BALANCING ACT

Few chlor/alkali suppliers are as adept as Olin at balancing resources against demand. Because few have as many resources to balance: a total capacity of two million tons of chlorine and caustic soda through a network of 5 plants and 12 shipping points. What makes this network work is our sophisticated new computer system. It correlates accurate monthly estimates of each customer’s requirements with our plant capabilities, inventories and other essential information. With it we can plan how to make our resources work together to serve our customers best. And how to cope with those surprises that have a way of waylaying even the best-laid plans. We’ve been balancing our resources so well, few of our customers know we’re doing it.

MEMBRANE MYSTERY

No one knows exactly how the membrane works. Yet the membrane cell looms large in the future of the chlor/alkali industry. We’ve spent years on the Olin version—testing many new cell designs and alternate membrane materials. Now, more than a dozen patents later, we’ve come up with a cell that produces low salt, high concentration caustic. And produces it with the same current efficiency as a modern diaphragm cell. Also with our design, far less total process energy is required to reach higher concentrations. And while we’re spending millions on the practical side of membrane technology, Olin hasn’t neglected the theoretical. We’re also heavy in basic research, much of it with sophisticated mathematical models of membranes. We’re finally going to find out just what makes the darn things tick.
There's a new television show you'll never see. But it could be the most important show on the air if a car of our chlorine or caustic is on its way to you. We mean the CRT display flashed by our new car-tracking computer (one of the first in our industry, incidentally). It's fast: We can now track down any of our 2,100 tank cars in a few minutes. It's timely: Reports are updated daily. It's automatic: The computer visually flashes a signal if a car hasn't moved in 24 hours. If necessary, your Olin Customer Service representative can then notify you and make adjustments at once. No wonder this show gets high ratings from our customers.

Olin is the largest supplier of chlorine and caustic soda in the East. The market is growing—and we're growing with it. We've invested millions: For expanding plant and fleet capacity. For research and development. And for the latest data processing techniques. All to give our customers the best possible service. Chlor/alkali: Another area where Olin leads from strength.