

FLEXIBLE VINYL MATTERS

JULY 2012



INFORM, ADVOCATE, ACT
WWW.FLEXVINYLALLIANCE.COM

The Flexible Vinyl Alliance (FVA) is a coalition of over 90 companies representing the full value chain of the flexible vinyl industry from resin supply to compounding, manufacturing and retail. The FVA is further affiliated with 900 additional businesses through its allied trade relationships.

INDUSTRY, CONGRESS PUSH BACK ON LEED ANTI-PVC PROPOSALS

The US Green Building Council (USGBC) owns the most popular green building rating system in use today, known as LEED (Leadership in Energy and Environmental Design). Recently, USGBC proposed an updated version of its green building construction standard, LEED 2012. To the dismay of many industry trade groups and manufacturers, LEED 2012 proposes 'chemical avoidance credits' that would serve to de-select many products containing PVC including roofing materials, floor products, wall coverings, piping, insulation, paints and adhesives. Adding to the issue, the General Services Administration (GSA) is considering recommending LEED as the primary certifying standard for construction and renovation of federal buildings.

Thanks to push-back from Congress and

industry, the LEED 2012 ballot process has been deferred to October 2012 with final adoption targeted for June 2013. Industry continues to work diligently through the American Chemistry Council's (ACC) American High Performance Building Coalition on encouraging the use of alternative rating systems to LEED.

There will be ongoing GSA listening sessions and comment opportunities accessible at <http://www.gsa.gov/portal/content/136303> for those wishing to weigh in on the proposed LEED standard (labeled as LEED v.4 and to be released later this summer). Please visit www.flexvinylalliance.com under 'Latest News' for FVA's recent testimony and consider becoming involved in this important issue to the industry.



In The News

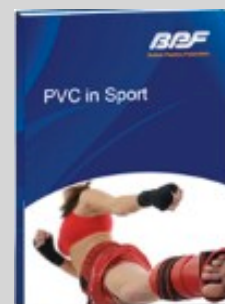
PVC Sports a Presence at the 2012 Summer Olympics

Whether you plan to watch the 2012 London Summer Olympics from your house or in London, look out for the many novel uses of PVC in the various sports venues. These include as roofing material in the Main Stadium, Aquatics Center, Royal Artillery Barracks and in the Basketball Arena. Other applications include sports surfaces, matting and protective barriers.

All told, one hundred and forty two thousand square meters of PVC fabric is being used to create new London sports venues to host this year's summer games.

The British Plastic Federation's (BPF) Vinyls Groups have published a brochure and video highlighting the importance and functionality of PVC in sports applications from venues to equipment to clothing. Photo courtesy of the British Plastic Federation.

More information is available at <http://thebpf.co.uk/H0P-UDTF-B92IVZKBF7/cr.aspx>.



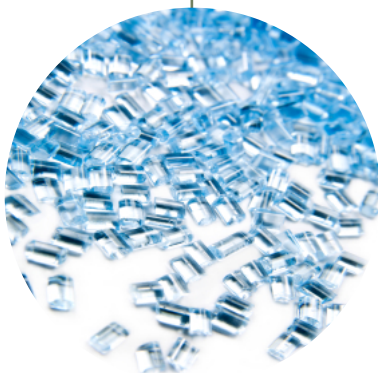
ADVOCACY IN ACTION

Vinyl Industry Fly-In: Stating the Case for PVC, 95 Times

In May 2012, the vinyl industry's Congressional fly-in, sponsored by the Vinyl Institute, featured more than 65 industry representatives from the vinyl value chain who undertook 95 visits to elected members of Congress. The high priority topics covered included the use of sound science in chemical regulation policy, the encouragement of infrastructure investments and the extension of energy-efficiency tax credits. The results of the fly-in were immediate and well-

timed as 47 Republican and 8 Democrat representing House and Senate members from 25 states went to GSA calling for scrutiny of LEED 2012 and insisting that it not become a tool for punishing chemical companies.

Additional information on the recent activity can be found on the FVA and VI websites and at <http://science.house.gov/hearing/subcommittee-investigations-and-oversight-hearing-green-building-rating-systems>.



VI Petitions EPA to Reconsider Final PVC MACT Rule

The Vinyl Institute petitioned the EPA on June 18 for changes to the final PVC MACT (Maximum Achievable Control Technology) regulation to address data errors, textual conflicts and regulatory oversights. Proposed changes are supported by performance data and information not considered or previously sought by the Agency. If the PVC MACT is not modified, normal facility operations and compliance will be significantly hampered.

MACT regulations are highly complex and designed to bring all producers in an industry sector to the levels of the highest performers in terms of emissions and air pollutants. The PVC MACT covers polymerization, control devices, wastewater and storage of materials used in producing PVC.

More information is available at www.vinylinfo.org or by contacting Jeff Palmer at jpalmer@vinylinfo.org.

Important Dates

SPI Congressional Fly-In

July 25, 2012
Washington, DC
www.plasticsindustry.org

Vinyltec 2012

October 22 - 24, 2012
Chicago, IL

This SPE sponsored conference addresses the most up-to-date new technology and trends in raw materials development.



https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=SPE&WebCode=EventDetail&evt_key=f9f96cef-1b73-4f5f-bee3-c22241d723ea

Vinyl Institute Annual Meeting

November 7 - 9, 2012
Bonita Springs, FL
www.vinylinfo.org

Membership

For more information and to join:

The Flexible Vinyl Alliance is an advocacy network with over 200 registered and active members that have flexible vinyl interests and who represent the industry's full value chain. The FVA helps to educate and connect companies to state and local issues with potential business impact. Membership is free of charge. If your organization is part of the flexible vinyl value chain, please enroll on the FVA website.

www.flexvinylalliance.com

Phone: 202.721.4125

FAX: 202.296.8120

EPA DfE Project Report Now Slated for Fall 2013 Release

EPA's ongoing analysis of alternatives to specific phthalates, known as the Design for the Environment Project (DfE) is ongoing. Initiative kick-off was held in August 2011 and a draft report was to be issued in fall 2012. The initiative schedule is delayed with the next activity to be the finalization of the list of alternatives. New milestones and timing are: Finalize List of Alternatives - Summer 2012, Evaluate Health Hazards - Fall/Winter 2012/2013, Draft Report for Review and Comment - Summer 2013, Final Report - Fall 2013. More information is available at <http://www.epa.gov/dfe/pubs/projects/phthalates/index.html>.

Join FVA on LinkedIn

Share information, post and stay up to date on the latest industry news and events by joining the Flexible Vinyl Alliance on LinkedIn www.linkedin.com.

