



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

OCTOBER 13, 1988

TO: DISTRIBUTION

FROM: W. S. READING

SUBJECT: MINUTES, PVC PIPE TASK FORCE MEETING
OCTOBER 12, 1988

The first PVC Pipe Task Force meeting was held in the Vinyl Institute offices in Wayne, NJ.

Attached are the minutes of this meeting for your review and comment.

I'd like to thank each of you for the high level of interest and willingness to be involved. We have an exciting challenge, formulating plans to enlarge the PVC pipe market.

Please don't hesitate to contact me with any questions or comments.



W. S. READING

WSR:cbh

attachments

DISTRIBUTION:
SHERRI CARR
MIKE BARISH
PETER LLOYD
ROBERT NOVICK
RAY POHLMAN
AL REVENTAS
CAL REHFUSS

CTL027404

minutes



PVC PIPE TASK FORCE MEETING

OCTOBER 12, 1988

MINUTES

ATTENDEES:

R. Gottesman (VI)
S. Carr (CSG)
M. Barish (Borden)
P. Lloyd (BFG)
R. Novicle (CSG)
R. Pohlman (Shintech)
A. Reventas (Shintech)
C. Reh fuss (Georgia-Gulf)
W. Reading (OxyChem)

AGENDA - Attached and labeled as Appendage I.

TASK FORCE MEMBERSHIP - Listed as Appendage II.

ACTION ITEMS

The below denotes action items, comments or decisions made during the 10/12/88 meeting:

1. Mission statement for the PVC Pipe Task Force was developed (Appendage III).
2. The presentation (W. Reading) that was presented to the V.I. board on September 7, 1988, was reviewed (Appendage IV).
3. Current pipe projects (Appendage V) that were approved and underway before formation of the Pipe Task Force were discussed and assignments made for sub-committee leadership. Code activity was reviewed by Gottesman, as well as IFT and Clarke projects.
4. Stan Mruk (PPI) presented an update of PPI activities and suggested support to faster establishment of an industry group to represent the commercial/industrial pipe market. After review, it was agreed the opportunity was fairly small and would receive no positive action at this point.
5. Uni-Bell activities were discussed and it was agreed we would like a meeting with that group for open discussion to gain a clearer understanding of the industry issues.
6. An open discussion of many possible actions to promote PVC pipe were listed (see Appendage VI) and discussed.

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7. Consensus was reached to focus initially on marketing communications, in two major sections:
 - Direct Advertising - Water Pipe VS. Ductile Iron
 - Communications:
 - Mailings to pipe producers of general information.
 - Publicity effort through press releases.
8. A conference call with E. Howard & Co. will be held on October 14, to discuss direction of marketing communication plan.
9. November 15, 1988, was agreed to be the next committee meeting in Dallas covering:
 - Uni-Bell presentation.
 - E. Howard & Co. presentation.
 - Committee general review.
10. P. Lloyd will attempt to get support from Europe on recovery of PVC pipe 40-50 years old. (Support for advertising promotion.)
11. Meeting was adjourned at 4:00 P.M.

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agenda

SP

APPENDAGE 1

VINYL INSTITUTE PVC PIPE TASK FORCE

Vinyl Institute
Wayne Interchange Plaza II
Wayne, New Jersey 07470

Wednesday
October 12, 1988
9:30 a.m.

- I. Self-Introductions
- II. Opening Comments Regarding Vinyl Institute Executive Board's Decision to Establish Pro-Active Task Forces R. T. Gottesman
- III. Vinyl Institute Mission Statement R. T. Gottesman
- IV. Development of Task Force Mission Statement and Objectives W. Reading
- V. Review of Activity Already Underway.
 - A. Uni-Bell Support program Pivotal Cities R. T. Gottesman
 - B. Code and Regulatory Activities R. T. Gottesman
 - 1. Consultants
 - BOCA, SBCC (F. Clarke/Benjamin/Clarke)
 - IAPMO, ICBO (J. Zicherman/IFT Technical Services)
 - 2. Recent IAPMO Meeting Decision Re Polybutylene
 - C. Technical Projects R. T. Gottesman
 - 1. Joint Program with PPFA on PVC Pipe Behind Metal-Studded Walls at IFT - Status
 - 2. IFT Program with Lee Saylor on Construction Costs/Benefits R. T. Gottesman
- VI. New Programs and Assignments
 - A. PVC Pipe in Industrial Markets S. Mruk, Executive Director
Plastics Pipe Institute
 - 1. Past PPI Activity
 - 2. Current Work Including Hydrostatic Test Board Activity.

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3. Future Opportunities

- B. Liaison with Plastic Pipe and Fittings Association M. Barish
- C. Uni-Bell Programs R. T. Gottesman
 - 1. Direct Tapping - Technical Needs
 - 2. Promotion of PVC Pipe in -
Sewer Markets, Culvert Markets
- D. PR/Advertising Programs Group
 - 1. Negative Ads From Ductile Iron Pipe
Research Association
- E. Future Plans Group

It is intended that this portion of the meeting will be devoted to a "brainstorming" and free discussion on future plans and programs for the Task Force. From this, it is anticipated that the future plans and Task Force assignments will emerge.

VII. Other Items For Consideration

- A. Liaison with Vinyl Institute Communications and Technical Committees
- B. Update on Pittsburgh and Chicago Legal Situations

VIII. Next Meeting Date and Location

IX. Adjournment (Expect to conclude by 4:00 p.m.)

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APPENDAGE II

VINYL INSTITUTE
PIPE TASK FORCE

Sherri Carr (Legal)
CertainTeed Corporation
750 East Swedesford
P. O. Box 860
Valley Forge, PA 19482
(215) 341-7224

Mike Barish
Borden Chemicals & Plastics
P. O. Box 427, Highway 73
Geismar, Louisiana 70734
(504) 673-0674

Peter Lloyd (Marketing)
BFGoodrich Company
6100 Oak Tree Boulevard
Cleveland, Ohio 44131
(216) 447-6000

Robert Novick
CertainTeed Corporation
6868 South Magnolia Court
Englewood, Colorado 80112
(303) 773-3225

Cal Rehfuss (Technical)
Georgia Gulf Corporation
P. O. Box 629
Plaquemine, Louisiana 70865
(504) 687-0420

William Reading (Chairman)
Occidental Chemical Corp.
300 Berwyn Park, Suite 300
P. O. Box 1772
Berwyn, PA 19312
(215) 251-1075 -

Al Reventas (Technical)
Shintech, Inc.
24 Greenway Plaza, Suite 811
Houston, Texas 77046
(713) 965-0713

Ray Pohlman (Marketing)
Shintech Inc.
205 Holly Berry Drive
Roswell, Georgia 30076
(404) 992-4736

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APPENDAGE III

PIPE TASK FORCE

Mission Statement

Proactively promote the use of vinyl in PVC pipe applications, focusing on expansion of the pipe market.

- Educate the general public, code bodies, legislators and specifiers on the benefits and misconceptions regarding the use of vinyl in pipe applications.
- Sponsor research and provide a source for information of the safe use, environmental impact and benefits of the use of vinyl in pipe applications.
- Identify opportunities to expand the use of vinyl in pipe applications.
- Develop synergism between the Vinyl Institute and other industry/trade groups in the PVC pipe end use markets.
- Monitor code and competitive product activities identifying required actions.

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APPENDAGE IV

MARKET DRIVEN ACTIVITIES

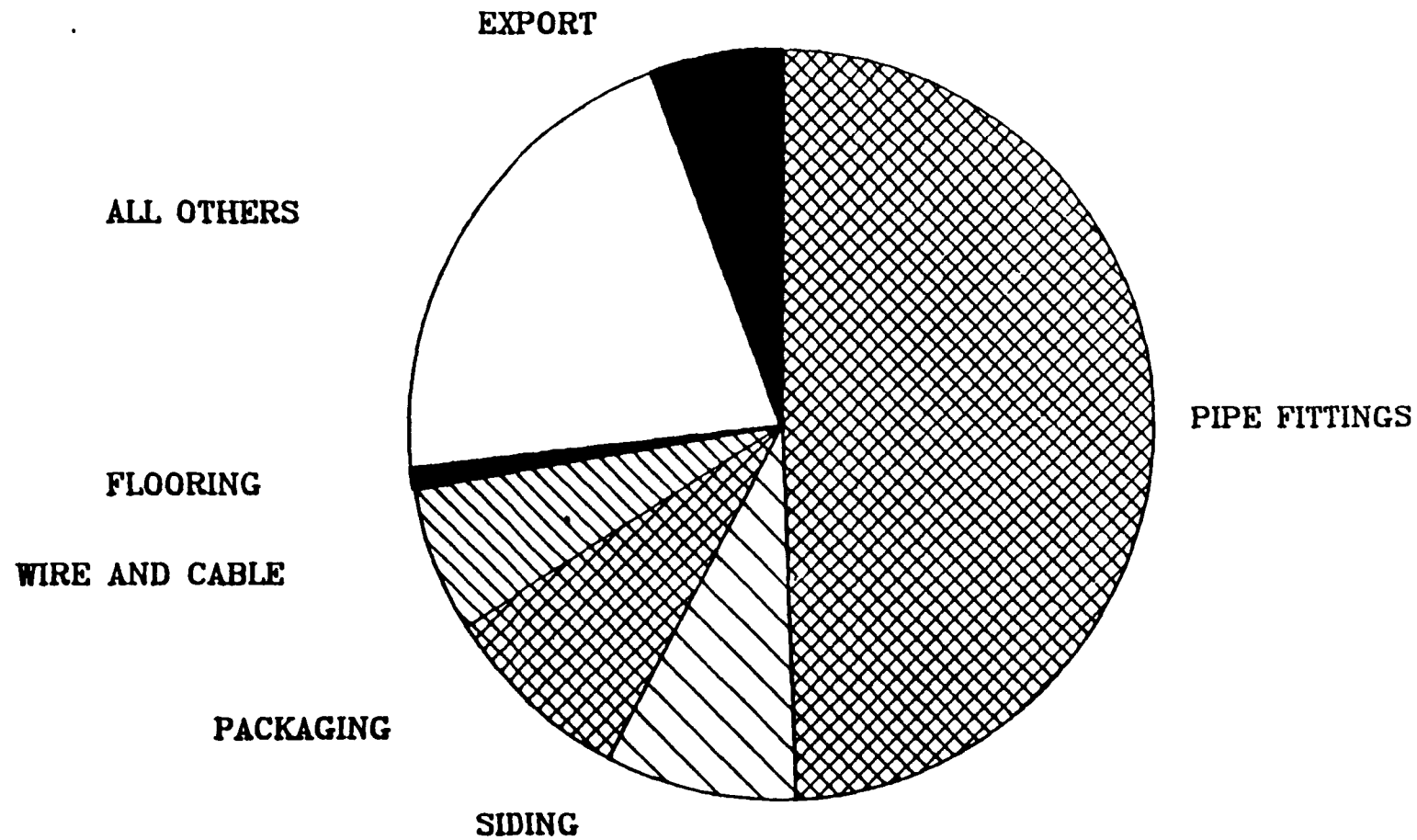
- PROTECTING EXISTING MARKETS
- DEVELOP MARKET PLACE OPPORTUNITIES

V.I. FUNDING - PIPE SUPPORT

<u>PERIOD</u>	<u>AMOUNT</u>	<u>PROJECT</u>
1985 - 1986	\$ 250M	PIPE LEACHING STUDY (MC KESSON)
1986 - 1987	\$ 20M	RISK ASSESSMENT OF PIPE LEACHING STUDY
	<u>\$ 50M</u>	UNIBELL - PIVOTAL CITY PROGRAM
	\$ 70M	
1987 - 1988	\$ 23M	PIPE SOLDERING STUDY
	<u>\$ 50M</u>	UNIBELL - PIVOTAL CITY PROGRAM
	\$ 73M	

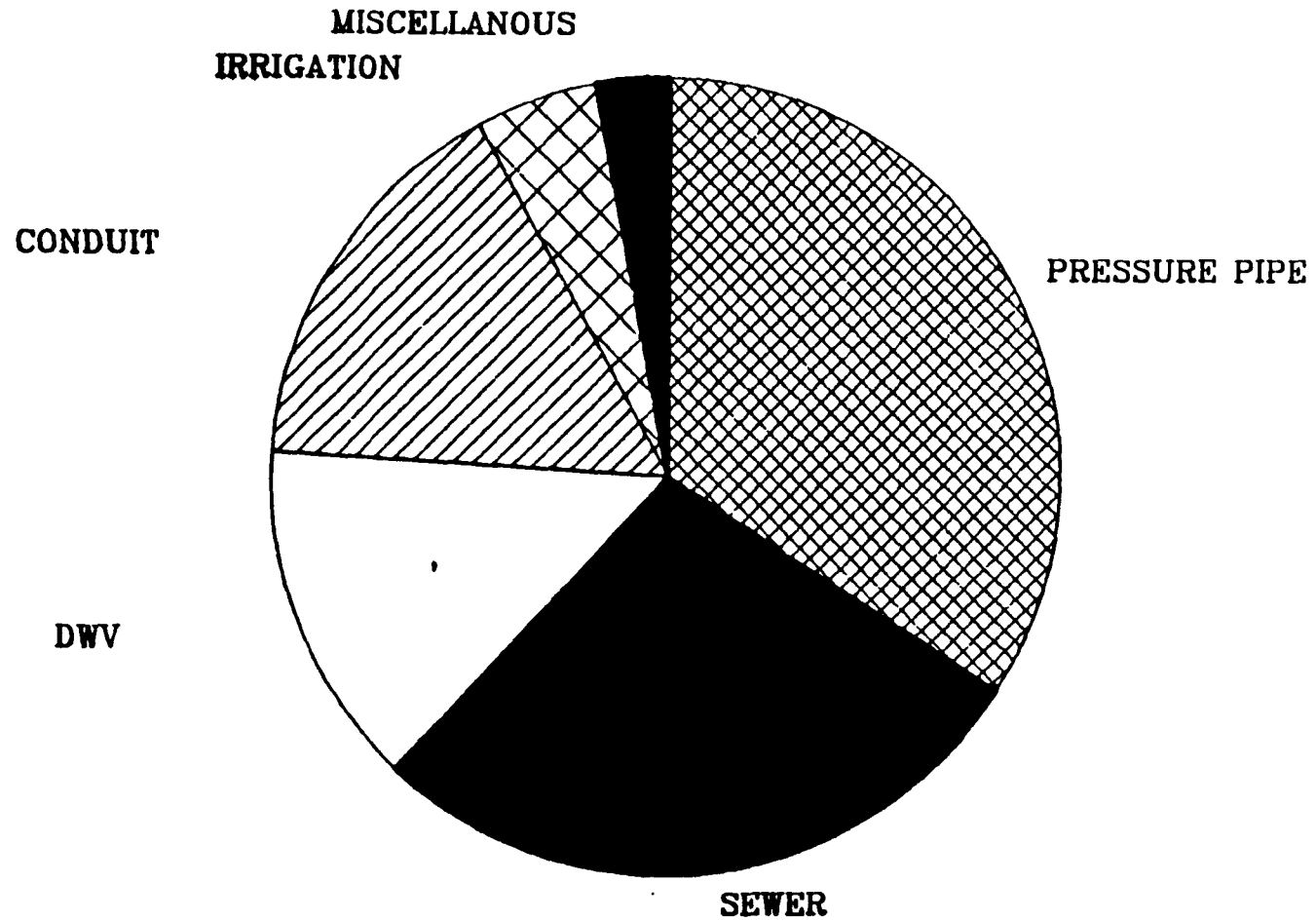
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INDUSTRY COMMODITY RESIN

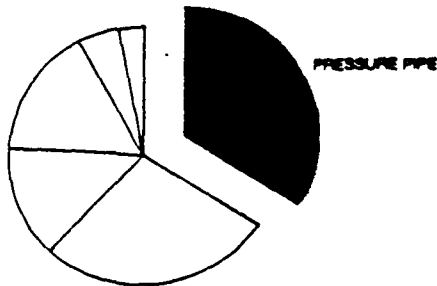


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PIPE MARKET SEGMENT OVERVIEW



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PRESSURE PIPE

ISSUES/OPPORTUNITIES

- WATER QUALITY
- DIRECT TAPPING

PIVOTAL CITY PROGRAM

ADVERTISING

PROPOSED LIMIT OF LEAD &
COPPER

INFREQUENT FAILURES/
PERFORMANCE VULNERABILITY
DUCTILE ADVERTISING

SPECIAL APPROACH TO CITIES
RESISTING USE OF PLASTIC
PIPE:

- BENEFITS ESTIMATED AND
REPORTED
- UP TO 36 CITIES AT A TIME

PROMOTE PVC PROOF
STATEMENT:

- SAN ANTONIO
- NO LEAD/COPPER

POSSIBLE ACTION

USE OF P.R. ON
PIPE PERFORMANCE

TECHNICAL RE-
SEARCH (UNI-BELL
\$25 - \$110M) TO
DETERMINE CAUSE
AND REMEDY.

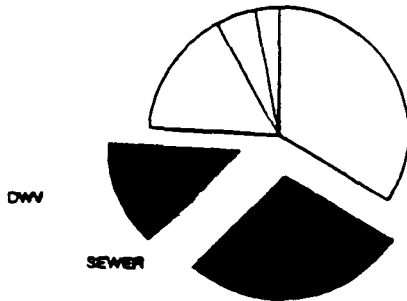
CONTINUED
SUPPORT

FUND ADVERTISING
& PROMOTION
CAMPAIGN AT
SELECT USER/
SPECIFIER GROUPS

- WATER WORKS
ASSOCIATION

- GENERAL PRESS
RELEASE

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DWV

ISSUES/OPPORTUNITIES CODE & REGULATORY ISSUES

POSSIBLE ACTION

IAPMO

- DEFENSIVE MODE VS. PLUMBING UNION
- RESISTANCE TO MORE CODE ACCEPTANCE
- FTC

ATTACK MODE WITH
ADS, P.R. ON:

PVC VS.: LEAD
COPPER

A-40 (ANS.)

- PLUMBING CODE THREAT

PROPOSITION 65

- CONSUMER WARNING

CODE ACCEPTANCE

- LOCAL INTERPRETATION

IFT (JOINT PPFA PROGRAM)

- COST SURVEY
- FIRE PERFORMANCE

SEWER

(HIGH SHARE FOR PVC)

● PROMOTE PERFORMANCE OF PVC

- DALLAS 15 YEAR OLD JOB

PROMOTION TO:

- WATERWORK ASSOC.
- WATER POLLUTION CONTRACT FEDERATION

NEWS RELEASES

CULVERT

(12" - 48" - AS LARGE AS CURRENT SANITARY SEWER MARKET)

PVC VS. CORRUGATED
PIPE

- NEED FOR COMPRESSIVE STRENGTH DATA
(UNI-BELL)

- TARGET ACTION TO AMERICAN ASSOCIATION
OF STATE HIGHWAY TRANSPORTATION OFFICIALS

- AASHTO

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Today's Ledger

Right To Know seminar set

READING — A three-hour seminar on the latest federal Right To Know requirements for hazardous substances will be held at 7:30 a.m. Wednesday, Aug. 10, at the Shillington Restaurant.

The seminar is sponsored by the government affairs department of the Berks County Chamber of Commerce and will feature a full discussion about materials, storage and disposal, and disclosure of hazardous substances in the workplace.

The panel will discuss how the law is administered, legal aspects and examples of local business compliance procedures.

Scheduled panelists include Berks County Environmentalist John T. Ravert; Edward K. Fugikawa, environmental engineer with Spotts, Stevens & McCoy Inc.; Doug Riegel, industrial hygienist with AT&T Microelectronics; William Myers, general manager, Metals Engineering Co.; and Terry L. Parnish, Boyertown attorney.

Information on registration and fees is available by contacting the Berks County Chamber of Commerce.

Ford, Chrysler sales up

DETROIT (AP) — Late July car sales rose at Ford Motor Co. and Chrysler Corp. but slipped at General Motors Corp., the automakers reported Wednesday.

Ford sold 70,857 cars in nine selling days from July 21-31, compared with 72,443 in 10 selling days in the comparable 1987 period, for a daily sales increase of 8.7 percent.

Chrysler sold 32,498 cars in the same period, up from 30,865 a year earlier, amounting to a 17 percent jump in daily sales.

GM car sales of 114,789 compared with 130,696 sold in the year-earlier period, a 2.4 percent slide in daily sales.

But GM's light truck sales leaped 14.3 percent on a daily basis, to 57,993 from 56,353 a year earlier, and GM said its daily sales overall were up 1.9 percent.

Ford sold 44,994 light trucks, up 1.4 percent on a daily basis, and Chrysler sold 32,377 for a 10.5 percent increase in daily sales.

Several foreign carmakers reported U.S. sales for the month of July.

Pipe banned in Pittsburgh

PITTSBURGH (AP) — Pittsburgh City Council Monday overrode Mayor Sophie Masloff's veto of a bill banning the use of plastic pipe in most new construction.

The 7-1 vote was applauded by about 50 representatives of organized labor. Council members insisted that the action was based on safety concerns and was not the result of union pressure.

"Everybody with half a brain knows that plastic is a toxic product that is dangerous to human beings," said Councilwoman Michelle Madoff.

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Pipe Task Force (Already in FY '88-'89 Budget)

		Assign T ↓
California EIR	\$ 209,035	R.G.
Uni-Bell Support	50,000	R.N
PPFA/YI Project (still due to IFT)	7,500	M.B.
IFT (Cost/Benefit - Lee Saylor)	41,500	M.B.
Code Consultants (Benj./Clarke; IFT)	20,000	<u>M.B.</u> S.H.
Available in PR/ Communications	25,000	} R.P.
Available as Tech. Support in Market Development Budget	15,000	
TOTAL → \$		
368,035		

Revised
10/12/88

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- Technical Committee Liaison --- A. Revontas.

OPPORTUNITIES

- TECHNICAL EFFORT
 - STATS FOR TECHNICAL CALLS IN THE MARKET
 - PROGRAM TO REACH C.E.: @ UNIVERSITIES
- ADVERTISING
 - COPPER/LEAD/SOLDER HEALTH
 - PERMANANCE (EXPLORE EUROPEAN HISTORY)
 - IFT COST STUDY
- PERMANANCE
- PRESS RELEASES
- BROAD DISTRIBUTION OF VI PUBLICATIONS
- STORM DRAIN/CULVERT
 - DOLLARS COMPRESSIVE STRENGTH DATA
- DIRECT TAPPING
 - TECHNICAL EFFORT --> FAILURES
REMEDY
- LARGE DIAMETER (+14") SPECIFICATION

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