

FLEXIBLE VINYL MATTERS

AUGUST 2013



EPA Administrator
Gina McCarthy

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.

GINA MCCARTHY CONFIRMED AS EPA ADMINISTRATOR ENCOURAGED TO WORK IN BIPARTISAN MANNER

In late July, SOCMA congratulated Gina McCarthy on her confirmation by the U.S. Senate as Administrator of the Environmental Protection Agency (EPA). The Flexible Vinyl Alliance is an affiliate of SOCMA.

“Gina McCarthy is well-qualified for her new role at EPA,” said SOCMA President Larry Sloan. “During her 25 years of service, she has had success working with business and industry leaders in a constructive, bipartisan manner. After five long years, EPA now has a leader who is not afraid to engage with those over which her agency regulates.”

Administrator McCarthy replaces Lisa Jackson, who left the EPA to become the Chief Sustainability Officer at Apple. Ms. McCarthy, a career professional at EPA,

will oversee programs of interest to the flexible PVC industry including the Design for the Environment (DfE) program, which FVA is involved as a stakeholder in the *Assessment for Alternatives to Certain Phthalates* study. To read more about SOCMA’s response to McCarthy’s confirmation visit <http://www.socma.com/PressRoom/index.cfm?subSec=3&sub=71&articleID=4206>.

For information on how EPA is involved in proposing regulations of common plasticizers, visit: <http://www.epa.gov/opptintr/existingchemicals/pubs/actionplans/phthalates.html>.



In The News

Documentary on PVC Toys: The Vinyl Frontier

Steven Spielberg, move over. A new award-winning documentary is available through Amazon, *The Vinyl Frontier*, about toy designers who started producing toys of their parent’s generation using PVC. The concept has expanded into a new format of toys as art. The documentary won numerous awards from international and independent film festival and features interviews with the primary artists, designers, collectors and manufacturers involved with these new kinds of toys along with animations and creative design background footage. The documentary shows how a toy becomes a reality as it follows a young artist who creates a toy to launch at the San Diego Comic Con. From this, the viewer gets a sense of the whole creative process. No word yet on a sequel. <http://www.amazon.com/The-Vinyl-Frontier/dp/B005WQ490E>



ADVOCACY IN ACTION

USBGC Green Lights Red-Lists in new LEED v4

In spite of objections from some industry groups, the US Green Building Council (USGBC) adopted, by a wide margin, its latest green building standard known as LEED v4 as announced on July 2, 2013. USGBC will begin to implement the new guidelines at its *Green Build* trade show this fall in San Francisco.

LEED v4 and the efforts of USGBC to delve into risk assessment and human health standards has been characterized as straying from the 'original mission of promoting energy efficiency' by many in industry. LEED was originally a building tool intended to save energy, electricity and water. Now, adding provisions that discourage the use of products that contain various chemicals and plastics without a scientific reason for doing so is akin to "dabbling in complex and specialized areas like chemical safety and risk assessment that require capabilities and expertise that the USGBC's member committees and leadership don't possess," said one critic. While USGBC denies endorsing so-called Red-Lists in v4 (lists of



chemicals specifically excluded from green building products) vinyl products are excluded from being able to qualify for a point under Option 2 of MR Credit 4 because they contain PVC or phthalates which are on the disqualifying 'red-lists' incorporated into Cradle-to-Cradle and GreenScreen, for example. FVA in concert with other industry groups will now turn to strategies aimed at ensuring that government entities do not adopt green building rating standards that are not ANSI-certified (such as LEED) and are not exclusionary or biased in their definitions of what truly constitutes a 'sustainable' or green product. It should be noted that the federal government, inclusive of the military, is the largest single-user of LEED.

House Appropriations Bill Language Encourages Government to Utilize Only Consensus Green Building Standards

The House FY2013 Financial Services and General Government Appropriations Bill includes language that prohibits funding from being obligated or expended to implement or use green building rate standards for new construction or prospectus level renovations unless such standards are voluntary consensus standards. The vinyl-industry-backed American High Performance Buildings Coalition (AHPBC) stated on July 17 that "passage of this new, updated federal green building policy language is the next step forward in a series of congressional actions regarding green buildings, to require that green building standards be voluntary consensus standards." Congressional spending bills are expected to be taken up after Labor Day.

FVA's New Website is Live

One of FVA's 2013 Strategic Objectives was to build out the FVA communications platform, with a key component being the enhancement of the FVA website. That site is now live at www.flexvinylalliance.com.

The new site is intended to be visually uncluttered, with a heavy emphasis on advocacy issues and product depictions. FVA members are encouraged to share news, press releases and product images.

Important Dates

Automated Alternatives Chemical, Product and Process Risk Assessment Workshop

September 24, 2013

Bethesda, MD

www.chemply.com

CFFA Uncovering Coated Fabrics

October 16 - 16, 2013

Chicago, IL

www.chemicalfabricsandfilm.com

SPE VINYLTEC 2013

PVC Processing and Additives

October 21- 23, 2013

Iselin, New Jersey

<http://www.4spe.org/>



Vinyl Institute Annual Meeting

November 6 - 8, 2013

Orlando, Florida

<http://vinylinfo.org/>

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

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