



A Division of The Society of The Plastics Industry, Inc.

Robert H. Burnett
Executive Director

May 4, 1992

TO: All Vinyl Institute Members

RE: New Videotapes Available

I want to make sure you are aware of the new set of videotapes about the vinyl industry and vinyl products titled "Vinyl, the Versatile Plastic" that we recently mailed to your Vinyl Institute Board representative.

Three of the four tapes focus on different segments of the vinyl industry: construction, electrical applications and packaging. All three also discuss some of the current issues facing vinyl: recycling, incineration, its overall environmental "friendliness", cost-effectiveness, etc. The fourth tape, subtitled "Issues and Answers", provides more detail on these subjects. Each tape runs approximately eight minutes.

We designed these tapes to be part of a larger presentation that you might give to customers, other employees or community groups. They should not be sent out on their own because we feel they likely will generate some follow-up discussion, which will call for the presence of an industry representative.

Currently, we are in the process of completing a speaker's kit that will provide additional guidance on using tapes with non-technical and community groups. I will be back to you with more details on these projects as soon as they are available.

In the meantime, additional copies of the tapes are available for \$15 each or \$50 for the set of four. Please contact Pat Benkner at our office here if you would like to order more tapes.

Sincerely yours,

RHB/pmb

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