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JAN 16 1987

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For Immediate Release

NATIONWIDE SURVEY FINDS DURABILITY
TOP CONCERN OF CONSTRUCTION PROFESSIONALS

WAYNE, New Jersey, January 15, 1987 — Homeowners faced with the task of selecting building products for a new home, an addition or redecorating project can take heart knowing that construction professionals also go through a complex evaluation process when they specify products. And, according to a newly released study conducted on behalf of the vinyl industry, durability is the number one concern that these professionals have when choosing construction and furnishing products. That's good news for homeowners who look to the building industry for products that last a long time and provide high value, the study sponsors say.

The survey, conducted by an independent research firm in New York, was sponsored by the Vinyl Institute, the trade association representing the leading manufacturers of vinyl. A nationwide sample of 550 architects, builders and building code officials participated in the study.

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According to the Institute, 72 percent of builders and 82 percent of architects questioned listed durability as the most important characteristic of the products they choose for construction applications. The four other top characteristics mentioned were appearance, easy maintenance, cost and easy installation.

Durability Helps Market Grow for Vinyl Products

Thanks to its ability to provide these most-wanted properties, construction uses for vinyl continue to grow, the Institute reports. In fact, vinyl is so widely used in home construction and so popular with homeowners, builders and architects that 60 percent of the vinyl industry's capacity goes into construction products. However, the study is the first time that home construction professionals' attitudes toward vinyl products have been quantified, according to Dr. Roy T. Gottesman, director of the Vinyl Institute.

The main reasons builders and architects say they choose vinyl -- and code officials say they like it -- are that it holds up well over time, is easy to maintain and performs up to specifications. Seventy-one percent of the builders questioned stated that durability is their most important reason for selecting vinyl products. Seventy percent say that the easy maintenance of vinyl products is very important, too. Architects also like vinyl for its durability, the survey found, but its ability to perform up to specifications ranks highest with this group. Eighty-four percent of the architects surveyed listed this property first.

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Vinyl weathers well, requires little or no maintenance, can be made in just about any color of the rainbow, and compares favorably in price to other building products. Vinyl is so durable and versatile that it is currently used both indoors and outdoors in applications ranging from flooring and wall covering to house siding and piping.

Piping Leads Current Use

Today, the most popular uses for vinyl among builders and architects are drain-waste-vent (DWV) piping and floor coverings. Nearly 80 percent of the builders and 60 percent of the architects surveyed use vinyl DWV pipe. And, over 10 percent of both groups plan to use more, the study finds. Hot and cold water pipe made from vinyl — the plumbing found under kitchen sinks and in bathrooms — also is targeted for increased use by these groups, a reflection, the Vinyl Institute says, of vinyl's ability to withstand corrosive water conditions and its ease of installation.

Vinyl flooring, which has evolved into a premium decorating product, is used by nearly 60 percent of the builders and architects involved in the study. Product advances like no-wax wear layers and cushioned backings make it ever more popular with homeowners and building professionals alike, states Gottesman.

New Uses All Around the House

Homeowners who are only acquainted with vinyl through well-established uses like house siding, plumbing pipe and wall coverings would be surprised to learn of the number of new uses for

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this versatile plastic material, Gottesman says. Growing markets range from gutters, downspouts and window frames to bathtubs, shower enclosures and vertical blinds.

According to the Institute's study, one of the fastest growing uses for vinyl could be electrical conduit. Of the builders and architects surveyed, nearly 20 percent indicated plans to increase use of this product. Electrical conduit is used to encase wiring and protect it from abrasion. Vinyl is growing in this application, states Gottesman, because it does not arc or conduct electricity as metal conduit can.

"Vinyl products add value to a home because of their low maintenance, long-lasting good looks," notes Gottesman. "This survey tells us that is why vinyl is becoming more popular with home builders as well."

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