

WILL THE BUBBLE BURST?

IF SO

WHEN?

HOW LOUD A BANG WILL IT MAKE? .

WHAT FALLOUT WILL RESULT?

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THE GOOD THINGS

SIX YEARS CONTINUOUS GROWTH APPROACHING 5% PER ANNUM FROM 1981

MARGINS RISING STEADILY SINCE 1984 - NOW 50% ABOVE LEVELS FOR 1985

PRICES STILL BELOW 1984 PEAK, OR EVEN 1979 LEVEL

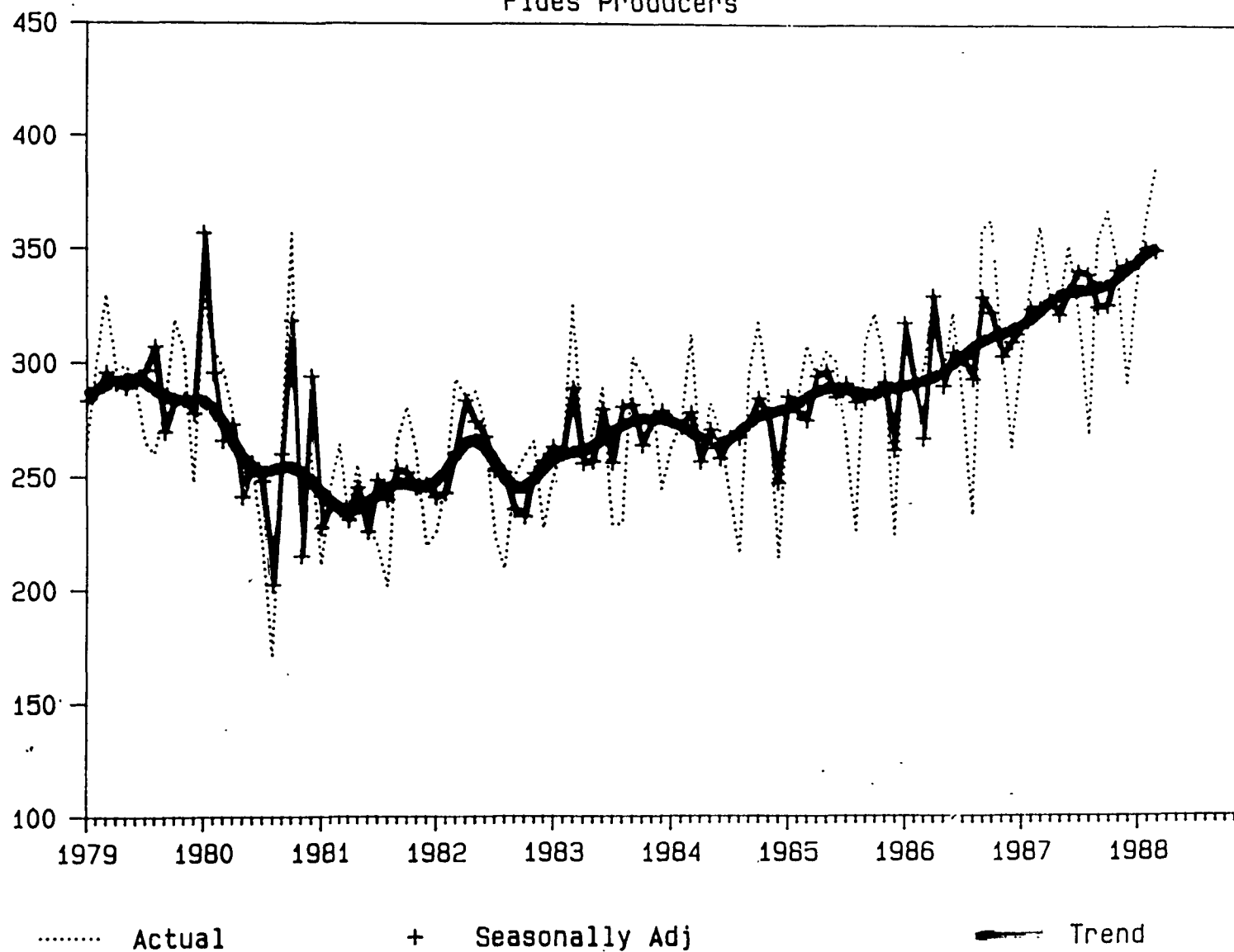
NO APPARENT THREAT OF SUBSTITUTION

• NO ANNOUNCEMENTS OF MAJOR NEW INVESTMENTS - SENSIBLE DEBOTTLENECKING
APPEARS TO BE ORDER OF THE DAY

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W.. Europe PVC Sales

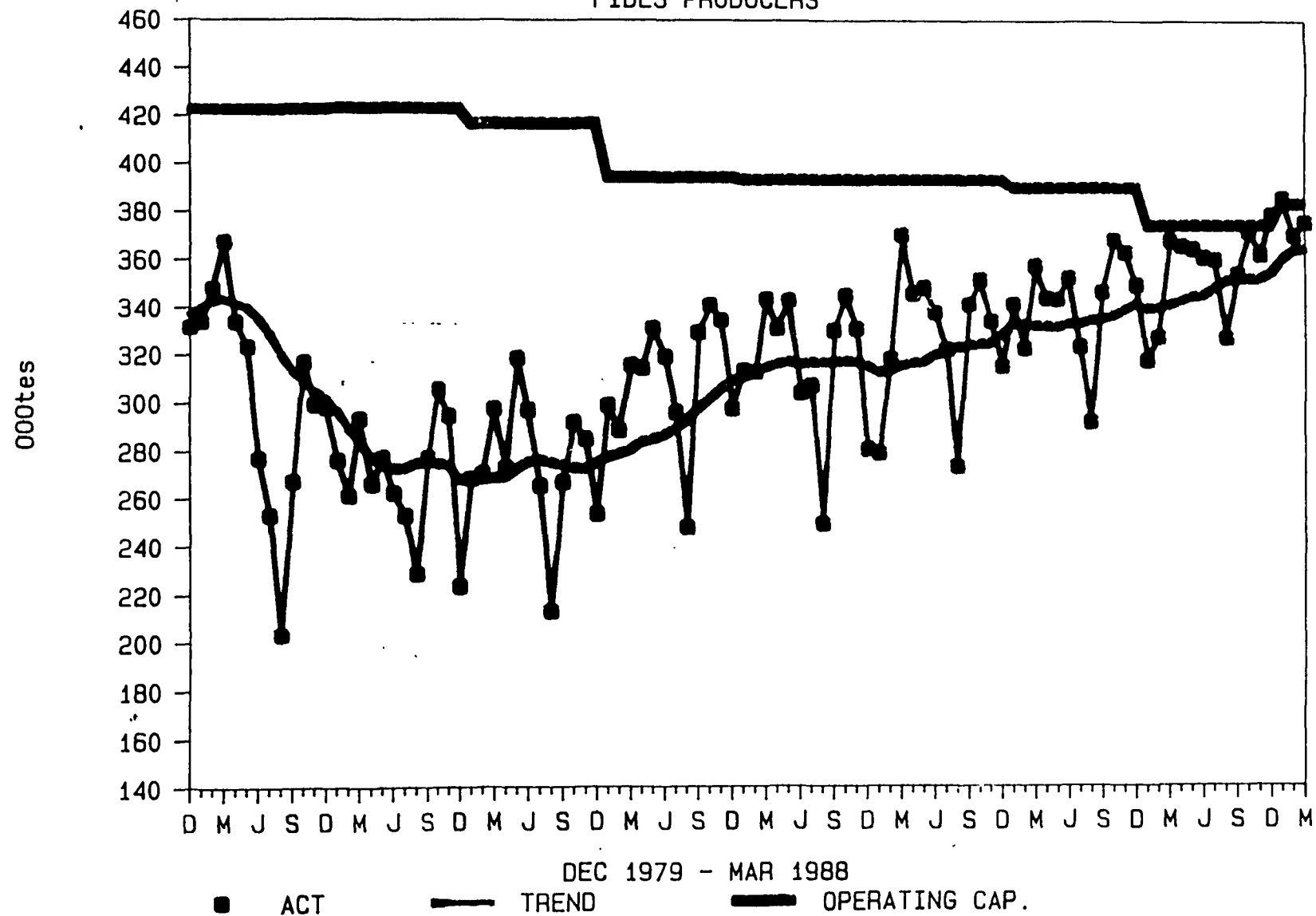
Fides Producers



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W EUROPE PVC PRODUCTION

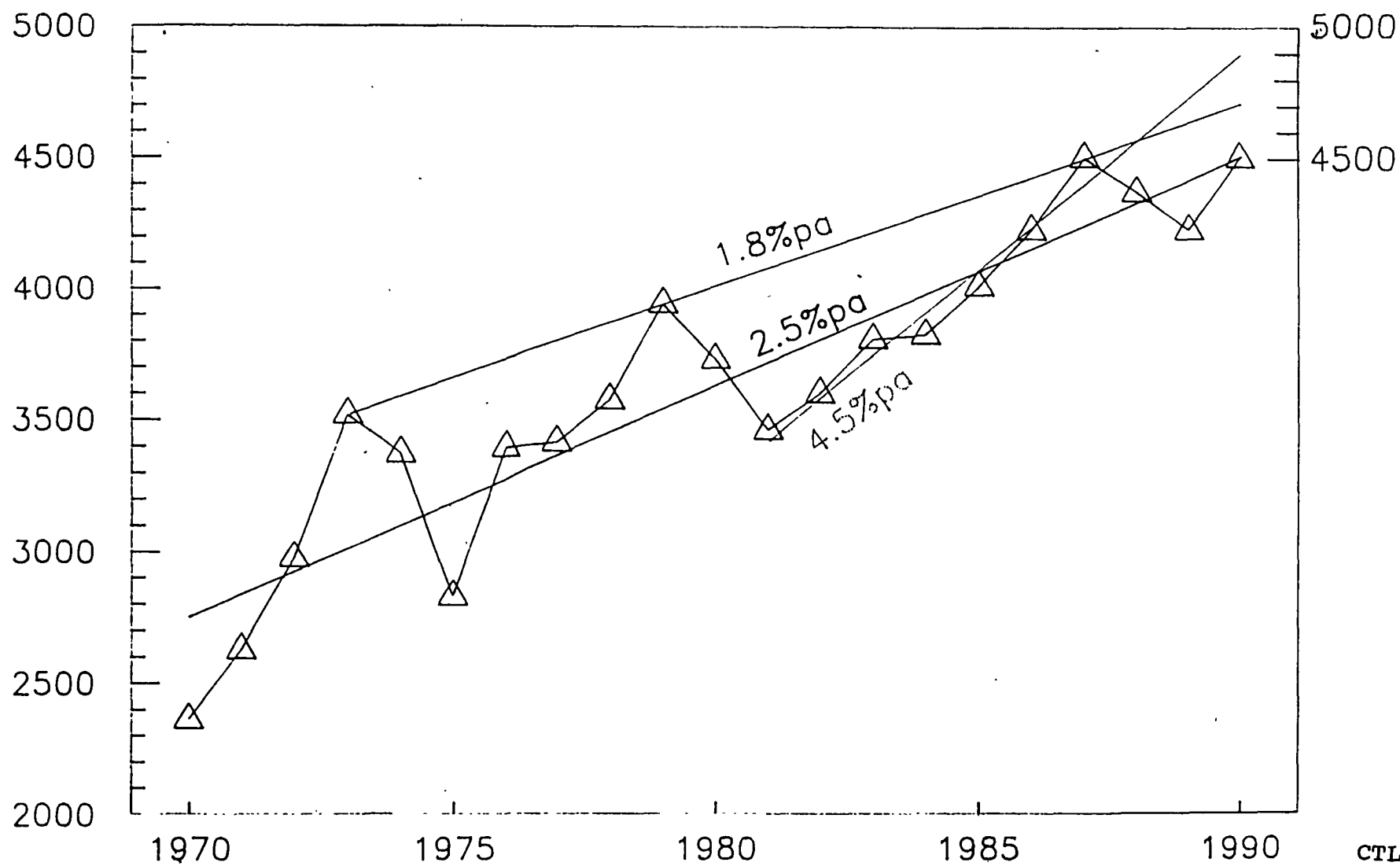
FIDES PRODUCERS



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PVC CONSUMPTION W.EUROPE

KT



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SOME ENCOURAGING TRENDS

TECHNOLOGIES BEING DEVELOPED FOR LIGHTWEIGHT RIBBED OR FOAMED SEWER
PIPES TO REPLACE LARGER DIAMETER CLAY AND CONCRETE MARKETS

STRONG GROWTH IN WINDOW PROFILES - FOAMED PROFILES/SHEET GAINING
GROUND AS WOOD SUBSTITUTES - DUAL SKIN LIGHT PARTITIONS FOR CLADDING
AT EARLY PENETRATION STAGE

RIGID FOIL FOR CREDIT/I.D. CARDS AND PHARMA PACKING STILL GROWING -
FAST RISING OUTLET FOR MODIFIED ATMOSPHERE PACKAGING (MAP) FROM
THERMO-FORMED PVC/PE LAMINATES FOR PRE-PACKED FRESH FOOD

DEVELOPMENT OF LOW SMOKE/LOW HCL EMITTING CABLE COMPOUNDS TO COUNTER
TOUGHER REGULATIONS

FOAMED/TEXTURED WALLCOVERING TECHNOLOGIES HAVE CREATED RESURGENCE IN
DEMAND IN NORTHERN EUROPE WITH BENEFICIAL EFFECTS ON PASTE/EMULSION
PVC

GROWTH OF INTEREST IN POLYMERIC PVC ALLOYS AND FIBRE-REINFORCED PVC
ALLOWING PENETRATION INTO SPECIALISED OUTLETS, E.G. COMPUTER HOUSING

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SOME DISCOURAGING TRENDS

THE GROWING ENVIRONMENTAL PRESSURES

- INCREASING AWARENESS OF THE NEED AND COST OF MANAGING

THE DOMESTIC WASTE STREAM

- PARTICULAR PRESSURES ON PVC BECAUSE OF THE CHLORINE CONTENT
- HARMONISATION OF ENVIRONMENTAL LEGISLATION THROUGHOUT THE EC

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THE ANSWER

(AT LEAST IN PART, WE HOPE!)

CREATION OF ECVM

(EUROPEAN COUNCIL VINYL MANUFACTURERS)

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