

# FLEXIBLE VINYL MATTERS

MAY 2011



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.

## LEADERS EDUCATING LEADERS

In April, the Flexible Vinyl Alliance participated in a two-day event organized by the Vinyl Institute (VI) to educate Congressional leaders and their staff members on the benefits and economic impact of vinyl (PVC) to the United States economy. Representatives from rigid and flexible vinyl concerns, both upstream and downstream, made more than 55 individual visits to Republican and Democrat members of the House and Senate. Industry delegates explained the scope of the industry in terms of jobs and manufacturing and provided samples of products containing vinyl which included fire alarm cables, blood bags and military fabrics.

The industry delegation further encouraged Congressional officials to do their part in assuring that the EPA develops and follows criteria for listing chemicals of concern that carefully consider history of safe usage, cost, efficacy, performance and peer-reviewed science. Current proposed EPA regulations are aimed at restricting the manufacturing, processing and distribution of eight phthalates, seven of which are in general use in plastic products.

A summary overview is available at: [http://www.flexiblevinylalliance.com/uploads/VI\\_Fly-In\\_Notes.pdf](http://www.flexiblevinylalliance.com/uploads/VI_Fly-In_Notes.pdf)

## In The News

### Military Shelters

It's been a big month for the brave men and women who serve to protect our country as part



of various branches of the US military so this month's feature application focuses on the use of flexible vinyl in novel military structures. Pictured is an Air Force large area maintenance shelter used for repair of helicopters, tanks, wheeled vehicles and aircraft. It takes 12 people approximately 24 hours to erect the structure pictured in the photograph. The United States military chooses PVC due to its performance and reliability in protective cover applications including tents, personnel shelters and vehicle canopies. The shelter pictured is constructed of PVC reinforced with polyester fabric. The benefits are affordability, excellent UV resistance and ease of fabrication. Considering uses of these shelters in rapidly deployable applications, they must be easily erected anywhere in the world with a wide range of climate conditions. PVC also offers functionality in heat and cold.

Photo courtesy of Engineered Polymer Technologies, a Division of Ronald Mark Associates. For more information on military shelters, please visit their website at [www.ronaldmark.com](http://www.ronaldmark.com).

## ADVOCACY IN ACTION

### USGBC LEED ALTERNATIVES

In a unified message to Congress in April, the vinyl industry promoted alternatives to the U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) certification systems for sustainable or green buildings in various categories. Alternative systems, such as Green Globes, remain important due to their use of full life-cycle assessments (LCAs) in contrast to the continuing efforts of USGBC to encourage the de-selection of vinyl in LEED certified buildings.



As background on the issue, LEED has recently issued two Pilot Credits, 2 and 11, that seek to de-select PVC building materials based on chemical constituent concerns tied to plasticizers. The USGBC's rationale is focused on the EPA's chemical action plan that continues under review by the Office of Management and Budget (OMB).

The vinyl industry's message to Congress continues to be that government policy should not cooperate in the creation of monopolies in green building certification, such as the USGBC's LEED and the green building rating system.

Further information on LEED Pilot Credits is available at [www.flexvinylalliance.com](http://www.flexvinylalliance.com).

### GSA LETTER AFFIRMS PVC

The Government Service Administration (GSA) is responsible for \$66 billion of annual procurement and manages about \$500 B in U.S. Federal property. Of recent concern were efforts to limit PVC roofing usage in the government building bidding process. The GSA has since sent a letter of clarification on their policy towards material selection in government building contracting situations to the Vinyl Institute and the Chemical Films and Fabric Association. The letter indicates that all language restricting PVC roofing usage has been removed from requests for bid. The GSA further stated that they do not have an anti-PVC policy. For more information click Latest News on the FVA's website.

### 'CHEMICALS OF CONCERN' MATTER REMAINS UNRESOLVED AT OMB

The proposed listing of eight phthalates as chemicals of concern by the EPA utilizing their regulatory authority under the Toxic Substances Control Act (TSCA) continues under review by the OMB with no estimated conclusion date. The EPA is seeking, for the first time, to use its authority under Section 5(b)4 to establish a list of chemicals that 'present or may present' an unreasonable risk of injury to health or the environment.



"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



## Important Dates



### Flexible Vinyl Products 22nd Annual Conference

July 10 - 13, 2011

Hilton Burlington Hotel  
Burlington, VT

[http://www.plasticsindustry.org/events/eventdetail.cfm?](http://www.plasticsindustry.org/events/eventdetail.cfm?EventID=18012&navItemNumber=1043)

[EventID=18012&navItemNumber=1043](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)

Phone: 703.606.4555

FAX: 703.536.2820

### 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)



**Flexible Vinyl Alliance**