

# FLEXIBLE VINYL MATTERS

APRIL 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.

## LEED 2012 ATTEMPTING TO CODIFY ANTI-PVC CREDITS: INDUSTRY RESPONDS

**L** EED stands for *Leadership in Energy and Environmental Design*, and is a performance-based rating system for green buildings established by the U.S. Green Building Council (USGBC). In spite of valid competing rating systems such as *Green Globes*, LEED has become the de-facto primary system for assessing 'green' buildings and covers all aspects from materials to energy and water consumption. Many states, counties and cities require LEED certification for new or improved public buildings so their actions have large-scale business implications. FVA's concern with LEED continues to be its proposed materials biases.

Under LEED 2012, soon to be balloted by USGBC using a members-only process in June, the organization will take the unprecedented step of de-selecting certain

materials and chemicals by awarding certifying points for NOT specifying them. The list includes PVC, fluoropolymer building materials and other halogenated materials including brominated fire retardants. The rationale for LEED 2012 is unclear as the initiative is contradictory to its own technical advisory committee work from 2007.

Challenging comments on this proposal have been filed by most of the major trade organizations including but not limited to VI, ACC, SPI, RFCI, CCCA, CFFA, WA and FVA. In addition, many individual companies in downstream conversion and processing have also responded.

LEED plans to announce its new rating system in November 2012.



## In The News

### Disney's Vinylmation™

If you're heading to a Disney property for the upcoming NPE trade show or for pleasure, check out Vinylmation. Capitalizing on hobbies and interests of Disney park visitors in collectibles and trading, Disney's Vinylmation is a brand of 1.5", 3" and 9" vinyl Micky Mouse shaped toys sold at Disney theme parks that have different colors, patterns and markings. The figures were introduced in 2008.

Trading is encouraged and occurs at various Disney locations in a manner similar to pin trading. Visitors to Disney parks may trade with cast members at designated locations as well as at select stores.

Vinylmation figures are sold in sealed packing and a purchaser does not know what the package contains until they open it. Rare figures are called "chasers" and packaging may also contain cards, stickers or another figure to make a set.

There are various series to choose from including popular movies and characters



from Toy Story, Star Wars and the Muppets. Limited edition Vinylmation figures include billiards and condiments.

Figures are also available blank in various colors with customizable decals, colored pencils and rhinestones.

Photo courtesy of Scott A. Kraft, Wikimedia Commons. More information and additional photographs are available at <http://www.disneystore.com/vinylmation/mn/1000828/>.

## ADVOCACY IN ACTION

### PVC MACT Final Rule Issued

In August 2011, industry groups, including FVA, submitted comments to the EPA on the PVC MACT (Maximum



Achievable Control Technology) rule. The new regulation was signed in February 2012 and, according to the Vinyl Institute, reflects the full range of data and comments from industry. Unlike with commodity chemicals, PVC resin manufacturing requires specialized approaches impacted by MACT rulings. MACT regulations are developed and updated by EPA under the Clean Air Act for each major industry and seek to control air emissions from industrial activities. The final rule may include some 'clarifications and technical corrections.' For more information, contact Allen Blakey at the VI at [ablakey@vinylinfo.org](mailto:ablakey@vinylinfo.org).

### EPA's DfE on Track to Issue Report in February 2013

The Environmental Protection Agency's Design for the Environment (DfE) project appears on track. The goal of the project is to "inform substitution for safer alternatives for certain phthalates by evaluating the hazard associated with functional alternatives." Eight existing phthalates are under assessment in the project: DBP, DIBP, BBP DnPP, DEHP, DnOP, DINP and DIDP. Three DfE Steering Committees have been formed: Advisory, Alternatives and Hazards. The first two committees have essentially completed their tasks and the Hazards Committee begins meeting via teleconference in June. Interested stakeholders may participate by contacting DfE's Cal Baier-Anderson at [Baier-Anderson.Caroline@epamail.epa.gov](mailto:Baier-Anderson.Caroline@epamail.epa.gov). EPA DfE Project Leader, Clive Davies, will be addressing the SPI Flexible Vinyl Division Annual meeting in July (see Important Dates section for event information). This will be an excellent opportunity for Q&A and to learn more about the assessment techniques being employed in the phthalate substitution evaluations.

### FVA Aligns with SOCMA in 2012

The FVA is now part of SOCMA and is located in downtown Washington, DC. SOCMA's organization includes over 12 affiliated trade associations, professional groups and foundations, including a variety of advocacy councils and special interest groups. SOCMA will provide FVA a fee-for-service arrangement that may include finance, accounting, meeting and office services, database management, and governmental affairs support. FVA members are encouraged to inquire and participate in SOCMA activities including monthly Congressional breakfasts and annual Fly-Ins. More information on SOCMA and AMS is available at <http://www.socma.com/AssociationManagement/>.

### Survey Says There's a Breadth of De-Selection Concerns

FVA's annual industry member survey drew a record number of participants this year. The primary concerns of respondents included retail and regulatory de-selection of flexible vinyl products initiated by packaging, toy and green building activities. Certifying body actions such as LEED and EPA's activities around plasticizers as Chemicals of Concern top the list. Review the summary of results at <http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L2BV6G6BGVLG>.



## Important Dates

**NPE  
FVA Booth 17028**  
April 1 - 5, 2012  
Orlando, FL  
[www.npe.org](http://www.npe.org)



produced by SPI

**Vinyl Institute Congressional Fly-In**  
Annual educational event organized and hosted by VI to include representatives from all vinyl product areas throughout the supply chain. Contact Kevin Mulvaney at VI for additional information. May 16 - 17, 2012  
Washington, DC  
<http://www.vinylinfo.org/advocacy/>

**SPI Flexible Vinyl Division  
Annual Meeting**  
July 15 - 17, 2012  
Annapolis, MD  
Featured speakers will cover important topics to the industry including the EPA's Design for Environment project and PVC MACT. Contact Terry Peters at SPI for more information or visit <http://www.plasticsindustry.org/Events/RegEventDetail.cfm?ItemNumber=8689>

## 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](http://www.flexvinylalliance.com)

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