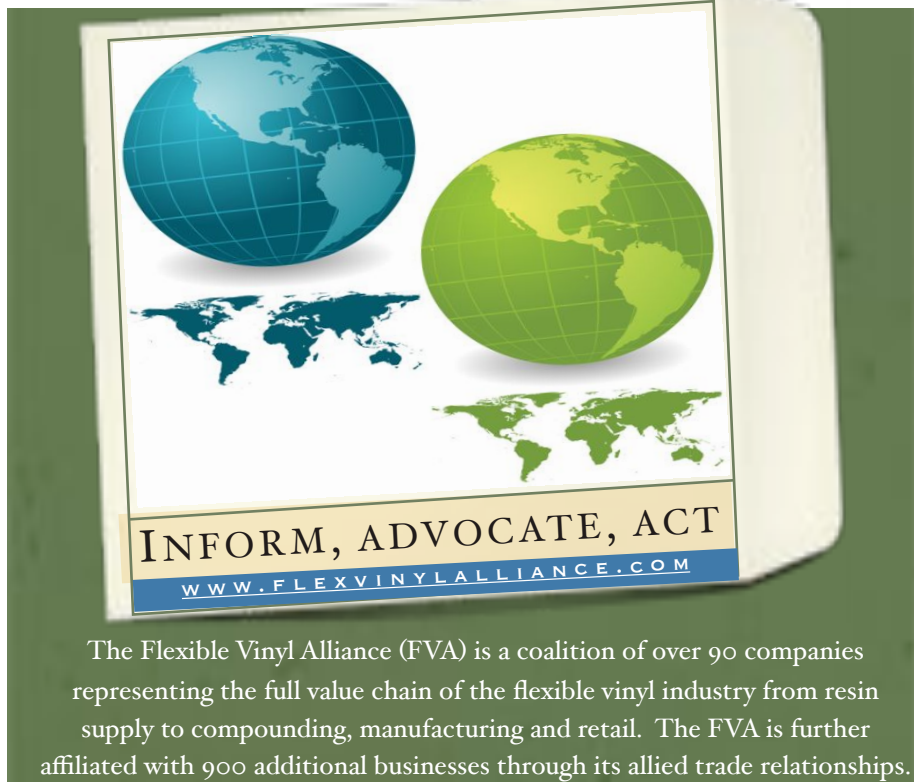


# FLEXIBLE VINYL MATTERS

DECEMBER 2013



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.

## GSA RECOMMENDS ALTERNATIVES FOR GREEN BUILDING CERTIFICATIONS

In a letter of October 25, 2013, the US General Services Administration (GSA) head Dan Tangherlini transmitted GSA's green building certification systems recommendation (GBCS) to Energy Secretary Ernest Moniz. GSA made six recommendations to DoE, among them that "agencies should choose between two certification systems" using either the US Green Building Council's LEED 2009, or the Green Building Initiative's Green Globes 2010 system. Amongst the other recommendations is that GSA continue to use "third-party" systems; that agencies should use credits that align with Federal requirements; and that the GSA should keep current with revisions to rating systems, such as is now occurring with LEED v4 and revisions to GBI's Green Globes. FVA submitted comments to GSA

on April 8, 2013 asking that only ANSI-accredited green building rating systems be used to achieve GSA and DoE objectives and that in lieu of LEED, FVA would prefer a true life-cycle assessment approach such as Green Globes.

This GSA recommendation was a significant development for flexible vinyl interests from the standpoint that USGBC's LEED rating system is increasingly anti-chemical, inclusive of vinyl products, through its endorsements of so-called Red Lists. The inclusion of alternative systems for Federal projects is a recognition that alternatives to LEED do exist and should be compared and considered to insure fair return on taxpayers investments as well as maximizing building performance.



## In The News

### A Day Made of Vinyl: For Your Holiday Enjoyment

The Vinyl Institute's latest video, *A Day Made of Vinyl*, is worthy of holiday viewing, and on the short list for awards season as well. Over the past year the Vinyl Institute has been building its portfolio of videos to help continue to showcase the benefits of vinyl products. VI is using each of a number of videos in targeted ways with its members, their customers, and other key audiences. Each video is only a couple of minutes in length.



*A Day Made of Vinyl* – a video designed to help audiences better understand and appreciate the uses of vinyl applications, colorfully features real folks using real vinyl products in scenes of gardening, shopping, sports, medicine and recreation.



Watch the video now:

<http://www.youtube.com/watch?v=M5PbFQR1Pis>

## ADVOCACY IN ACTION

### California Prop 65 Ruling on Phthalates

Effective December 20, 2013, the California's Office of Environmental Health Hazard Assessment (OEHHA) is adding diisononyl phthalate (DINP) to the list of chemicals known to the State to cause cancer for purposes of the Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65).

The American Chemistry Council (ACC), speaking for many industrial interests stated on December 5 in a press release that "we challenge the scientific basis of California's decision. The phthalate DINP has been reviewed by multiple scientific and regulatory bodies around the world, all of which found no evidence that the very low levels people are typically exposed to cause cancer.....(the) decision to list DINP as a Prop 65 'carcinogen' is contrary to the weight of evidence demonstrating that DINP does not cause cancer in humans. The animal data summaries cited..... in the Prop 65 listing are both exaggerated and misleading."

DINP is a common plasticizer used in hundreds of flexible vinyl applications, from floors to traffic cones. Go to [www.americanchemistry.com](http://www.americanchemistry.com) for further information on phthalates.

### EPA Chief Meets with SOCMA Environmental Officials

EPA Administrator Gina McCarthy shared the agency's top priorities for the coming year as she addressed SOCMA's Environment Committee October 31. Not surprisingly, McCarthy cited climate change at the top of her agenda, including new rules for power plants and will focus a great deal of her time on water issues.

Of particular interest to chemical interests, McCarthy spoke of the need to reform the Toxic Substances Control Act (TSCA) and reduce risks associated with chemicals. "We need to figure out together what that challenge is moving forward, and it's not just chemicals in our environment and in our products, it's also chemicals in commerce," McCarthy said.

McCarthy was accompanied by Jim Jones, EPA's Assistant Administrator for the Office of Chemical Safety and Pollution Prevention (OCSP), who works directly on TSCA matters. McCarthy also addressed the importance of sound science in making EPA decisions, said there would be an increased focus on the Design for Environment (DfE) programs, and mentioned the need for a "focus on risk assessment of the highest priority chemicals" such as phthalates, while emphasizing the need to "align and partner" with industry.

## Important Dates

### Plastics in Medical Devices

May 6 - 8, 2014

Cleveland, OH

<https://www.regonline.com/builder/site/default.aspx?EventID=1329640>

### VI Congressional Fly-In

May 20 - 21, 2014

Washington, DC

<https://www.youtube.com/watch?v=ISuVvql4fJg>

### SPI Flexible Vinyl Products Division 25th Annual Compounding Conference

July 13 - 16, 2014

Williamsburg, VA

<http://www.plasticsindustry.org/FVPC/Events/calendarlist.cfm?CalendarMonth=7&CalendarYear=2014>

### VI Annual Meeting

November 12 - 14, 2014

Turnberry Isle

Miami, FL

[www.vinylinfo.org](http://www.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.

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

### FVA Continues Stakeholder Meetings with EPA's Design for the Environment (DfE)

An active FVA Working Group continues to develop a White Paper tied to the ongoing EPA Design for the Environment Project, the "Alternatives to Certain Phthalates Partnership" intended to assist industry to "move away from phthalates in a non-regulatory setting." FVA met with EPA officials in October of 2013, and the Working Group continues to formulate its FVA White Paper, with the intent of "informing the substitution of TOTM for DIDP in PVC-jacketed network cables" as an example of the costs, utility and performance assessments involved with chemical substitutions in key flexible PVC materials. Contact Kevin Ott for more details.



### Connect with FVA on LinkedIn and on the New Website

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

[www.linkedin.com](http://www.linkedin.com)