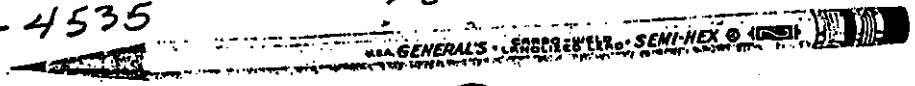


Ruth Duke

11-658 / 41-382 / 81-262
21-433 / 41-499 / 97-1052 D
21-434 / 41-500 / 97-1052 E-T
61-321 / 97-2857A-C / 97-3438
97-3438 97-5748
97-4535

GENERAL PENCIL COMPANY, INC.



TELEPHONE
201-653-3331



WEST-UNION
CABLE "PENEX"

5 DEGREES
1-2-214-3-4

67-73 FLEET STREET

JERSEY CITY, N.J. 07306-U.S.A.

P. O. Box 5311 - 3168 Bay Road, Redwood City, CA 94063
Phone: (415) 369-4889

669

NJ FAX (201)-653-2298

CA FAX (415)-369-7169

Dear Friends,

Thank you for your recent request for Material Safety Data Sheets in regard to the art material products we manufacture. All of our products have been tested and certified and "conform to the ASTM D-4236 Standard".

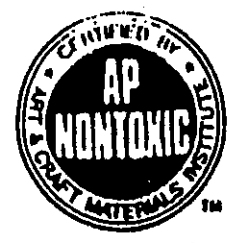
Below are the authorized Seals we have been approved to use. These seals cover all the products listed.

We thank you for your concern and assure you the safest products available for the Arts & Crafts field.

If you have any further questions in regards to our products, please contact us at the above address.

GENERAL PENCIL CO., INC.

James S. Weissenborn
James S. Weissenborn, C.E.O.
V.P. Sales & Marketing



NON-TOXIC
NO HEALTH LABELING REQUIRED

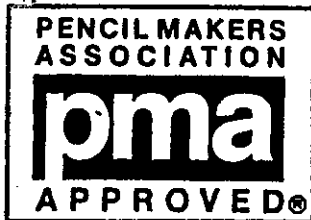
The above seal covers certification of all GENERAL'S woodcased pencil products.

The above AP seal covers all B&J MASTERS Brush Cleaner products. The original formula.

The above seal covers KISS-OFF Stain Remover.

on 2/12/

CERTIFIED NON-TOXIC



MEETS ASTM
STANDARD D4236

PMA CERTIFICATION PROGRAM FOR CASED PENCILS

What It Means

A cased pencil that has achieved the Pencil Makers Association (PMA) requirements earns the seal of approval and is certified non-toxic.

How It Works

Pencil makers who want their pencils to carry the PMA certified non-toxic seal must have materials submitted for review according to the safety standards established for the certification program. This includes the review of leads, slats, ferrules, erasers and lacquers to make sure they contain only non-toxic substances.

It's not easy for a pencil to earn the PMA seal of approval! All of the parts of the pencil must be individually reviewed for toxicity. Then, once a pencil is assembled, pencils are randomly tested again to ensure that PMA approved pencils are non-toxic, from immediate and long term health points of view. Any time a material in a pencil is changed and a non-approved ingredient is used, the entire approval process must be repeated.

Dr. Woodhall Stopford, a renowned toxicologist from the Duke University Occupational Health Department, serves as the PMA medical advisor. Materials cannot be used in PMA approved pencils unless he says so!

Safe Materials Only

The PMA certification program ensures that only pencils manufactured from materials that are free from toxins and do not cause harmful effects if chewed receive the seal of approval.

Pencil Lead Is Not Made Of Lead!

Although lead was used to make marks during the Middle Ages, the black "lead" used in our pencils today is actually a combination of graphite and clay. Graphite, a form of carbon, was originally called "plumbago" from the Latin word meaning "that which acts like lead", thus, the misconception. The modern pencil contains a mixture of graphite and clay in different proportions to achieve the desired writing hardness.

The PMA Certification Seal

The PMA Certification Seal ensures that the products displaying the seal are non-toxic from immediate and long term health points of view. Manufacturers licensed to display the seal on their products or packages must renew their licenses each year.

The PMA Certification Seal was developed to assist consumers, retailers and wholesalers identify those products that underwent a voluntary product safety program initiated by PMA in 1971. Program membership is available to any manufacturer of cased pencils in the world.

PMA's leadership efforts are among a growing movement within industry and Government to require labeling and the banning of potential health hazards, especially to young children.

Consumers, retailers and wholesalers can be assured that the pencils they use, buy and sell are safe and non-toxic by buying from pencil manufacturers who are a part of the PMA program.

there are GOOD REASONS for buying certified art materials



MEETS PERFORMANCE
STANDARDS



WARNING: CONTAINS XXXXXX
XXXXXXXXXXXXXXXXXX



NON-TOXIC
NO HEALTH
LABELING REQUIRED.



MEETS PERFORMANCE
STANDARDS



Look for these Institute certification marks on:

- Acrylic Colors
 - Adhesives
 - Airbrush Colors
 - Block Printing Inks
 - Ceramic Colors & Glazes
 - Chalks
 - Clays
 - Crayons
 - Drawing Inks
 - Finger Paints
 - Markers
 - Marking Crayons
 - Mediums
 - Modeling Materials
 - Oil Colors
 - Oils
 - Pastels
 - Pastes
 - Pigments
 - Printmaking Supplies
 - Screen Printing Inks
 - Solvents
 - Tempera
 - Varnishes
 - Water Colors
 - and other related art materials
- Only CP/AP/HL-Non-toxic products provide Certified Non-Toxicity.
- And, the CP Seal and the Certified Quality Conformance Statement assure Certified Quality.
- Products with the HL-Cautions Required Seal are properly labeled with health and use information.

THE ART AND CRAFT MATERIALS INSTITUTE

715 Boylston St., Boston, MA 02116 Tel. (617) 266-6800



review and testing assures compliance

act formulas for every product in the certification program submitted by manufacturers to the Institute's toxicologist is evaluation as to whether a product is non-toxic or whether health and use cautionary labels are needed. These formulas go through an extensive toxicological review and testing as deemed necessary by the toxicologist. The Institute also conducts annual testing of products to ensure that these products continue as represented to the Institute.

the Institute

Art and Craft Materials Institute, Inc. is a non-profit organization of manufacturers of art materials. It was organized and expanded in 1982 to include more art materials formerly known as The Crayon, Water Color and Craft Materials, Inc. The Institute has sponsored the CP/AP program continuously since 1940 when the original CP/AP seals were redesigned. The CP/AP seals were redesigned in 1982 but stand for the same assurance of safety and quality. The Institute's Certified Labeling Conformance Statement was added to the program in 1982 and was replaced by the current HL program in 1985.

In 1943 the Institute has worked with the U. S. National Bureau of Standards in developing industry-wide standards for art products. Now that the National Bureau of Standards is no longer involved in this area, the Institute is working directly with users and the American National Standards Institute (ANSI) to develop and maintain standards. The Institute works with the American Society of Testing and Materials for safety and health labeling standards such as ASTM D-4236 which have become part of its certification program.

The certification program is open to any manufacturer or licensee who meets the rigid requirements outlined in the Manual of Procedure of the Institute's Certified Products and Certified Labeling Bureau.

Recent expansion of the Institute is bringing additional art and craft materials and their manufacturers into its certification program and thus offers assurance of non-toxicity for health labeling to more-users of art and craft products.

The Institute's authorized products list is available upon request in the form of a self-addressed envelope.



NON-TOXIC

... safety for children

Young children may chew crayons....drink tempera....eat paste....lick paint brushes. Therefore, they need to be protected. The products they use must be safe.

"NON-TOXIC" means nothing unless defined....the CP and AP Seals certify safety.

According to toxicologists, the word "non-toxic" in itself does not insure that a product is safe. The quantity of substances ingested is the key factor.

The CP, AP and HL-Non-toxic Seals of The Art and Craft Materials Institute, Inc. identify art products that are safe.

Products bearing the CP, AP or HL-Non-toxic Seal of The Art and Craft Materials Institute, Inc. are certified in a program of toxicological evaluation by a medical expert to contain no materials in sufficient quantities to be toxic or injurious to humans or to cause acute or chronic health problems. This program is reviewed by the Institute's Toxicological Advisory Board. These products are certified by the Institute to be labeled in accordance with the voluntary chronic hazard labeling standard ASTM D-4236.

POISON CONTROL CENTERS RECOGNIZE THE INSTITUTE SEALS

The CP/AP/HL-Non-toxic Seals are nationally recognized as a safeguard for children.

The Director of the National Clearinghouse for Poison Control Centers of the Public Health Service of the United States has distributed information on the Institute Seals to over 700 Poison Control Centers throughout the country and given high praise to the Institute program. When doctors or parents contact these centers about a child who has eaten a crayon or other art material, they are asked immediately if the package carries these Institute Seals. If so, the center reports there is no cause for alarm.

"When you work with children of a variety of ages, you see how much of what they work with or play with goes into their mouths. I am impressed by the voluntary efforts to insure the safety of art materials for children."

Mother, Pediatrician, Founder of a local Poison Control Center

Bulletin of the National Clearinghouse for Poison Control Centers



MEETS PERFORMANCE STANDARDS

... quality

Consumers need quality art materials.

The CP Seal and Certified Quality Conformance Statement of the Institute certify quality.

CP and Quality-certified products provide dependable working properties and true, bright color for full creative expression. CP and Quality-certified colors blend readily with each other. When applied, the color is evenly distributed and of equal intensity.

CP products are certified to meet the specific requirements of material, workmanship, working qualities, and color described by The Art and Craft Materials Institute, Inc. or other recognized standards organizations. (The Institute's AP and HL-Non-toxic Seals assure safety only.)

The adage "Quality pays" holds true for CP and Quality-certified products. These products will go farther than products with less or inferior pigmentation.

There are not product quality standards for all art materials, so some art materials cannot qualify for the CP Seal and therefore earn the AP or HL-Non-toxic Seals. Also, certain art materials that require health labeling and thus cannot earn the non-toxic seals can meet certain quality standards and earn the Certified Quality Conformance Statement. Products for which there are currently quality standards include crayons, chalks, modeling materials, pastes and adhesives, school paints and block printing inks, and artists oils and acrylics.

"Practicing physicians, particularly pediatricians, should be aware of the continuing program of this industry to safeguard children."

Journal of the American Medical Association

"It is interesting to learn that reputable manufacturers of color products are sufficiently concerned with the classroom needs to subscribe to the service of The Art and Craft Materials Institute, Inc., formerly The Crayon, Water Color and Craft Institute."

Arts and Activities Magazine

"The CP Program for art supplies has not only simplified life for the toxicologist but has undoubtedly saved the lives of many children."

President, National Poison Control Association



WARNING: CONTAINS XXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXX

...lifelong health protection for professionals

Some art materials used by artists and other professionals contain some substances that can present health hazards with improper or careless use. Often, a non-toxic substitute is not available or does not meet the professional's requirements of workmanship, permanence or color.

The Institute's HL-Cautions Required Seal identifies those products that have been evaluated by a toxicologist and whose labels contain cautionary statements and use instructions as required by law and the ASTM Chronic Health Hazard Labeling Standard or other appropriate standards.

Products bearing the HL-Cautions Required Seal of The Art and Craft Materials Institute, Inc. are certified to be properly labeled in a program of toxicological evaluation by a medical expert. This program is reviewed by the Institute's Toxicological Advisory Board. These products are certified by the Institute to be labeled in accordance with the voluntary chronic hazard labeling standard ASTM D-4236.

The HL-Cautions Required Seal assures artists and other professionals that their materials have been evaluated and properly labeled for any known health risks and gives them information on the safe, healthful and proper use of art materials.

...all formulas approved

Art materials displaying the CP/AP/HL Seals have been evaluated by a prominent toxicologist. In this evaluation, the toxicologist takes into account:

1. Each ingredient and its quantity.
2. Possible adverse interaction with other substances.
3. The product's size and packaging.
4. Potential acute or chronic harm to any part of the human body.
5. Possible allergic reaction.

The toxicologist must approve the formula of every color of every product and must approve every formula change. Safety is the only consideration. The toxicologist will not heed objections related to cost. The toxicologist keeps abreast of new scientific data on ingredients from government and private sources. The toxicologist has banned previously-approved ingredients and established restrictions when new developments occurred. The toxicologist requires cautionary labeling on products when appropriate. These decisions are final, subject only to appeal to the Institute's Toxicological Advisory Board, which is composed of three of the leading toxicological experts in the United States.