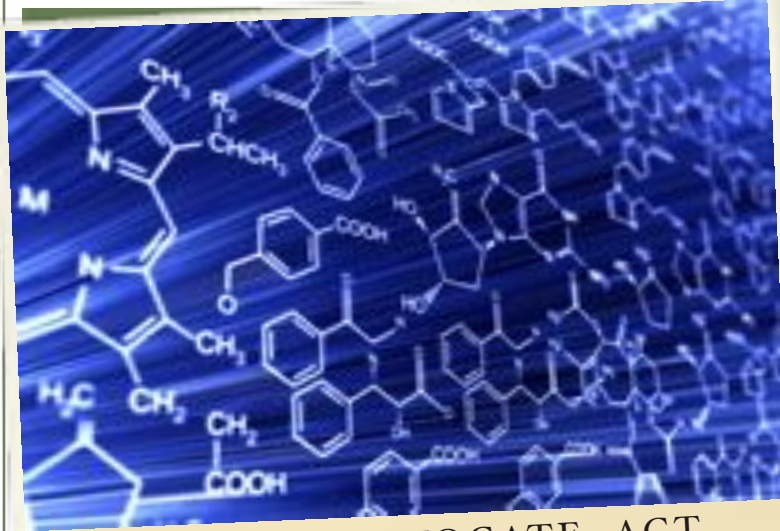


FLEXIBLE VINYL MATTERS

SEPTEMBER 2011



INFORM, ADVOCATE, ACT

WWW.FLEXVINYLALLIANCE.COM

MEMBERS MAKE THE DIFFERENCE

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.

In The News

NYC Icon Chooses Vinyl

With 3.5 million visitors a year, the Empire State building needed a renovated floor for its visitor center that was durable, easy to look after, price competitive and one that would maintain the Art Deco design theme. For this busy environment, Jeter, Cook Jepson Architects (Hartford, CT) selected Centiva (Florence, AL) and set about to create an interesting design that would honor their client's floor renovation requests. Bob Burling, principal of Jeter, Cook Jepson Architects stated, "The coloration and surface texture we used, in a chevron pattern on the 45 degree axis to the building combined very nicely with the other 'deco-style' elements."



Magics, a homogeneous product by Centiva, is one of the most durable PVC flooring products on the market. The logo (pictured) was designed for the Empire State Building by Centiva. It can be seen close to the ticket counter by each person taking the tour of the building. Each of the 2,000 individual windows in the logo was carefully drawn in CAD by the cutting design department at Centiva.

This high traffic, iconic tourist destination demonstrates the quality and durability of resilient vinyl floor products - another reason why Flexible Vinyl Matters.

Photo courtesy of FVA-member Centiva. More information and additional photographs at www.centiva.com.

EPA'S 'CHEMICALS OF CONCERN' PROPOSAL DRAWING SCRUTINY FROM BUSINESS AND CONGRESS

The Toxic Substances Control Act (TSCA) was passed in 1976 and provides the US Environmental Protection Agency (EPA) authority to review and regulate chemicals in commerce. TSCA was designed to ensure that products are safe for their intended use. Acting within its TSCA charter, the EPA is attempting to list eight phthalate plasticizers that have been safely used in industry for decades, as so called Chemicals of Concern.

This issue has been under review by the White House Office of Management and Budget (OMB) for more than a year. OMB is charged with reviewing proposed federal regulations for economic impact on businesses. FVA has briefed OMB on its concerns.

Of late, there has been increased attention to the issue from business and Congress. Letters from various Congressional representatives including David Cicilline (D-RI) and Dale Kildee (D-MI), as well as the United States Chamber of Commerce, have challenged the EPA's view of phthalates. It is felt that EPA's actions have had the effect of causing a signal to the marketplace that the agency wants these chemicals phased out, contradicting scientific studies that support the safety of these plasticizers in flexible vinyl applications.

FVA will continue to monitor and engage members of industry until a satisfactory resolution is reached. Current information is available at www.flexvinylalliance.com.



ADVOCACY IN ACTION

FVA Supports Resin Makers via MACT Comments to EPA



On July 28, the FVA submitted comments on the EPA's proposed polyvinyl chloride (PVC) Maximum Achievable Control Technology (MACT) regulations (EPA-HQ-OAR-2002-0037). These comments were supplemental and supportive of comments submitted by the Resilient Floor Covering Institute, the American Chemistry Council, the Vinyl Institute, the Society of the Plastics Industry, and the National Association of Manufacturers. Pro-business comments from the FVA and others focused on the necessity of implementing changes to the PVC polymerization and stripping process before the MACT is adopted. Without such changes, the MACT, as written, could result in differences in thermal stability, particle size and particle morphology to the detriment of finished product performance and longevity. FVA's MACT comments can be seen on the FVA website.

SPI Publishes Vinyl Fact Sheets

The Society of the Plastics Industries (SPI) through its Flexible Vinyl Products Division has published five content-rich Fact Sheets that highlight the importance and functionality of vinyl:

- Vinyl Makes Life More Affordable
- Vinyl Products are Safe
- Vinyl Creates Well Paying Jobs
- Vinyl Makes Life Safer
- Vinyl Makes Life More Sustainable

Make these free publications part of your education toolkit by downloading them at <http://plasticsindustry.org/FVPC/>. Thanks to SPI, the Vinyl Division leadership team and SPI's Terry Peters for their efforts on behalf of the industry.



Important Dates



Chemical Fabrics and Film Association Seminar

October 12, 2011
Cleveland Marriott Airport
Cleveland, OH
www.chemicalfabricsandfilm.com

Vinyltec® 2011

Society of Plastics Engineers
October 16 - 19, 2011
Chateau Bourbon Hotel
New Orleans, LA
<http://www.4spe.org/conferences/vinyltec-2011>

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: 703.606.4555

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FLEXIBLE VINYL MATTERS

is a regular newsletter provided by the Flexible Vinyl Alliance for its members. To submit content, please email Kevin Ott:

kott@flexvinylalliance.com

“The Flexible Vinyl Alliance website now includes a ‘Product of the Month’ feature. Please submit photos of unique and important PVC applications in support of our industry education initiatives.”

Kevin Ott
Flexible Vinyl Alliance
Coordinator

