

# FLEXIBLE VINYL MATTERS

## HOLIDAY EDITION 2018



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 Phthalates Petition Open for Comment Through January 13, 2019

For the past 18 months, FVA has been representing the flexible vinyl value chain, leading on an issue of great importance as it relates to the use of ortho-phthalates in commerce. In 2018, FVA submitted a petition for submission to the U.S. Food and Drug Administration to update its food contact regulations by removing 26 ortho-phthalates that are no longer used in food contact applications.

Concurrently, the FVA provided exposure data to FDA on four ortho-phthalates that remain relevant in food contact applications; DIDP, DINP, DEHP and DCHP. The exposure assessments and data on these four plasticizers was provided in confidence to FDA.

As of November 14, the public has 60

days to comment before a final decision is made by FDA on abandonment of 26 phthalates and the continued-use authorization of the four key plasticizers. The FVA petition was submitted on behalf of the FVA Ortho-Phthalates Coalition, a group of companies and associations focused on the safety of materials that use phthalates. The group includes ortho-phthalate users and manufacturers of four ortho-phthalate plasticizers that are still used in limited food-contact applications such as conveyor belts, gaskets, tubing and sealing products.

For a full information sheet, or other advisories please contact Kevin Ott directly at [kott@flexvinylalliance.com](mailto:kott@flexvinylalliance.com) See the related press release at [www.flexvinylalliance.com](http://www.flexvinylalliance.com).



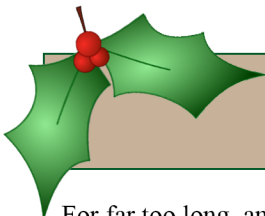
### PVC vs Polyethylene Christmas Trees What's the Difference?

When shopping for a high-quality artificial Christmas tree, the sustainable choice, you will probably encounter trees made out of a few different materials. The two most popular are the industry standard of PVC (polyvinyl chloride) and the newer option of Polyethylene (referred to as PE). Here are some things you should know when comparing PVC vs Polyethylene Christmas trees for your needs:

**PVC:** When artificial Christmas trees were first introduced, nearly all of them featured needles made of PVC. The vinyl is hard-pressed into thin paper-like pieces, then cut into fine, rectangular strips to emulate the appearance of pine needles. Because PVC is a mainstay of traditional artificial trees, many people also prefer this style because of its nostalgic associations with childhood Christmases.

**PE:** This plastic allows for the creation of molded needles that have the thickness and mass of a real tree branch. However, the solid PE branches that give them their appearance and durability also use more materials and are heavier, so expect polyethylene trees to cost more.

When deciding on a sustainable artificial tree, be sure to consider the style, price point, and durability. Note that many trees feature a combination of PE and PVC. To find the perfect Christmas tree for your home, you can shop here: [PVC Trees](#), [Polyethylene Trees](#), and [mixed material trees](#). Happy Holidays!



## Vinyl Sustainability Council's +Vantage Vinyl to Launch Q1 2019

For far too long, anti-vinyl activists have spun a narrative based on misinformation and conflating manufacturing processes with finished products. Our industry is now becoming pro-active on countering these perception through the auspices of VI's +Vantage Vinyl branded-performance initiative, under the umbrella of the Vinyl Sustainability Council (VSC). The U.S. vinyl industry's preliminary unveiling of this initiative on November 1 sets up methods to help companies tell their sustainability story as it relates to business strategies, supply chains, employees and customers.

+Vantage Vinyl participants select goals in each of the three Impact Categories (landfill diversion, health & safety, and emissions), and achieve a measurable/verifiable contribution for each goal leading to performance certification through VSC. For information on the full 2019 roll-out of this initiative, membership in the Vinyl Sustainability Council, or how to become active in the leadership and advocacy matters related to the important and high-value effort contact Christian Barcan, VP Sustainability at the Vinyl Institute directly at [cbarcan@vinylinfo.org](mailto:cbarcan@vinylinfo.org).

### Vinyl Verified: Truths Around PVC

Since 2016 FVA has participated in and supported the work of Vinyl Verified. As a refresher, Vinyl Verified was established under contract with several supporting trade organizations to confront misinformation about vinyl in the public domain. To this end, it is worth noting that in 2018, Vinyl Verified published responses and blogs, using social media resources that plainly address:

- Misleading statements by *Vox* regarding phthalates in food;
- The Health Building Network's misstatements on vinyl in buildings;
- *Readers Digest* misleading pieces on PVC floors, blinds and shower curtains as cancer vectors;
- A Bob Vila (remember him?) piece on vinyl siding;
- Multiple push-backs on PVC pipe safety and clean water.

We urge all vinyl value chain interests to stay current with the truth about PVC with regular visits to Vinyl Verified Accountability: [www.vinylverified.com/blog/](http://www.vinylverified.com/blog/)

## Mark Your Calendar: 2019 Events

### PLASTICS Annual Vinyl Compounders Division Meeting

July 14-16, 2019  
Ponta Vedra, Florida  
Contact:  
[tpeters@plasticsindustry.org](mailto:tpeters@plasticsindustry.org)

### Vinyl Plus Sustainability Forum Accelerating Innovation

May 9-10, 2019  
Prague – Czech Republic  
<http://events.vinylplus.eu/vsf2019>

## FVA's Affiliation with SOCMA: Quality Resources Available

Since 2011 FVA has been affiliated with SOCMA: [www.socma.org](http://www.socma.org). Substantive and important resources are available to all FVA members through this relationship, which will continue in 2019. Whether the topic is chemical additives, EPA's implementation of "new" TSCA chemical assessments, tariffs, trade, Prop65, issue testimonies, regulatory matters or meetings and conferences tied to these topics, FVA can guide you to the appropriate SOCMA issue expert(s).

For information see [www.socma.org](http://www.socma.org) or contact Kevin Ott.

## Flexible Vinyl Alliance (FVA)

FVA is managed by Ott Consulting Group, Kevin Ott, Executive Director | Phone: (571) 348-5104 | Email: [kott@flexvinylalliance.com](mailto:kott@flexvinylalliance.com)  
The Flexible Vinyl Alliance (FVA) was launched in the fall of 2009 as an independent, dedicated, proactive, integrated and informal advocacy network to rapidly respond at the federal, state and local levels to de-selection threats that affect the continued business interests of the flexible vinyl industry. The FVA, through its broad base of participants, provides information, messaging and guidance for its members to assist them in effectively advocating for the proven safety, economy and utility of flexible vinyl products, which are widely used in consumer products, military settings, automobiles, buildings, hospitals and life-saving medical applications, among others. FVA consists of a core group of trade associations and interested industry concerns, to include raw materials suppliers, compounders, manufacturers, processors, converters, manufacturers of finished products and other constituencies. The FVA is led by its own autonomous Steering Committee, reflecting the complete flexible vinyl value chain.

For more information, please visit [www.flexvinylalliance.com](http://www.flexvinylalliance.com).