain and Family Britain the third volume in David Kynaston s landmark social history of post war Britain Triumphant A historian of peerless sensitivity and curiosity about the lives of individuals Financial Times This superb history captures the birth pangs of modern Britain It is a part of Kynaston s huge achievement that such moments of insight and pleasure should accompany what has become a monumental history of our recent past The Times _____

David Kynaston s history of post war Britain has so far taken us from the radically reforming Labour governments of the late 1940s in Austerity Britain and through the growing prosperity of Family Britain s more placid 1950s Now Modernity Britain 1957-62 sees the coming of a new Zeitgeist as Kynaston gets up close to a turbulent era in which the speed of social change accelerated The late 1950s to early 1960s was an action packed often dramatic time in which the contours of modern Britain began to take shape These were the never had it so good years when the Carry On film series got going and films like Room at the Top and the first soaps like Coronation Street and Z Cars brought the working class to the centre of the national frame when CND galvanised the progressive middle class when youth emerged as a cultural force when the Notting Hill riots made race and immigration an inescapable reality and when meritocracy became the buzz word of the day In this period the traditional norms of morality were perceived as under serious threat Lady Chatterley s Lover freely on sale after the famous case and traditional working class culture was changing wakes weeks in decline the end of the maximum wage for footballers The greatest change though concerned urban redevelopment city centres were being yanked into the age of the motor car

slum clearance was intensified and the skyline became studded with brutalist high rise blocks Some of this transformation was necessary but too much would destroy communities and leave a harsh fateful legacy This profoundly important story of the transformation of Britain as it arrived at the brink of a new world is brilliantly told through diaries letters newspapers and a rich haul of other sources and published in one magnificent paperback volume for the first time **Welfare Beyond the Welfare State** Felix Behling, 2018-01-12 This book examines employee welfare in British and German companies from the 19th century through to the present day Tracing the history of employee welfare this comparative study reveals new issues beyond the dominant focus on the welfare state showing that companies are an integral part of welfare systems with surprisingly few differences between the UK and Germany Maintaining that employee welfare is a key feature of the modern employment relationship Behling shows how the welfare programme supported industrialisation in the 19th century by cementing the standard employment model of the Fifties and Sixties as well as how it revolves around corporate social responsibility today The result is an innovative exploration into the changing nature of employment relationships contemporary welfare systems and the co evolutionary rather than categorical development of economic and political institutions An engaging and well researched text this book will hold special appeal to scholars of social policy welfare politics as well as anyone interested in the role of the state in people s working lives *The Rise of Mass Advertising* Anat Rosenberg, 2022 The Rise of Mass Advertising is the first cultural legal history of mass advertising in Britain c 1840 1914 and its legal shaping drawing together the history of capitalism the history of fields of knowledge and the history of modern disenchantment to present a new account of advertising s significance for modernity **Green Capitalism?** Hartmut Berghoff, Adam Rome, 2017-04-05 At a time when the human impact on the environment is more devastating than ever business initiatives frame the quest to green capitalism as the key to humanity s long term survival Indeed even before the rise of the environmental movement in the 1970s businesses sometimes had reasons to protect parts of nature limit their production of wastes and support broader environmental reforms In the last thirty years especially many businesses have worked hard to reduce their direct and indirect environmental footprint But are these efforts exceptional or can capitalism truly be environmentally conscious Green Capitalism offers a critical historically informed perspective on building a more sustainable economy Written by scholars of business history and environmental history the essays in this volume consider the nature of capitalism through historical overviews of twentieth century businesses and a wide range of focused case studies Beginning early in the century contributors explore the response of business leaders to environmental challenges in an era long before the formation of the modern regulatory state Moving on to midcentury environmental initiatives scholars analyze failed business efforts to green products and packaging such as the infamous six pack ring in the 1960s and 1970s The last section contains case studies of businesses that successfully managed greening initiatives from the first effort by an electric utility to promote conservation to the environmental overhaul of a Swedish mining company to the problem of household

waste in pre 1990 West Germany Ranging in geographic scope from Europe to the United States Green Capitalism raises questions about capitalism in different historical sociocultural and political contexts Contributors Hartmut Berghoff Ann Kristin Bergquist Brian C Black William D Bryan Julie Cohn Leif Fredrickson Hugh S Gorman Geoffrey Jones David Kinkela Roman Kster Joseph A Pratt Adam Rome Christine Meisner Rosen **Entrepreneurship** Mark Casson, Peter J. Buckley, 2010-01-01 An important new addition by one of the entrepreneurship field's broadest and most important scholars Entrepreneurship Theory Networks History will be required reading for anyone interested in truly understanding entrepreneurship Scott Shane Case Western Reserve University US *Beckett's Industrial Chocolate Manufacture and Use* Steve T. Beckett, Mark S. Fowler, Gregory R. Ziegler, 2017-02-15 Since the publication of the first edition of *Industrial Chocolate Manufacture and Use* in 1988 it has become the leading technical book for the industry From the beginning it was recognised that the complexity of the chocolate industry means that no single person can be an expert in every aspect of it For example the academic view of a process such as crystallisation can be very different from that of a tempering machine operator so some topics have more than one chapter to take this into account It is also known that the biggest selling chocolate in say the USA tastes very different from that in the UK so the authors in the book were chosen from a wide variety of countries making the book truly international Each new edition is a mixture of updates rewrites and new topics In this book the new subjects include artisan or craft scale production compound chocolates and sensory This book is an essential purchase for all those involved in the manufacture use and sale of chocolate containing products especially for confectionery and chocolate scientists engineers and technologists working both in industry and academia The new edition also boasts two new co editors Mark Fowler and Greg Ziegler both of whom have contributed chapters to previous editions of the book Mark Fowler has had a long career at Nestle UK working in Cocoa and Chocolate research and development he is retiring in 2013 Greg Ziegler is a professor in the food science department at Penn State University in the USA **Diet for a Large Planet** Chris Otter, 2023-06-05 In this magisterial study Chris Otter traces Britain's transition to a diet rich in animal proteins and refined carbohydrates like wheat and sugar a diet that required more acreage than that of Britain itself and that if followed everywhere would soon deplete the planet's resources as the title announces this was truly a diet for a large planet From the late 1700s to the end of World War II Otter accounts for the structures practices and ideologies generated by Britain's nutrition transition He shows how Britain was the first nation to undergo the population explosion urbanization and industrialization we associate with modernity and how it managed the unprecedented problem of how to feed its growing population Its radical solution would be to outsource its food production leading away from a locally produced plant based diet to one reliant on global markets international trade networks and enormous agro food systems that would have planetary effects on famine war the world economy and the wider earth system Not only did this phase in Britain's history make the consumption of meat white bread sugar and butter a coveted diet linked to development luxury and power it also opened up a

new phase in economic history one whose dramatic effects endure to this day whether in terms of health problems eating disorders or the seemingly endless world food crisis **So clean** Brian Lewis, 2017-10-03 This book is an unorthodox biography of William Hesketh Lever 1st Lord Leverhulme 1851-1925 the founder of the Lever Brothers Sunlight Soap empire Unlike previous biographies which have focused on the man's life story and eccentricities or just considered one aspect of his career *So clean* places him squarely in his social and cultural context and is fully informed by recent historical scholarship Much more than a warts and all biography the book uses Lever as an entry point for contextualized and comparative essays on the history of advertising on factory paternalism town planning the Garden City movement and their ramifications across the twentieth century and on colonialism and forced labour in the Belgian Congo and the South Pacific It concludes with a discussion of his extraordinary attempt in his final years to transform crofting and fishing in the Outer Hebrides Written in an engaging and accessible style *So Clean* will appeal to academics and students working in business social cultural and imperial history

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Table of Contents Rowntree And The Marketing Revolution 1862 1969

1. Understanding the eBook Rowntree And The Marketing Revolution 1862 1969
 - The Rise of Digital Reading Rowntree And The Marketing Revolution 1862 1969
 - Advantages of eBooks Over Traditional Books
2. Identifying Rowntree And The Marketing Revolution 1862 1969
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Rowntree And The Marketing Revolution 1862 1969
 - User-Friendly Interface
4. Exploring eBook Recommendations from Rowntree And The Marketing Revolution 1862 1969
 - Personalized Recommendations
 - Rowntree And The Marketing Revolution 1862 1969 User Reviews and Ratings
 - Rowntree And The Marketing Revolution 1862 1969 and Bestseller Lists

5. Accessing Rowntree And The Marketing Revolution 1862 1969 Free and Paid eBooks
 - Rowntree And The Marketing Revolution 1862 1969 Public Domain eBooks
 - Rowntree And The Marketing Revolution 1862 1969 eBook Subscription Services
 - Rowntree And The Marketing Revolution 1862 1969 Budget-Friendly Options
6. Navigating Rowntree And The Marketing Revolution 1862 1969 eBook Formats
 - ePub, PDF, MOBI, and More
 - Rowntree And The Marketing Revolution 1862 1969 Compatibility with Devices
 - Rowntree And The Marketing Revolution 1862 1969 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Rowntree And The Marketing Revolution 1862 1969
 - Highlighting and Note-Taking Rowntree And The Marketing Revolution 1862 1969
 - Interactive Elements Rowntree And The Marketing Revolution 1862 1969
8. Staying Engaged with Rowntree And The Marketing Revolution 1862 1969
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Rowntree And The Marketing Revolution 1862 1969
9. Balancing eBooks and Physical Books Rowntree And The Marketing Revolution 1862 1969
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Rowntree And The Marketing Revolution 1862 1969
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Rowntree And The Marketing Revolution 1862 1969
 - Setting Reading Goals Rowntree And The Marketing Revolution 1862 1969
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Rowntree And The Marketing Revolution 1862 1969
 - Fact-Checking eBook Content of Rowntree And The Marketing Revolution 1862 1969
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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web health hazard information health effects acute exposure no adverse health effects expected if the product is handled in accordance with this safety data sheet and the product label principal routes of exposure are usually by inhalation of vapour and skin contact absorption

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web product identifier relevant identified uses of the substance or mixture and uses advised against relevant identified uses
air drying type alkyd resin based lead free primer enhanced with red oxide as rust inhibitor for the protection of interior or
exterior ferrous surfaces details of the supplier of the safety data sheet

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identifier product name red primer 380ml product no kg0021 1 2 relevant identified uses of the substance or mixture and
uses advised against 1 3 details of the supplier of the safety data sheet

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web clean dry and stable prior to painting non ferrous metal should be primed with nippon vinilex 120 active primer spray
application air delivery pressure kg cm² 3 4 tip size 60o angle 1 3mm dilution 10 20 tds0064 established 22

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web rev 07 18 page 3 3 w w w n a t i o n a l p a i n t s c o m national red oxide primer decorative coatings technical data sheet
additional data shelf life 30°C 18 months in original sealed

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web product name hi pon 20 03 epoxy red oxide primer intended use solvent based protective paint manufacturer nippon
paint s co pte ltd no 1 first lok yang road jurong singapore 629728 emergency phone number 65 6 265 5355 fax numbers 65
6 264 1603 2 hazards identification ghs classification physical hazard

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web nov 5 2021 identification of the substance and manufacturer trade name red oxide primer product code bd1201
recommended use paint and coatings application uses advised against any that differs from the recommended use

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web 2 composition hazardous components 3 hazards identification quick drying red oxide primer styrenated alkyd aliphatic
hydrocarbons 1268 128 2x 60 hydrocarbon solvents styrenated alkyd synthetic iron oxide medical conditions aggravated by
exposure dermatitis existing respiratory disease and existing liver and

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web description an air drying stoving anti corrosive primer based on special alkyd resin and pigmented with iron oxide red

pigments it gives excellent adhesion to metal after air drying stoving the painted film the dried film gives tough and flexible coating recommended uses anti corrosive primer for steel surfaces

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web sep 9 2020 red oxide primer not available aerosol us canada 216 566 2917 mexico chemtrec mexico 01 800 681 9531 available 24 hours and 365 days per year safety data sheet product name other means of identification product type emergency telephone number of the company section 1 identification manufacturer

nippon paint red oxide primer updated aug - Nov 04 2022

web nippon paint micaceous iron oxide nippon paint micaceous iron oxide nippon paint red oxide primer nippon paint aluminium paint nippon paint aluminium paint 1 coat 1 coat 1 coat 1 coat 1 coat 1 coat surface preparation the surface to be painted shall be power tool cleaned to minimum sspc sp3 or st 3 iso 8501 1 2007 free

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web sds number sds 70020 safety data sheet version no 003 revision date version no 09 03 2017 3 2 1 1 identification of the substance mixture and of the company undertaking 2 hazards identification ghs classification physical hazard flammable hazard category 3 health hazard

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web technical data sheet national red oxide primer product description general purpose alkyd based primer loaded with non toxic and anticorrosive pigments for the protection of steel surfaces against moderate corrosive environments the product offers good leveling and coverage with excellent adhesion on power tool prepared

[safety data sheet 324 f158 red oxide metal primer](#) - Feb 07 2023

web 1 1 product identifier product name 324 f158 red oxide metal primer product number 324 f158 65 ufi ufi vv4p 42at e00u 8da6 1 2 relevant identified uses of the substance or mixture and uses advised against identified uses paint uses advised against no specific uses advised against are identified 1 3

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web sep 29 2020 ghs product identifier interseal 1052 red oxide part a section 1 identification relevant identified uses of the substance or mixture and uses advised against emergency telephone number with hours of operation safety data sheet interseal 1052 red oxide part a supplier s details international paint pty ltd 1 paints place

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web recommended system national red oxide primer 1 coat national synthetic undercoat 1 coat national synthetic enamel gloss i or gloss ii 1 2 coats brush roller or spray 5 15 depending on the method of application national g p thinner pressure tip size 2200 psi 0 015 0 020

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web safety data sheet red oxide primer section 1 identification of the substance mixture and of the company undertaking 1 1 product identifier ghs product identifier red oxide primer 1 2 relevant identified uses of the substance or mixture and uses advised against product use product for surface preparation of buildings

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