

# FLEXIBLE VINYL MATTERS

JANUARY 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

### Innovative Flooring



Manufacturers of vinyl-based resilient flooring are some of the most forward-thinking innovators in the floor covering industry. Product and process advancements are keeping this industry in the sustainability forefront. Excellent examples of their efforts include enhanced recycled material rates, increased recycled content, reduced energy consumption and waste generation, and product improvements to decrease floor maintenance and associated use of chemicals. In addition, all major manufacturers have adopted the third-party FloorScore Indoor Air Quality certification program. The program is in the process of creating a third party materials emissions testing program to assure compliance with California Section 01350 VOC emissions limits and will include a certified site audit and documented control system requirements.

The new NSF 332: *Sustainability Assessment Standard for Resilient Floor Coverings* has been finalized under the American National Standards Institute (ANSI) and can now be used to certify the sustainability of resilient flooring. The standard provides a means for designers, architects, facility managers and purchasers to evaluate the sustainability of a range of flooring options.

More information on vinyl flooring innovation and certification programs is available at [www.rfci.com](http://www.rfci.com).

### THE BUSINESS IMPACT ADVOCACY MODEL...

The Flexible Vinyl Alliance is an industry coalition formed in 2009 to assist and augment traditional industry-specific trade organizations in efforts to inform, educate and act on issues that could impact the business of flexible vinyl. "FVA is about connecting business owners and managers in the flexible-vinyl industrial value chain with their elected officials, influential policy-makers and each other, in order to weigh in on policy issues, both local and federal, that could have an impact on their business operations," says Kevin Ott, FVA Coordinator.

"Our goal is to impart the importance of the vinyl industry within the larger

scope of plastics manufacturing and overall American manufacturing, which comprises more than 14% of the US GDP."

"As illustrated in our new publication *Flexible Vinyl by the Numbers*, flexible vinyl production represents tens of thousands of jobs in more than 45 states, with a total economic impact of \$20 billion. So it is important that our industry provides input on policy issues, legislation, regulations and national standard-setting activities, and that we accurately represent the true importance of jobs, products, people and livelihoods created by the production of flexible vinyl products for the global marketplace."



## ...IN ACTION

**Business Leaders Address Executive Branch Officials at the Office of Management and Budget (OMB)**



Last August 9, three FVA member companies representing medical device, safety equipment and component parts manufacturers, whose products contain flexible vinyl, briefed the White House Office of Management and Budget (OMB) in Washington, DC. They effectively presented the business impact of proposed chemical regulations on product manufacturing. OMB is charged with assessing business impact and burden of proposed EPA regulations which are aimed at restricting the manufacturing, processing and distribution of eight phthalates, seven of which are in general use in plastic products. Several other industry groups have also met with OMB since June of 2010, with the latest meeting occurring on January 7, 2011.

Currently, the EPA proposal review is 'Extended' pending further interagency deliberation. Stay informed by visiting:

<http://www.reginfo.gov/public/do/eAgendaViewRule?publd=201004&RIN=2070-AJ70>

### FVA Testifies at the Department of Energy (DOE) on Green Buildings

Last July 27, the FVA along with representatives from the Vinyl Institute, the North American Coalition on Green Buildings and the Green Building Initiative spoke in support of choice in building rating systems which include Life Cycle Analysis (LCA). An example is the Green Globes approach which can help to identify the most sustainable building solutions which offer the greatest efficiency at the best cost using LCA. This progressive approach has advantages to both taxpayers and the environment for material selection in federal building projects. A final decision from the DOE is anticipated in February 2011. [http://www1.eere.energy.gov/femp/pdfs/nopr\\_meeting072810.pdf](http://www1.eere.energy.gov/femp/pdfs/nopr_meeting072810.pdf)

### California Green Chemistry Update

California has postponed final adoption of its green chemistry rules pending further review to address stakeholder concerns. "A wide range of stakeholders, including those from industry, environmental groups, scientists, and legislative leaders, have raised substantive and valid concerns about the most recent draft of the regulations," said California EPA Secretary Linda Adams in a December 23 letter. Stay updated and involved by visiting: [www.dtsc.ca.gov](http://www.dtsc.ca.gov)



## Important Dates



### Flexible Vinyl Products 22nd Annual Conference

July 10 - 13, 2011  
Hilton Burlington Hotel  
Burlington, VT  
<http://www.plasticsindustry.org/events/eventdetail.cfm?EventID=18012&navItemNumber=1043>

### Vinyltec® 2011

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

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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](mailto:kott@flexvinylalliance.com)



"The continued success of the Flexible Vinyl Alliance depends on our members staying active and engaged in the advocacy process. We will continue to connect our member companies with influential leaders in government and industry."

Kevin Ott  
Flexible Vinyl Alliance

