



**Flexible Vinyl Alliance**

---

## **FOR IMMEDIATE RELEASE**

**Contact:** Kevin Ott/Executive Director  
Flexible Vinyl Alliance (FVA)  
E-mail: [kott@flexvinylalliance.com](mailto:kott@flexvinylalliance.com)  
Phone: 202-721-4125

### **FVA, Vinyl Institute Urge Congress to Protect \$50 billion U.S. Vinyl Economy During Fly-In**

#### **“Plain Talk about PVC” Stressed in Hill Meetings**

**WASHINGTON, D.C. (May 21, 2012)** - The Flexible Vinyl Alliance (FVA) joined the Vinyl Institute (VI) May 17 on Capitol Hill to deliver a singular message to policymakers: the federal government’s movements in the direction of tightening chemical regulations, as well as potentially endorsing flawed green building standards systems, are threatening jobs and productivity in the U.S. plastics manufacturing sector. The plastics industry employs 1.1 million people in the United States.

Sixty-five vinyl industry executives, representing the entire value chain of vinyl/PVC (polyvinyl chloride) products, from resin producers to processors, met with more than 90 members of Congress to share “plain talk about PVC” during VI’s Congressional Fly-In.

The group asked Congress to:

- Oppose government adoption of flawed *green building* rating systems that penalize vinyl;
- Oppose bans or restrictions on safe chemicals widely used in vinyl products for decades;
- Support open and fair federal competition for water infrastructure projects; and,
- Continue tax credits that encourage the wider use of vinyl windows, roofing and insulated siding.

FVA and VI members produce resins, materials, devices and products that are essential to consumers worldwide. These materials are found in “green” building applications (such as PVC roofing and resilient flooring), electric cables and products employed in the military, packaging, automotive and medical devices arenas.

During constituent meetings, FVA shared its concerns about proposals from the U.S. Green Building Council’s Leadership in Energy and Environmental Design program – the largest sustainable building certification system – to disincentivize builders and architects from using vinyl to its full sustainable advantage and energy-saving potential in so-called “green” buildings. FVA encouraged the General Services Administration (GSA) to consider only green building ratings that employ open, consensus-based processes as “federally-endorsed” systems, and asked Congress to support that request via communications with GSA.

FVA delegates stressed the impact the Environmental Protection Agency's "Chemical Action Plan" (CAP) listings could have on manufacturers. As a result of CAP, safe chemicals could be replaced with lesser-tested alternatives, potentially increasing manufacturing costs and prices and supplies of chemical materials essential to engineering vinyl products to proper specifications.

"Thousands of jobs and the future of the industry are threatened when federal regulators ignore scientific facts, especially around chemicals, or when government gets into the business of picking material 'winners and losers' by endorsing 'philosophy-based' vs. 'life-cycle based' green building systems," said Kevin Ott, FVA Executive Director. "PVC may not be a glamorous material, but when you realize that it pipes safe drinking water into our offices and stores, preserves our hospital blood supplies, keeps a roof over our heads and our basements dry, you get a better appreciation for it."

Based in Washington, FVA is a separately funded affiliate group of the [Society of Chemical Manufacturers and Affiliates](#), a trade association representing batch, custom and specialty chemical manufacturers.

###

#### **ABOUT US:**

##### **FLEXIBLE VINYL ALLIANCE**

*The Flexible Vinyl Alliance is an advocacy network with more than 200 registered and active members that have flexible vinyl interests and who represent the industry's full value chain. FVA serves as an independent, proactive, integrated and informal advocacy network, which helps to educate and connect companies to state and local issues with potential business impact. The flexible vinyl industry is a significant contributor to the domestic economy with an estimated annual value that exceeds \$20 billion for the North American manufacturing and retail sectors. Visit [www.flexiblevinylalliance.com](http://www.flexiblevinylalliance.com)*

##### **VINYL INSTITUTE**

*The Vinyl Institute, founded in 1982, is a U.S. trade association representing the leading manufacturers of vinyl, vinyl chloride monomer, vinyl additives and modifiers, and vinyl packaging materials. Visit [www.vinylinfo.org](http://www.vinylinfo.org)*