

# FLEXIBLE VINYL MATTERS

## SPRING 2016



INFORM, ADVOCATE, ACT

[WWW.FLEXVINYLALLIANCE.COM](http://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.

### Petition Filed by EDF to Ban Phthalates in Food Contact Applications

On April 12, the Food & Drug Administration (FDA), part of the US Department of Health and Human Services (HHS), accepted a petition filed by the Environmental Defense Fund and supported by the Natural Resources Defense Council to “revoke and/or amend certain specified regulations....to no longer provide for the food contact use of 30 ortho-phthalates, and, prohibit use of 8 specified ortho-phthalates.”

Industry responses to this “back-door” attempt at non-science based rule making will likely be handled through an industry coalition now being formed. This issue is of concern to manufacturers of PVC tubing, packaging, paper, paperboard, conveyor belts, sealing gaskets and film.

Ironically, this petition comes on the heels of several recent reports in the media regarding elevated levels of phthalates in fast-food consumers and the connection of single-use PVC hospital equipment to post-ICU children that later develop ADHD.

For the fast-food story:  
[www.cnn.com/2016/04/15/health/fast-food-phthalates-endocrine-disruptors/](http://www.cnn.com/2016/04/15/health/fast-food-phthalates-endocrine-disruptors/)

For the story on ADHD:  
<https://www.washingtonpost.com/news/to-your-health/wp/2016/04/06/attention-deficit-disorder-linked-to-iv-tubes-used-with-critically-ill-children/>

If you are interested in joining the FDA industry response coalition, please contact Kevin Ott of FVA at [kott@flexvinylalliance.com](mailto:kott@flexvinylalliance.com).



## In The News

### Let's Talk Vinyl Launched by The Vinyl Institute of Canada

The Vinyl Institute of Canada (VIC) has launched a new interactive website *Let's Talk Vinyl*. Visitors are invited to the site [www.letstalkvinyl.com](http://www.letstalkvinyl.com) to ask questions of experts including Dr. Patrick Moore and Dr. Rob Brecher, both well-respected scientists in their fields of ecology and toxicology.

The 'subject matter expert' Q&A format will serve many stakeholder groups including:

- homeowners who may want to know more about the durability of vinyl products
- students seeking information for school projects
- journalists conducting research for stories
- consumers looking for safety information

According to VIC, “the most important goal of this conversational format is to learn more about what the public is concerned, worried or happy about related to vinyl.” Additionally, the site will address misinformation about vinyl.



## ADVOCACY IN ACTION

### Coalition of Vinyl Interests Launches *Vinyl Verified*

FVA has joined a consortium of vinyl industry organizations to create *Vinyl Verified*, a new effort that will challenge one-sided media coverage and misinformation in the public domain. The platform will confront media bias, alarmist commentary and competitive mischaracterizations about vinyl in the online discourse.

Exposing inaccuracies, omissions, flawed data and activist activity when it exists will be a central focus of this new initiative. Vinyl is a high functional, versatile, durable, and economical material, however a select number of competitive interests and agenda-driven activists have advanced misinformed campaigns aimed at misleading consumers, denying them their rights to make decisions about vinyl with factual information.



The pattern of attacks on vinyl products has become harmful and at the expense of informed consumer choice. The *Vinyl Verified* effort will hold reporters accountable to their own journalism standards and identify groups that purposefully deceive the public.

Members of *Vinyl Verified* include: Flexible Vinyl Alliance, Plastic Pipe and Fittings Association, PMC Group, PVC Pipe Association, Resilient Floor Covering Institute, The Vinyl Institute, and Vinyl Siding Institute.

Please visit [www.VinylVerified.com](http://www.VinylVerified.com) to learn more, and follow @Vinyl\_Vfied on Twitter.



### California Proposition 65 Lawsuits Harming PVC Manufacturers Nationwide

California Proposition (Prop) 65 was passed into law in 1986 and requires product manufacturers, distributors, and formulators to provide "clear and reasonable" warnings on products sold in California that contain chemicals known to be carcinogenic, or to cause birth defects or other reproductive harm if exposure to those chemicals from the product exceeds the safe harbor level.

With the listing two years ago of a commonly-used phthalate, DINP, lawsuit activity by private plaintiff's attorneys has recently increased. Liability protection is currently available to industry supply chain organizations.

Unlike most other regulations which require the plaintiff to prove harm related to their claim, private citizens who sue are not required to do so. As such, most claims are filed by "bounty hunters." In these situations, if a lawsuit against a manufacturer or distributor is ruled in favor of the plaintiff, the result to the defendant organization can be costly settlement expenses that includes defense costs, plaintiff attorney fees, civil penalties and payments in lieu of civil penalties.

Specialized insurance coverage endorsed by SPI, the trade association of the Plastics Industry, will help companies protect their businesses.

Visit <http://advance.captus.com/spi/register.aspx> for a tutorial on this important resource for the industry.

## Important Dates

### Vinyl Sustainability Forum

April 28, 2016  
Vienna, Austria  
<http://vinylplus.eu/#>

### 2016 Plastics Industry Congressional Fly-In Sponsored by SPI

June 21 - 22, 2016  
Washington, DC  
<http://www.plasticsindustry.org/events/eventdetail.cfm?EventID=68030&navItemNumber=1043>

### SPI Vinyl Compounders Division Conference

July 11-13, 2016  
The Breakers  
Palm Beach, FL  
<http://www.plasticsindustry.org/Events/RegEventDetail2.cfm?ItemNumber=14921>



### VinylTec® 2016

September 20 - 22, 2016  
Woodbridge Renaissance Hotel  
Woodbridge, NJ  
<http://www.4spe.org/Events/event.aspx?EventID=67064>

## 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.

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