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JAN 28 1992
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BURNETT NAMED VINYL INSTITUTE'S EXECUTIVE DIRECTOR

WAYNE, New Jersey, January 8, 1992 – Robert H. Burnett has been named executive director of the Vinyl Institute, the national trade association representing the leading manufacturers of vinyl (polyvinyl chloride, or PVC), vinyl feedstocks, additives, and film and sheet products. John L. Russ, vice president of Borden Chemicals & Plastics and chairman of the Vinyl Institute's executive board, made the announcement at the association's December board meeting, to be effective February 1.

Burnett will succeed Roy Gottesman, the Vinyl Institute's executive director since its establishment in 1982. Since May 1991, Burnett had served as the Vinyl Institute's associate director. Previously, he was the recycling program manager for Hoechst Celanese Corporation responsible for the company's resource recovery program. He originally joined Celanese in 1962, and held a number of sales and management positions with the company, including regional sales manager for its plastics operations, international sales manager for its industrial fiber operations, product manager for the film division and export manager for the corporate staff.

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"We are very pleased to have someone with Bob's extensive experience," Russ said. "His work in the environmental area will be particularly valuable in maintaining momentum for the programs we already have underway." Russ added that Burnett will also assume management of the Institute's marketing and technical programs.

Burnett holds bachelor's degrees in chemistry and chemical engineering from Bucknell University, and a master's in business administration from the Clemson-Furman program. He is a member of the Society of Plastics Engineers and has been recognized by a number of industry/government organizations for his contributions to the field of packaging/durables recycling.

Regarded as one of the vinyl industry's top experts, Gottesman will remain an active spokesman regarding vinyl and technical issues as he assumes a consulting role for the Institute.

"During his nine-year tenure, Dr. Gottesman helped establish the Vinyl Institute as the voice for the vinyl industry. Much of the research we now have available regarding technical issues related to vinyl is directly attributable to Roy's leadership," Russ said. "His contribution to the industry's continued growth has been immeasurable."

The Vinyl Institute, with 22 member companies, is a division of the Society of the Plastics Industry, Inc.

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