

From: SharePoint Alert
Sent: Tuesday, May 11, 2010 3:20 PM
To: Colhoun, Fred
Subject: Consumer Durables Tech Service Reports - Visit with Trade Fixtures to Who...

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Date: 4/28/2010
Subject: Visit with Trade Fixtures to Whole Foods
BO: SPBO
Region: NA
BU: (SPBO) CONSUMER DURABLES
Market Segment: (SPBO) CONSUMER DURABLES - Housewares
SEG*WAY: Direct Customer
Customer Type:
Customer Name & Location:
Customer Name & Location (Other): Whole Foods, Austin, TX
Value Chain Level: Brand Owner
Color-Service:
SEG*Service:
Mode: Face-to-Face
Eastman Attendees: Emmett O'Brien, Applications Research and Development
Customer Attendees: Clay Odum - VP of Sales
Bart McKnight- Category Manager (AKA Sales)
Errol Schweizer, Associate Global Grocery Coordinator ([REDACTED] See bio at bottom of page.)
John Burns, Whole Foods Senior Coordinator Global Quality Assurance (Product Safety) ([REDACTED])
Several other Whole Food employees who were relatively quiet.
Product: TRITAN
Call Report Text: Executive Summary:

- Trade Fixtures (TF) is very excited to replace polycarbonate (PC) bins with Tritan in all Whole Food stores (WF) (270 stores) and is very supportive of Tritan.
- WF realizes they are major influencers and take product health and safety very seriously and need to sign off on Tritan before they switch. They want a copy of our EA data and do not mind signing an NDA. In addition, WF would like a follow up meeting to further

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discuss the data. It is unclear who we have to meet with to get WF to officially approve the safety of Tritan; we will ask Errol and John who those major influencers are.

- The WF employees at the meeting are aware of Plastipure and Certichem; but are on the fence with their story. WF acknowledges "certain economic influences by Plastipure.
- Trade Fixtures was very pleased with the visit.
- Thanks to Jim Deyo for his useful discussions and helping me to develop Q&A's to many tough questions.

Meeting tone:

- Trade Fixtures has a strategy where they wait and see what Whole Foods wants and respond accordingly. As a general rule, they stay low key. For this meeting, they didn't want to overwhelm Whole Foods with Eastman people, so I went without Randy Beavers or Jim Deyo.
- Originally the meeting was scheduled for 30 minutes for EA and 30 minutes to discuss TF trials with Tritan and Plastipure material. Condensed slides from 30 to 13 slides; due to time. Unexpectedly, the entire meeting was devoted to EA discussion and there were lots and lots of questions by Errol and John. TF was pleased I acknowledged I was taking all their time discussing EA. But clearly TF realized our EA story is key to getting WF's business.

Information about Trade Fixtures (TF):

- TF really liked my comment that Eastman is a very conservative company and that we take our statements very seriously.
- Visited several grocery stores in area with Trade Fixtures after the meeting. There are a number of new no-frill grocery stores – the Wall Street Journal acknowledges this is a growing trend that Wal-Mart is trying to penetrate.
- At each store, trade took pictures of the displays. TF also shared they do co-branding with some of their customers.
- Clay has discovered Tritan and has been pushing Tritan for two years.
- TF had a reported nylon dogbone (clear with some edge haze) and they had a bin lid made from the plastipure material. This material was clear with white streaks everywhere. They actually did not know what material this was (nor were they certain about any of the materials). They mentioned that this material was very tough however. (The three polymers touted by plastipure are COC, PP and Nylon.) They also mentioned they received no processing support from plastipure. I recommended they send some samples.
- PC vs Tritan chemical resistance is "equal or better" in testing.
- Trade Fixtures was extremely excited to make Tritan bins. They have given WF the cost estimate to replace PC bins.
- TF told WF that they looked at our story and thought we were good.
- TF looked at the dispenser for beverages and yogurts that push the products in the back to the front.

Information about Whole Foods

- They saw that genistein, the estrogenic compound in soy and said "that was the guy making all the trouble". They put soy in a negative light saying that it was GMO (genetically modified), a commodity from China and Brasil, and is largely uncontrolled and unregulated.
- WF recognized that they are leaders and that they have enormous influence. This is why they take product safety so seriously and scrutinize products so closely. Any product on

their shelves is excellent quality and consumers are well aware that WF does the research for them.

- WF discussed among themselves if they should work with an organization like the Environmental Working Group in advance so that they have the same conclusion and message. They want to be in the same page with them. They don't want to go ahead with Tritan and then have the EWG say something contradictory.
- WF was upset to find that there bins contain BPA and that they did not have an answer to consumers that asked why are the bulk food bins made with bins BPA.
- TF mentioned to me not to mention that Walmart approves Tritan (sorry Randy).
- TF asked if we can mention Dr. Weils endorsement – but I wasn't sure if it was ok to mention yet. TF was going to forward excerpts from Dr Weils website.
- TF is definitely pro Tritan – they are clearly very excited at the prospects of switching all of WF bins to Tritan.
- Later at another grocery store, the guys from TF were discussing acrylic bins. I think they are used in the bins with no springs that just have a lid to access the food.
- The head of quality asked if there were any holes in our research and if any future tests we needed to conduct. I said we are planning on some additional testing just to build the wall of defense higher but no real need.
- They asked if there was any contradictory evidence – I said plastipure/certichem but again mentioned their results are very questionable.
- They asked if there is anything in the future that could possibly derail our program. This is the same question as Dr. Weil.
- I explained The EDSP and Tier I and Tier II testing. They asked if we would ever consider doing Tier II testing. I explained that we did not see any positives, so there is no need. Nevertheless, it was a good point that could build the wall higher. The reason I explained this was that PP/CC makes claims about products having EA, but technically because they are a Tier I test, they cannot assert this claim.
- WF called Bittner a mad scientist. They didn't know his name actually. They asked twice, by two independent people, what we thought of them. I hemmed and hawed (ducked and dodged) saying I prefer not to comment, but we joked and pushed and I flat out said the guy was “shady” – with this non-stereotypical-corporate crowd it was a good term. Bart said I handled this question perfectly, by not slandering our competition it made our case legitimate.
- They did ask what would we have to do get legitimate test results using Plastipure's methods. Giving him a sample would be where to start, but because of the conflict of interest, I still would not trust him.
- They asked if they could do their own tests – I mentioned the cost is very high and they were quick to chime in that the tests take very long.
- They did notice a lot of UT faces on the list of acknowledgements. I recommend we cull that list down to one person.
- They asked if Eastman would be able to provide documentation that we do not fund any of these labs. I mentioned that we did not and they were happy with the answer.
- They asked if the labs came up with the conclusion or if we did. The labs did not come up with the conclusions. I used this as an opportunity to mention conclusions need to be based on multiple tests.
- They would like if the tests were animal free, but they acknowledged this isn't possible in the real world and that they were carnivores. Reportedly, the CEO is a vegan.
- They acknowledged that Bittner had economic influences multiple times and to some extent that Eastman did also. So they really wanted to look at the data themselves.
- They asked if we planned to do additional testing - I relied that were no holes, but we wanted to do some additional testing to build our wall of defense higher.

- They asked if we would do Tier II tests. Based on our test results there was no need to do Tier II tests – but in light of Plastipure’s test should we do it? An internal Eastman question would be if we want to do any Tier II tests anyway.
- I explained the difference between their in vitro test and ours and they asked what the name of Bittner’s test is.
- I mentioned no in vitro test is better than any other, based on the EPA website.
- The PET recycle story is very positive and important to WF. WF asked if Tritan was recyclable – it is and I explained that we are looking into commercializing a process. It will be useful to let them know the status of our recycle program. I framed Tritan as a polyesters with a new monomer to give it the excellent properties.
- WF was very unfamiliar with Tritan. They asked if Tritan was a polycarbonate. WF asked what other products is Tritan used in – I mentioned since the January 15 FDA statement that we are in every food contact application – infant care, housewares, small appliances, waterbottles, you name it. Someone in group asked if they used/sold Tritan. Someone in the group said Camelback bottles. This is another data point that they are not fully aware of Tritan.
- They asked about synergistic effects – I mentioned we did testing for the monomers. They didn’t have additional questions in the subject.
- There was discussion on a follow up meeting/visit – they were not entirely convinced by one visit (and 13 slides) and need more people to look at the data – they asked for a copy of the data and offered to sign an NDA.
- Errol asked if we conduct an extract tests with temperature change as a variable. It did not seem like a big issue because 1 hour at 100C is equivalent to two 30 minute exposures at 100C.
- If WF believes Tritan is EA free, then replacing PC with Tritan is a go in food bins. It was unclear how much other aspects of product safety are important (they did not mention any other product safety tests such as mutagenicity and extraction testing).
- Errol was very educated, when we discussed how luciferase is produced by the yeast in the presence of an estrogenic compound. He made some references to Milton’s Paradise Lost and Lucifer – “bringer of light”. Artsy, beer drinking, not your typical corporate America crowd. They asked if we were part of Eastman Kodak. Several guys used to dissect rodents, commented that after several years of this work – these people get weird. Errol was a biochemist then a forestry major. Errol was sharp – he had lots of questions.
- Lots of WF customers are people that have contracted terminal diseases and are folks that know more about product safety than they do.
- Eden tomato cans are BPA free; however, Muir Glen still uses BPA cans and they have taken some very bad press. However, Muir Glen tomatoes are the gold standard.
- Errol said “BPA is so 1998”.
- They asked how the Relative Binding Affinity testing was calculated.
- In the WF below the corporate headquarters there was Coca-Cola with Real Sugar, digital pricing below the product, and multiple hot and cold bars.
- WF water bottles were made with PET.
- WF asked if there were differences between cis and trans monomers.
- WF commented that BPA is evil looking – it looked like an X.
- John recognized that estrogenic compound in question is a phenol.
- No phthalate questions were asked.
- Arguments brought against Plastipure:
 - Contamination
 - Conflict of interest
 - We did not send the samples

- Who knows what he tested.
- No in vitro is any better than any other
- He did one test
- You do not bet the farm on one test.
- Each test has +/- so you need a battery of tests.
- His test is a Tier I which cannot be used to definitively classify a compound as EA according to the EDSP.

From Whole Foods Website:

Errol Schweizer

Errol Schweizer is the national grocery buyer for Whole Foods Market. He has been with us for seven years and has been active in the natural foods industry for over 15 years. He is passionate about organic and locally grown foods, ethical/fair trade sourcing and creating win-win partnerships with vendors. Grocery retail must be in his blood, as his grandparents owned a couple of bodegas in New York City. Errol has done a lot in the industry, from coordinating a CSA and a Co-op market to managing overnight stock crews. Previously, Errol was the Senior Grocery Coordinator for our Northeast Region. His favorite quote: *"Beer is proof that God loves us and wants us to be happy."*-Ben Franklin.

Month: 2010-04
Service Location: Austin, TX
Submitter: Emmett O'Brien

Last Modified 5/11/2010 4:15 PM by O'Brien, Emmett