

FLEXIBLE VINYL MATTERS

M A Y 2 0 1 4



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.

GOVERNMENT AND THE FLAWED GREEN BUILDING RATING SYSTEM: USGBC LEED v4 2014

The federal government, including the military, is the single largest user of the LEED rating systems. According to data provided by the U.S. Green Building Council (USGBC), 7% of LEED-certified projects and 11.5% of those projects pending certification are federal government buildings. The public sector as a whole (federal, state and local governments combined) makes up a staggering 27% of LEED-certified projects, and smaller governments could follow. Currently, the adoption of LEED v4 is being considered by the General Services Administration (GSA), for new construction projects, beginning in June of 2015.

FVA has been in conversations with GSA, expressing concerns with the “MRC4

credit” in LEED v4 and its anti-PVC bias, in that it invokes *Red Lists* to exclude certain materials from being specified in “green” buildings.

At this time, to prepare for further advocacy related to this issue, FVA requests that any converter or manufacturer of flexible PVC products that either sells or plans to sell product into the federal procurement system contact Kevin Ott for guidance and potential assistance with advocacy on this critical issue. Such products could include wall coverings, roofing, flooring, profiles, cabling, molding, sheeting, membranes or waterproofing products.

This is an important issue for the industry.



In The News

CEI Releases Consumer's Guide to Chemical Policy

In April 2014, The Competitive Enterprise Institute (CEI) released “A Consumer's Guide to Chemical Risk: Deciphering the ‘Science’ Behind Chemical Scares,” by CEI senior fellow and chemical policy expert Angela Logomasini.

The guide is designed to reduce confusion and needless fear about chemicals, uncovering alarmist tactics and junk science that underly anti-chemical scare campaigns. “Will chemicals in commercial products make you fat or give you cancer? News headlines suggest they do, but don't be fooled,” says Logomasini, “Much of the news hype about chemicals simply isn't true. This guide helps consumers more easily sort fact from fiction and recognize the difference between sound science and junk science.”

In addition to providing an overview of what constitutes good science, the study uncovers the real meaning behind alarmist rhetoric.

The full consumer's guide is available at www.cei.org.

A breakdown of this information with a fact sheet and a terminology guide can be found on www.safechemicalpolicy.org.



COMPETITIVE ENTERPRISE INSTITUTE
Advancing Liberty from the Economy to Ecology

ADVOCACY IN ACTION

VI Fly-In

FVA members are alerted that the primary federal Congressional activity focused on the industry will occur on May 20-21, 2014 in Washington, DC at the Vinyl Institute's Congressional Fly-In. This is an opportunity to build awareness about the industry and its diverse manufacturers. The top goals this year are the promotion of fairness and competition in:

Green Building: Federal agencies should have access to more than one rating system and qualifying programs should be developed openly and with consensus.

Rail Competition: The federal government should do more to encourage competition for captive freight rail shippers.

Water Infrastructure: Federal funding for water infrastructure projects should carry a requirement that all qualifying materials can bid.

Chemical Regulation: Reform of the Toxic Substances Control Act (TSCA) should ensure that chemical regulation balances consumer safety, innovation and growth in the economy and jobs.

Learn more and register today at <http://vinylinfo.org/register-today-for-the-vinyl-industry-congressional-fly-in-2/>.

FVA Endorses April 25 AHPBC Comments on Ecolabels

The American High Performance Buildings Coalition (AHPBC), whose members (including FVA) represent many different materials and products that compete in the open market for green buildings, filed comments with the EPA on April 25, 2014 in response to EPA's *Draft Guidelines for Product Environmental Performance Standards & Ecolabels for Voluntary Use in Federal Procurement (Ecolabel Guidelines)*.

As stated in the AHPBC comments, ecolabels intended to promote "green" or "sustainable" product selection by the federal government, must be full voluntary consensus standards. The comments urged EPA to conform with Section I of the proposed Ecolabel Guidelines to ANSI's *Essential Requirements*. AHPBC further urged EPA to clarify that selection, in compliance with the principles in Section I, is intended to help agencies meet their existing obligations under OMB Circular A-119 to select voluntary consensus standards where they are available.



DfE White Paper

FVA has completed its 15-month project in developing a white paper for submission to the U.S. Environmental Protection Agency's Design for the Environment Program titled "Alternative for Certain Phthalates Partnership." The paper will be formally presented to the EPA in late May of 2014. The white paper is a case study of the challenges of phthalate substitution in the manufacture of PVC-jacketed network cable, such as 4-pair Category-6 copper communications network cable. FVA members who wish to view this study may request a copy by contacting Kevin Ott.



Connect with FVA on LinkedIn
and on the New FVA Website

www.flexvinylalliance.com

www.linkedin.com

Important Dates

VI Congressional Fly-In

May 20 - 21, 2014

Washington, DC

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

SPI Flexible Vinyl Products Division 25th Annual Compounders 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

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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