

Shellegram

Deer Park Manufacturing Complex

Vol. 52, No. 2

February, 1987

In ethylene production

Olefins set world record

If there was an Olympic event held for ethylene production in 1986, DPMC's Olefins units definitely would be gold medal winners.

Last year, employees operating OP-III set a world record for a single plant by producing more than 1.5 billion pounds of ethylene.

"That's more ethylene than we or anyone else in the world has ever produced before in a year," says **JAKE JACOBSON**, West Operations superintendent. "To give you an idea of how much that really is, we manufactured about seven pounds of ethylene for every person living in the United States."

Demand for ethylene, which is a raw material used to make a variety of plastic and industrial products, was high in 1986. To take advantage of this opportunity, OP-III operated at full capacity the entire year.

"We ran at high levels without a feed interruption or serious mechanical failure," Jake says. "I attribute this to the knowledge, skills and efforts of the operators, craftsmen, supervision and support involved with Olefins."

Another highlight for Olefins last year was that nearly all the ethylene produced met stringent specifications. "Only 5 hours of off-spec product was produced in 1986," says **TOM MEYER**, process manager for Light Olefins. "And because the quality requirements are so demanding, this makes our off-spec rate even more extraordinary."

Computer-controlled process analyzers provide the Light Olefins operators with up-to-date information on the quality of the product being made.

"Even with the help of sophisticated computers, it still took a real effort from our people to achieve what they did," Tom adds.

SID GRANT, Pyrolysis process manager, partly credits last year's record-setting performance to experience.

"We've been running the Pyrolysis unit

for eight years, and we've sharpened our skills over those years," Sid explains. "Now we have a group of operators and supervisors who have a high level of experience when it comes to knowing how to get the most out of the furnaces."

"While we are highly automated and computerized in our operations, our operators still have to consistently monitor the furnaces," Sid continues. "A tube can become plugged almost immediately if an operator is not paying attention. That would take a furnace off the line for a day or two. We didn't have any of that, which means the operators were watching very closely throughout the entire year, not just for a day or a week."

Pyrolysis Operators **DONNIE R. BROWN**, **CHARLES DODSON** and **JOE FORBUS** agree that monitoring was especially critical during the past year.

"With so much feed being taken in and the furnaces operating at such a high level, we had to be extremely aware of what was going on at all times," they explained.

On the Light Olefins side, Operator **MYRON MATULA** echoes their statements. "It took a really conscientious effort on the part of all the operators to produce as much as we did," he says. "We had to respond quickly to any irregularity that came up."

Understandably, maintenance played a

CONTINUED ON PAGE 4



West Operations Superintendent Jake Jacobson (left), on behalf of all DPMC Olefins employees, receives Base Chemical's Outstanding Operations Award from Ray Lopez, general manager of Eastern Region's Refining & Marketing.

Chemical Quality Process

New emblem brings awareness to the CQP program

DPMC's Chemical Quality Process program has a new emblem, and its quality is so good the emblem has become a Shell trademark.

HERB BUTLER, a Chemical quality training instructor, coordinated the design of the emblem. "We wanted to bring awareness to the Chemical Quality Process (CQP) program and one of the ways to do this was to come up with an eye-catching emblem design," he says.

During the design process, Herb says the emblem went through many changes. "We were looking for a simple design, something that would be light and humorous," he says.

Working with an artist, they came up

with a number of sketches. "We must of had about 50 different designs," Herb recalls. "I would try them out on people here at the Complex to get their reactions.

"Finally, we hit on the right design by incorporating the first letter in the word 'quality' with a heart. The rest just kind of fell into place."

While attending a recent industry seminar where he displayed the emblem, Herb says he was approached by representatives of two oil companies who asked if they could use the emblem for their quality programs. Herb declined their request and realized that he had to do something to protect the emblem.

"That's when we contacted Shell's

lawyers and asked if the emblem could be registered," Herb explains. "We also checked with Shell's Graphic Standards to make sure we were in compliance with the guidelines set by Shell."

The registered design is the "I love quality" symbol. It was adapted for DPMC's use by encircling it with the words "Chemical Quality Process" and the Complex's name.

Herb says that although the actual registration won't come for quite awhile, he has been authorized to use the emblem as a trademark of Shell Oil Company.

"With this registration, no other company can use the same design," Herb points out.

Flags displaying the new quality emblem were made and will fly above the Chemical plant.

Chemical's quality training program will begin in late February and carry on through September. Upon its completion, approximately 485 people will have gone through the course. Instructors of the course, in addition to Herb, are **CHARLES LAWHON, RON FORTUNE, LEE CLARK** and **ALEX HARGRAVE**.

Herb says besides increasing people's awareness of quality, the new emblem also gives a lighthearted feeling to those who see it. "We want people to know that learning about quality can be enjoyable," he says.

Toll bridge price to rise March 1

Effective March 1, tolls will be increased for all vehicles traveling on the Jesse Jones Memorial Beltway 8 Toll Bridge.

The new tolls will be \$1.25 for two-axle vehicles, \$2.25 for three-axle vehicles and vehicle combinations, \$3 for four-axle vehicles and vehicle combinations, \$3.75 for five-axle vehicle and vehicle combinations with an additional cost of \$.75 for each additional axle.

These increases were authorized by the Texas Turnpike Authority.



Displaying the new Chemical Quality Process emblem are Instructors (left to right) **Lee Clark, Ron Fortune, Herb Butler** and **Alex Hargrave**.

Thank You's

I would like to take this opportunity to thank you all for a great and memorable retirement party. The scroll and luggage was most appreciated. Thanks.

BILL GRIMMETT

I want to express my thanks to everyone for my retirement party and gift.

WALTER FORTUNE

In Memoriam

Thanks for the wonderful gifts and fun party. What a great way to close out my career. Hope to see some of you around when I work with the Historical Society.

MAXINE WALLACE

H. M. THEILER, a Southeast engineering foreman who retired in 1985 with more than 43 years of service, died Feb. 11.

Classified

WANTING TO BUY passenger van with four captains chairs and couch. 326-1189.

Customer honors DPMC Resins with major award

Employees of DPMC's Resins department and Shell's Resins Business Center recently shared in the honor of receiving a major customer's special recognition award.

The Vendor of the Year award for 1986 was presented to Shell by the president of the Hysol Division of the Dexter Corporation, a manufacturer of epoxy powder coatings for electronic products. The award was given to Shell's Resins

organization in recognition of its quality control programs, technical services support, distribution system and product specification reliability.

BILL BUTIN, Shell's Resin Business Center manager, says the award is the result of teamwork between DPMC's Resins department and Shell's Resins Business Center.

Shell received Hysol's Vendor of the Year award in 1985.

SCORA News

COMING IN APRIL

The SCORA Easter Egg Hunt will be held at the San Jacinto Monument on April 11. Additional information in next Shellegram.

OFFICE MOVE

SCORA's office has been moved to the North Cafeteria. Volunteers are still needed to work in the office. Contact Junior Guillot at 476-7593.

SCORA's WEEKEND AT DELTA DOWNS *Vinton, Louisiana*

\$40 per member

\$50 per guest

Double Occupancy

**Liquor Raffle
on the Bus!!!**

*Price Includes: Bus Transportation for the Weekend
Motel Room at the La Quinta Inn
Tickets Both Days at Delta Downs
Reserved Tables in Club House
Programs for Both Days*

SPECIAL NOTE: Jackets required for Club House seating!

Leaving: March 21st at Noon

Returning: Evening March 22

Leave and return from DPMC Chemical Plant

Limited space available - one bus. Complete payment due with reservations. No phone reservations taken.

Make checks payable to SCORA
and mail to Carolyn Anderson, DPMC, EOM 104
For information call Carolyn, x7445



Record took effort on part of operators

CONTINUED FROM PAGE 1

key role in helping Olefins achieve their record performance. "We never had to shut down the plant because of a major mechanical failure," Tom points out. "A lot of credit goes to the maintenance people who were able to keep the equipment in excellent condition."

At Pyrolysis, a team was set up to handle maintenance planning for furnaces a year in advance. "There are 16 furnaces, and we had to keep 14 on line to run at the high levels we did," Sid explains. "By planning

for maintenance, we were able to eliminate most problems before they occurred."

Pyrolysis and Light Olefins units work together. Pyrolysis' furnaces heat the feedstock to temperatures of around 1500 degrees Fahrenheit. Light gaseous materials are given off and make their way to the top of the fractionator. Light Olefins then processes these gases through their drying, compression and fractionation steps.

"The two groups have close communications with each other," says JIM BREWER, a Light Olefins operations foreman.

"If rate reductions are needed, or if a furnace is being taken off the line, we get together and talk about it so that the appropriate adjustments can be taken."

Another factor which contributed to OP-III's outstanding performance is feedstock flexibility. OP-III is capable of cracking many liquid hydrocarbons, including butane, pentane, gas oil, condensates and kerosene.

"There are 13 different types of feeds we can use," says DONNELL WRIGHT, a

CONTINUED ON PAGE 5



Olefins employees set a world record for ethylene production in 1986 — an achievement that required a team effort.

Shell to construct second olefins unit

Shell Chemical Company plans to construct a second major linear higher olefins unit at its Geismar, Louisiana plant. The new unit, based on Shell's Higher Olefin Process (SHOP) technology, will have an annual capacity of 535 million pounds of alpha olefins, as well as significant internal olefin capacity. With this planned SHOP expansion, Shell Chemical's new overall capacity will be more than 1.3 billion pounds at Geismar.

"Shell is presently the world leader in the production of linear higher olefins," said **DON E. HAUPT**, Business Center Manager for Shell's Detergent and Ethylene Oxide/Ethylene Glycol businesses. "This expansion significantly increases the Geismar Plant capacity, further strengthening Shell's leadership role," Haupt also said.

Shell markets linear higher olefins as NEODENE® alpha and internal olefins. These linear higher olefins are also used as feedstock for Shell's NEODOL® primary detergent range alcohols.

Olefins set record

CONTINUED FROM PAGE 4

Pyrolysis relief foreman. "This helps us keep a consistent level of feed moving through the units. Having that consistency allows the plant to run more smoothly."

Making sure that the feed gets to the furnaces is the responsibility of the Tank Farm. **HERMAN CASTEX** is an operator there.

"We plan and maintain a good inventory of feeds for the Pyrolysis unit," Herman explains. "I get a schedule of what type of feed to send and when, and then I make sure the feed gets to the furnaces without any problems."

Last year, other Olefins-related units set record production rates. Record levels of C₅ gasoline, benzene and isoprene concentrates were produced by employees at the Butadiene/Hydrotreating/Isoprene unit, which is interconnected with Light Olefins. "We could not have done as well as we did without them," Tom points out.

1986 also was the year that OP-III had its best environmental performance ever.

Recently, **RAY LOPEZ**, general manager of Refining & Marketing for the Eastern Region, presented an award to DPMC's Olefins employees in recognition of their record-setting performance.

Says Jake of the award, "It's another reflection of the standard of excellence all our people strive to obtain."

Linear higher olefins are versatile chemical intermediates, enjoying rapid growth in such uses as linear low density polyethylene, synthetic lubricants, synthetic acids, laundry detergents, sham-

poos, and gasoline additives.

Shell has produced higher olefins for many years, but significantly boosted its position with the commercialization of the SHOP technology at Geismar in 1977.



JUST A REMINDER... Pedestrian walk way signs, like this one next to the Cat Cracker, are located around DPMC. With the amount of traffic moving through the Complex, both in vehicles and on foot, accidents can be avoided by paying attention to all roadway signs.

1987 SPRING BLOOD DRIVE

South Side — March 9-11
(South Cafeteria — North Conference Room)
North Side — March 16-19
(Gatehouse Training Room No. 1)

To make an appointment, call Charla Hale (x3011)

Walk-ins Welcome

No cure for the common cold...

...but you can help prevent it from spreading

Who hasn't wondered, in this age of medical advancement, why there still isn't a cure for the common cold? And who hasn't searched for the best way to avoid colds?

According to the Texas Medical Association, there are at least 200 different cold viruses. Because of the great variety of viruses, no one vaccine ever could be ef-

fective against all colds. If immunized against one cold, you could still catch another.

Although scientists haven't found a remedy for the common cold, they do understand more about how colds are spread. One study found that 40 to 90 percent of people with colds had cold viruses on their hands. These cold "bugs" were also found on about 15 percent of nearby objects such as doorknobs, telephones, coffee cups, and glasses.

One sure way to "catch" a cold virus is to get a dose of it directly in the upper nose. Rubbing your eyes may have the same effect, since the virus can pass through the tear duct into the upper nose.

The most effective way to keep a cold from spreading is hand washing. If you have a cold, remember that it can spread via your fingers, so wash them often and try to avoid putting your fingers to your

nose and eyes.

Try not to share objects with cold sufferers. See that used tissues are disposed of promptly into a plastic-lined receptacle or a paper bag.

If you do get a cold, remember that most colds get better by themselves and require no visit to the doctor. But you should seek professional advice if any of the following symptoms occur:

*Oral temperature above 103 degrees.

*Severe pain in the chest, head, stomach, ears, or enlarged neck glands.

*In a child, shortness of breath or wheezing, marked irritability, or lethargy.

*Sore throat combined with oral temperature above 101 degrees for 2 hours.

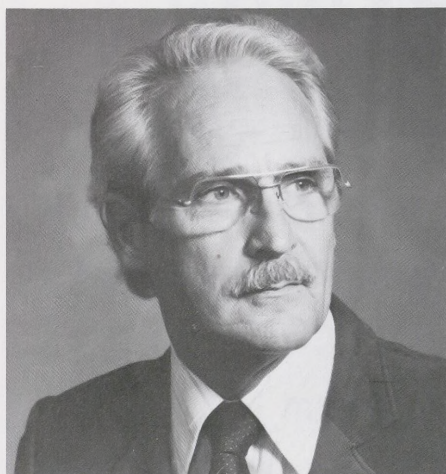
*Oral temperature that remains above 100 degrees for three days.

*A fever, sore throat, or severe runny nose that persists for more than a week.

Retirements



C. R. BISHOP JR.
Docks
Operations Foreman
33 Years Service



J. D. DAVIDSON
Engineering Service
Senior Engineer
34 Years Service

THE SCORA SCRAMBLE GOLF TOURNAMENT

March 28 - 12:00 NOON

Country Place Golf Club

(7 miles south of Loop 610 on Hwy 288)



FLORIDA SCRAMBLE - A,B,C,D

\$25 GREEN FEE & CART

All entries include your handicap.
Teams will be drawn at random.

**FREE BEER &
BARBECUE!!!**

For information call Don Pogue x 7030, Wayne Westbrook, x 6382 or Ray Starnes, x 7651. Send checks payable to SCORA to Billie Daniel, NSA 112. Please include your name and handicap. Non-SCORA members welcome.

SU 2000 keeps fuel injectors cleaner

Shell test results show its SU 2000_R and RU 2000_R gasolines can unclog fouled fuel injectors and keep them open with consistent use.

"These gasolines have special detergent formulations to provide cars with better performance whether they have fuel injectors or carburetors," says John Lauck, a Shell fuels expert. "This includes better starting, smoother power and improved driveability." (Fuel injectors deliver gasoline to car engines efficiently by spraying the precise amount of fuel needed in each cylinder.)

Tests on the ability of Shell's unleaded gasolines to keep fuel injectors open have been conducted for nearly a year at Shell's Westhollow Research Center in Houston. The test cars were run at 55 mph for as long as 10,000 miles on a special machine in cycles of 15 minutes on and 45 minutes off. This simulates the driving conditions which most often lead to clogged fuel injectors — short trips where a hot engine is frequently turned off, baking unburned deposits onto the tip of the fuel injector.

Test results showed less than 3.5 percent fuel injector fouling, well within the accepted automotive industry standard of 10 percent (anything above 10 percent can cause problems such as hesitation or stalling).

"We believe these are outstanding results," says Lauck, "especially since most cars are operated much less severely than the way we ran them."

Tests also were run to determine the

Shell introduces new unleaded gas

Shell Oil Company introduced a new unleaded gasoline, SR 2000(TM), in the Jacksonville and Gainesville, Florida markets. SR 2000, a mid-grade unleaded gasoline with an 89 octane, was available Feb. 1. It replaced Shell's 89 octane regular leaded gasoline.

"We believe customers who have been using regular unleaded will want to try SR 2000 to experience improved performance," said J. W. SCHUTZENHOFER, Vice President Marketing, Shell Refining & Marketing Company. "Customers who have been using regular leaded will find performance maintained with SR 2000."

The new 89 octane mid-grade gasoline is designed for the customer dissatisfied with the performance of 87 octane regular.

ability of Shell unleaded gasolines to unclog injectors fouled by inferior fuel. In those tests, Shell ran up to eight tankfuls of SU 2000 in a number of different engine models after each engine's fuel injectors had been intentionally fouled. The Shell gasoline started opening the clogged injectors from the first tankful.

"We were very pleased with these par-

ticular tests because they showed that Shell unleaded gasolines can unclog dirty fuel injectors," says Lauck. "But our gasolines are even better at keeping fuel injectors open. We recommend that owners of new cars use a specially-formulated gasoline such as SU 2000 from the very first to avoid fuel injector clogging and costly trips to the shop."



SKY'S THE LIMIT...A 150-foot furnace stack is removed by a crane as part of the MVI debottlenecking project.

Your United Way donations at work

(Editor's Note: Employees' donations to DPMC's 1986 United Way campaign are being put to use in the community. Here is how one United Way agency uses those donations to help others.)

The Houston Council on Alcoholism and Drug Abuse offers several resources for families and individuals concerned about alcohol and other chemical dependency problems.

***FREE INDIVIDUAL COUNSELING** for the chemically dependent or their families. A one-on-one session with a trained counselor can help the user or family member focus on positive action. For the problem drinker's family, this may mean seeking help for themselves rather than getting the drinker to treatment.

***ALCOHOL AND DRUG-AWARENESS CLASSES.** The council offers four educational series that deal with the various aspects of alcohol abuse. "Family in Focus" is a four-part class which deals with general awareness of alcoholism as a disease. It is suitable for drinkers, their families and anyone with an interest in learning about the disease.

Two other four-part classes are the "Adult Children of Alcoholics" series and "Mothers and Daughters" for women. Once a month the council offers a class presenting topics of interest to codependents (those involved with the

chemically dependent). Charge for each session is \$5.

***REFERRAL SERVICE** to alcohol-treatment programs, appropriate self-help groups and individual and family counselors familiar with treating alcoholism and codependency. Information and schedules for all of the 12-step programs such as AA and Al-Alon are available.

***REFERRAL SERVICE** to counselors qualified to lead intervention. Intervention is a method devised to overcome the alcoholic's denial and defenses about their disease with the hope they will agree to seek treatment. In an intervention, family members and others close to the alcoholic

present the alcoholic with facts on his drinking behavior and how it affects each of them. Anger and accusations must be kept out of the process because these trigger the alcoholic's defenses. Often, this means several prior sessions with the interventionist to decide exactly what will be said by each participant. Intervention has proven a successful tool in convincing alcoholics to seek treatment.

***BROCHURES AND BOOKS** dealing with many aspects of alcoholism and chemical dependency are available, many without charge.

For more information on services provided by the Houston Council on Alcoholism and Drug Abuse, call 520-8582.

Magazine survey reports Shell among 10 Most Admired Companies in U.S.

Shell Oil Company is among the ten most admired companies in the U.S., as reported by Fortune Magazine.

In a survey conducted by the weekly business magazine of more than 8,200 senior executives, outside directors and financial analysts, Shell Oil was rated No. 6. It was the only oil company included in the top 10 rankings.

Three-hundred firms in 33 industries were listed in the rankings.

The companies were ranked based on

long-term investment value, quality of management, quality of products or services, innovativeness, financial soundness, community and environmental responsibility, use of corporate assets and ability to attract, develop and keep talent employees.

JOHN BOOKOUT, Shell's president, said, "Our organization strives to be the best in our industry and to conduct our business in a way that merits respect and confidence."

Shellegram

Deer Park Manufacturing Complex

Published monthly by Shell's Deer Park Manufacturing Complex for its employees and pensioners. All inquiries should be addressed to **SHELLEGRAM**, Shell Oil Company, P. O. Box 100, Deer Park, Texas 77536.

Dillon Scott
Editor

BULK RATE
U.S. POSTAGE
PAID
PERMIT 1
HOUSTON, TEXAS