



Wayne Interchange Plaza II, 155 Route 46 West, Wayne, New Jersey 07470

NEWS

Contact:
Nora Jacobs
Edward Howard & Co.
(216) 781-2400

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BUILDERS, ARCHITECTS FAVOR VINYL
SIDING, STUDY SAYS

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Sherry M. Carr

WAYNE, New Jersey, December 2, 1986 — Vinyl is growing in popularity with building industry professionals, a newly released study finds.

In a nationwide survey of residential construction specifiers, vinyl siding ranked second only to vinyl electrical conduit in the number of builders and architects who say they plan to use it more often in the future. Among those studied, 23 percent of the builders and 9 percent of the architects currently use vinyl. Planned increased use for vinyl siding was reported at 19 and 12 percent, respectively.

Vinyl's durability and ability to perform to specification were cited as the top reasons for choosing it over competitive materials, participants said. Overall, durability is the number one concern builders and architects have about the products they specify, the survey found.

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Five hundred fifty architects, builders and code officials throughout the country participated in the study, which was sponsored by the Vinyl Institute, the trade association representing the leading manufacturers of polyvinyl chloride (PVC), or vinyl. Conducted by an independent research firm in New York City, the study was designed to determine where vinyl building products are used and why. It is the first time that such a study has been done on behalf of the vinyl industry, according to the Institute's director, Dr. Roy T. Gottesman.

Over 80 percent of the code officials surveyed state that they favor the use of vinyl siding in residential applications. More than 90 percent of the survey participants state that it is approved by their local code.

"Few products add the value to a home that vinyl siding does," notes Gottesman. "This survey confirms the fact that vinyl's low maintenance, long-lasting good looks and insulating properties are the main reasons why it is growing in popularity with both home owners and home builders."

In 1985, nearly 465 million pounds of vinyl resin were used in the United States to make siding, according to statistics from the Society of the Plastics Industry. The vinyl siding industry is represented by the Vinyl Siding Institute, a division of the Society of the Plastics Industry.

The Vinyl Institute, founded in 1982, also is a division of the Society of the Plastics Industry. It is headquartered in Wayne, New Jersey.

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