

FLEXIBLE VINYL MATTERS

SUMMER EDITION 2017



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.

Phthalate Petition in Abeyance at FDA; New York Times Fuels Concerns Over Food Safety

A multiple environmental group (NGO)-inspired Food Additive Petition (FAP) filed with the U.S. Food and Drug Administration (FDA) to de-authorize all phthalates in food contact applications is in abeyance. FDA has posed some additional questions to the NGO filers of the Petition. While the FAP is in abeyance, FDA's statutorily imposed timeline to formally respond to the FAP is paused.

Related to this issue, the New York Times, published a "click-bait" article on July 12, 2017 titled "[The Chemicals in Your Mac and Cheese](#)" that raised alarms about phthalates in food, particularly of Kraft macaroni and cheese products. The European study that the story is based on has not been published in any peer-reviewed journals. In spite of this, the NYT

wrote an alarmist article about common food items that takes liberties with process, science and data. This story provides a window into the type of publicity on "plasticizer dangers" that can be expected from the NGOs and sympathetic news outlets as FDA continues to address the pending Petition.

A coordinated response to the errors and false assumptions in the NYT article have been posted on VinylVerified. The information points out the one-sidedness of the article. That rebuttal can be seen at <http://vinylverified.com/blog/>. There are additional plans to publicize the errors in the NYT story via social media outlets.



In The News

Marketing on the Move Thanks to Vinyl

With the help of vinyl, ordinary vehicles can turn into highly effective, mobile community advertisements. Vinyl car-wraps give cars a unique look while saving time and money over traditional means of advertising. Wraps can include diverse and complex designs, such as logos and can be customized for specific vehicles. Wraps are applied with an adhesive and do no damage to the car. Typically, it takes about 6-8 hours to fully wrap an average-sized vehicle and they can be easily removed.

In addition, individual car owners are now wrapping their vehicles with solid-colored vinyl rather than spending the time and money to re-paint.



[Carvertise](#) is an example of an award winning advertising firm started in 2012 that matches brands with drivers supported by analytics demonstrating message exposure within selected markets and communities.

So consider taking your marketing to the next level with vinyl!

Story Credit: [Specialty Graphic Imaging Association](#)

ADVOCACY IN ACTION

PROP 65 Lawsuits Continue to Harm Small Businesses

The California Safe Drinking Water and Toxic Enforcement Act of 1986 (otherwise known as Proposition 65) is being addressed by at least one California Assemblyman in an effort to curb the thousands of nuisance lawsuits being brought forward by “bounty-hunter” law firms. More than 900 chemicals are now on the Prop 65 hazard list, with several common plasticizers among them.



Lawsuits tied to labeling requirements that target vinyl products are now in the hundreds and settlement is expensive. Small businesses have united to support AB 1583, sponsored by Assemblyman Ed Chau (D-Monterey Park). The bill passed the CA Senate on June 13. Assemblyman Chau stated that a small number of unscrupulous law firms are taking advantage of small businesses who lack the resources to fight suits in court. Information on this matter is available at: [http://www.nacd.com/default/assets/File/AB1583_\(Chau\)_CoalitionSupportJudiciary.pdf](http://www.nacd.com/default/assets/File/AB1583_(Chau)_CoalitionSupportJudiciary.pdf)

For a listing of all the lawsuits filed in 2016 and 2017 year to date culled from the California Attorney General’s website, please contact Kevin Ott directly at kott@flexvinylalliance.com.

A Major Vinyl Market Launches PVC4Cables

The European Council of Vinyl Manufacturers (ECVM) has launched a new platform dedicated to the value chain for PVC cables. The importance of PVC wire and cables is evident, as they account for 46% of the cables market in Europe. As has been stated, “wireless isn’t wire-less.” PVC is the most widely used polymer for electric and telecommunication cables. Wire and cables represent today the largest application sector for flexible PVC in Europe (similarly in North America) incorporating approximately 7% of the PVC resins manufactured.

During the PVC 2017 Conference held in Brighton, UK, 25-27 April, “PVC4cables” was launched to bring together producers of PVC resins, stabilizers and plasticizers. The objective of the initiative is to proactively engage in the promotion of PVC cables, highlighting their contribution to sustainable development, as well as their technical and functional benefits for final users and consumers, i.e in “The Cloud.”

For information, please contact Dave Kiddoo at the CCCA: dbkiddoo@dbkassoc.com
For information on PVC4Cables: www.pvc4cables.org.

TSCA Reform at Year-One Anniversary: Clarity on Process Established

On June 23, the Environmental Protection Agency (EPA) announced important procedures in the review of “chemicals of commerce” under the new Toxic Substances Control Act (TSCA). EPA reached a major milestone, on schedule, relating to TSCA by finalizing three major framework rules:

- updating the TSCA inventory;
- establishing a process and criteria for identifying high priority chemicals and low priority chemicals;
- establishing a process for evaluating high-priority chemicals.

The agency also provided a guidance document for external parties on submitting draft risk evaluations and released the scoping documents for the first ten risk evaluations that will be conducted. Phthalates are not among the first ten identified.

This issue is being tracked by government affairs at SOCMA. For more information, contact Robert Helminiak at helminiak@socma.com, or see the SOCMA link at www.socma.com/advocacy/comments-and-testimony/chemical-risk-management-issues

Important Dates

SPE VinylTec

October 10 - 12, 2017
San Antonio, TX

<https://www.eiseverywhere.com//ehome/218021>

PVC4cables Conference

October 26,
2017

Lyon, France
<http://>

www.pvc4cables.org/en/events/1st-pvc4cables-conference



VI Annual Meeting: Vinyl360

November 8 - 10, 2017
Ponte Vedra, Florida

<http://www.vinylinfo.org/vinyl-institute/events/vinyl360>



Membership

For more information and to join:

In 2017, thanks to the support from dedicated stakeholders, the Flexible Vinyl Alliance will continue its advocacy work on behalf of the manufacturers, compounders, formulators and allied interests that represent the \$20 billion North American flexible vinyl industry.

To keep current on all matters vinyl, please join FVA’s LinkedIn group and visit the website. Please consider joining FVA’s 200+ active members.

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