

FLEXIBLE VINYL MATTERS

OCTOBER 2015



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.

FVA FILES COMMENTS WITH GSA IN SUPPORT OF GBI/GREEN GLOBES

On September 14, the FVA filed comments with the General Services Administration (GSA), the nation's largest landlord, in the interests of insuring that GSA continues to recognize alternatives to the USGBC LEED ratings systems within federally-owned and leased properties.

In its comments, the FVA supported the content submitted by the Green Building Initiative (GBI), and raised the issue that GSA's reliance on LEED only is an unsupportable and radical departure from GSA's own on-the-record guidance on green building rating system use and the Department of Energy (DOE) final rule on the use of green building certification systems by Federal agencies.

Representing the broader base of more than 60 interested stakeholders, the American High Performance Building Coalition weighed in on the issue stating that, "it is imperative that the Provisions (of the GSA Model Leasing proposal) neither directly state, nor indirectly imply, any preference for a particular commercially available certification system. This is not just inappropriate; it is inconsistent with energy laws, DOE's regulations and GSA's own 2013 review of green building systems. We urge that the Provisions be revised accordingly."

FVA comments can be accessed on the website under Industry News at www.flexvinylalliance.com.



In The News

Vinyl is Beautiful Campaign With Scott McGillivray of HGTV

The Canadian Plastics Industry Association (CPIA) has launched its *Vinyl is Beautiful* campaign anchored by a comprehensive pictorial and video-enhanced website, prominently featuring HGTV's Scott McGillivray as their industry spokesperson. McGillivray is the host of the popular renovation series *Income Property*. The website and links to HGTV videos featuring McGillivray can be found at www.vinylisbeautiful.com.

The *Vinyl is Beautiful* campaign touts not only the merits of flexible PVC, but



also the inherent safety, utility, durability and aesthetics of all vinyl products, from PVC pipes to floors, decking products and architectural enhancements. McGillivray himself, via YouTube video titled 'Vinyl and Your Next Renovation' states that "your home is made from many different materials; the beauty of vinyl is that it fits in seamlessly with wood or tile.....but it's not just a great looking versatile product, it's also extremely safe. It is one of the only materials in the world to be fire rated for electrical applications because its chemical make-up makes it fire resistant."

McGillivray will be a featured presenter at the upcoming Annual Meeting of the Vinyl Institute (VI). McGillivray's presentation, 'The Value of Vinyl in Residential and Light Commercial Property Sectors' is slated for 8AM on November 6. To register visit www.vinylinfo.org.

ADVOCACY IN ACTION

Insuring Your Business Against Frivolous Prop 65 Lawsuits

Prop 65 in California isn't merely the United States' most stringently enforced product-labeling regulation, it's also an invitation to certain lawyers (known colloquially as "bounty hunters") to file frivolous lawsuits. They have been filed against manufacturers, compounders and consumer brands in the hopes that plaintiffs will settle in spite of the absence of public health risks. With the "listing" of the plasticizer DINP on the 900-long Prop 65 "chemicals of concern" list last year, vinyl product manufacturers are looking to protect their businesses and products. Even if products are not manufactured in California, the impact of Prop 65 stretches well beyond the state's boundaries, all the way into the plastics supply chain. SPI, in partnership with Wells Fargo and Safehold Special Risk, Inc., have launched a Prop 65 insurance program that promises to mitigate the risks that this unscientific regulation presents. Learn more at <http://advance.captus.com/spi/default.aspx>



Survey. The survey link will be posted on FVA's LinkedIn page, web site and sent via email. Please be aware that your participation in the survey is essential to building the flexible vinyl value chain's "issues of concern" agenda for the balance of 2015 and for 2016.

The survey will be brief and will cover de-selection issues tied to both plasticizers and materials. It will ask for business assessments on where FVA can best focus its resources to the benefit of industry and in defense of flexible PVC.



Connect with FVA on LinkedIn and on the FVA Website

www.flexvinylalliance.com

www.linkedin.com

SPI's November Regulatory Summit

The Society of the Plastics Industry (SPI) will be conducting a full-day Regulatory Summit in Washington, DC on November 18 at the Hamilton Crown Plaza. This Summit is recommended for FVA member companies and it will feature:

- 'Regulations 101' content
- Chemical safety session including an update on the Senate vote on TSCA Reform
- Updates on the complex issues surrounding California's Prop 65 and a new Prop 65 Protection Program
- CPSC (on phthalates)
- LEED
- REACH

If any of these acronyms are unknown to you, please consider attending, as they may impact your business.

Registration and agenda information can be found at http://www.plasticsindustry.org/Events/RegEventDetail.cfm?ItemNumber=14334&utm_source=spi_internal&utm_medium=ad_web&utm_campaign=spi_calgrid

Your Input Needed in the Flexible Vinyl Value Chain Survey

In October, the Flexible Vinyl Alliance will be sending out its 2015-2016 *Issues*

Important Dates

SPE VinylTec 2015

October 13 - 15, 2015

Akron, OH

www.4spe.org



Vinyl Institute Annual Meeting

November 4 - 6, 2015

Bonita Springs, FL

www.vinylinfo.org



SPI Regulatory Summit

November 17 - 18, 2015

Washington, DC

www.plasticsindustry.org



Green Build: Monumental Green

November 18 - 20, 2015

Washington, DC

www.greenbuildexpo.com

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.

Kevin Ott, Executive Director

Email: kott@flexvinylalliance.com

Phone: 202.721.4125

www.flexvinylalliance.com