



The Plastic Bottle Institute

A Division of The Society of the Plastics Industry, Inc.
250 Park Avenue - New York, New York 10017
(212) 687-2675

MINUTES

PROMOTION COMMITTEE PLASTIC BOTTLE INSTITUTE

The New York Hilton Hotel
New York, New York

August 22, 1974
10:00 a.m.

Attendees:

Lewis P. Green, Chairman, Borden Chemical Co., 511 Lancaster Street, Leominster, Mass. 01453
Gary A. George, U.S. Industrial Chemicals Co., 99 Park Avenue, New York, N. Y. 10016
Donald R. Hall, Vistron Corporation, 1653 Midland Building, Cleveland, Ohio 44115
Peter Lufburrow, American Can Co., American Lane, Greenwich, Conn, 06830
Gerald Mikuich, U.S. Industrial Chemicals Co., 99 Park Ave., New York, N. Y.
Tom Mosser, Burson-Marsteller Assocs., 866 Third Avenue, New York, New York 10022
Thomas Mullen, Consupak, Inc., 1 Cory Road, Morristown, New Jersey 07960
Paul Pasternak, Burson-Marsteller Assocs., 866 Third Ave., New York, N. Y. 10022
S. F. Peirce, Continental Can Co., 633 Third Ave., New York, N. Y.
Richard H. Quigley, Phillips Petroleum Co., Route 303, Orangeburg, N. Y. 10962
Richard D. Satava, B. F. Goodrich Chemical Co., 6100 Oak Tree Blvd., Cleveland, Ohio 44131
William F. Sporing, Allied Chemical Corp., 84 Magnolia Place, Wayne, N.J. 07470
Paul Stier, Burson-Marsteller Assocs., 866 Third Avenue, New York, N. Y.
Raymond L. Thompson, Fabri-Kal Corp., 7 Industrial Parkway, Somerville, N. J. 08876
Peter S. Weill, Hooker Chemical Corp., P. O. Box 456, Burlington, N. J. 08016
Thomas J. McGrath, General Manager, SPI, 250 Park Avenue, New York, N. Y. 10017

Committee Chairman Lew Green welcomed the attendees to our meeting and called for the usual self-introductions. He inquired if there were any corrections to be made to the February 28 minutes, and there being no corrections, a motion was made, seconded and carried, that the minutes be approved.

Lew Green advised the members that our promotion program for the first time was unanimously accepted without any suggested changes by the membership at the annual meeting. The Executive Committee requested that he ask the Promotion Committee to review the program and make recommendations for expanding the program where they feel it is required.

He also announced that this would be his last meeting as Chairman of the Promotion Committee. Due to Borden's planned withdrawal from the PVC bottle market he felt it was appropriate if he submit his resignation. He was happy to announce that Institute Chairman Mal Cooper has appointed Tom Mullen of Consupak to be the Chairman of the Bottle Institute's Promotion Committee.

SPI-24262

BOTTLE OF THE YEAR AWARD PROGRAM

Tom Mosser and Paul Pasternak of Burson-Marsteller reported that the Bottle of the Year Award Program was very successful. Our attendance increased and we received greater coverage than we did for the previous year's program. The judges were asked for their comments about the Awards Program. It was recommended that we announce next year's program earlier. It was also recommended that we revise the form to add additional categories. Tom Mosser and Paul Pasternak will take under consideration the additional suggestions made by the judges and incorporate those deemed appropriate into next year's program.

FEATURE ARTICLES

Sam Peirce of Continental Can Company reported that the Market Development Committee is considering appropriate articles for future publication and they have recommended an article on The Use of Plastic Bottles for Skin Care Applications. It was also recommended that we do an article on The Use of Plastic Bottles in the Laundry as well as The Use of Plastic Bottle for the Anti-Acid Market.

Sam Peirce suggested a story on The History of the Gallon Plastic Bottle.

In discussing additional future articles it was recommended that we consider obtaining an article from a designer. Mention was made of the unique design features of the Liquid Plumber Bottle. It was also suggested that we consider an article on The Use of Non-Liquid Products Packed in Plastic Bottles.

SPOKESPERSON

It was reported by Tom Mosser that Fred Kaufman of Arco Polymers had suggested that we consider Mrs. Dorothy Richey as our spokesperson. The Committee unanimously recommended that we test Mrs. Richey. We will supply Mrs. Richey with a copy of the Story of Plastics (the SPI Primer), the plastic bottle brochure material, feature articles, past issues of plastic bottle bulletins, and the report prepared by the Ad Hoc Packaging Committee called Plastics in Perspective. After she has had the opportunity to digest this information we will have her placed on T.V. probably in the Houston, Texas area. The results of that trial will then be brought to the attention of the Executive Committee for their evaluation.

EDITORIAL LUNcheon PROGRAM

Paul Pasternak advised that this program has been on a "hold basis." It will be kept in abeyance until the FDA clarifies its PVC position.

TELEVISION APPEARANCES

Tom Mosser advised that we have an offer from "What's My Line," a successful television program to supply the "Father of the Plastic Bottle" as a participant. After discussion, it was recognized that there is no one individual who could be classified as the Father of the Plastic Bottle, however, the gentleman who probably could come closest to this title is Mr. Henry Griffith presently with Thacher Glass Company. It was the Committee's recommendation that we contact Mr. Griffith to see if he would appear in this capacity.

(Please Note: Mr. Griffith was contacted subsequent to the meeting, and he has agreed to appear as the Father of the Plastic Bottle on a television program.)

MARKETING BROCHURE

The Institute's Marketing Brochure has been held in abeyance because of the PVC liquor bottle situation. It was the Committee's recommendation that we continue to hold the brochure in abeyance until after the OSHA ruling on vinyl chloride monomer.

PRODUCT DIRECTORY

Lew Green has reviewed the data submitted to SPI from the members. He has devised a format for the data to be incorporated in the directory. It was the Committee's recommendation that this data be mailed to the companies requesting their comments about the format. Several members have not replied to the original request and it was the Committee's recommendation that these companies be advised, that if they do not submit data on the next mailing, then their company will be omitted from the directory. It was also the recommendation of the Committee that we do not list distributors in the directory.

WOMEN'S EDITORS CAMPAIGN

Tom Mosser and Paul Pasternak are working on this aspect of our promotion program and they will report to the Committee at its next meeting.

OTHER BUSINESS

The Burson-Marsteller representative submitted their suggestions for increasing our promotional activities. Working from their report, the Committee approved recommending to the Executive Committee the adoption of the following programs:

1. Consumer and Industry Surveys: The agency will prepare two plastic bottle surveys, one of consumers and another for key marketing personnel. Industry sources received mailed forms, and 200 supermarket interviews are held with consumers in key areas. Comparisons between responses direct and coordinate future industries efforts. Information is used for expanded media program and publicity. The Institute is identified as the leading industry authority. Estimated cost \$10,000.
2. Publicity from Surveys: Positive results gathered from the surveys will be developed into articles and releases for wire services, home economics publications, and appropriate household and women's magazines. Information is also used for newspaper mats, showing advantages of plastic bottles and consumer preferences for them. Articles can also be reprinted and mailed to customers. Estimated cost \$2,000.
3. Women's Consumer Advisory Board: This board would act as a sounding board for critical issues which will have an effect upon the sale of plastic bottles. The board would be created to identify the Plastic Bottle Institute as a consumer related and consumer concerned organization. Based on the most positive responses to the survey, 50 women would be selected for membership. They would be sent certificates and they may possibly be selected as judges in the Annual Plastic

Bottle of the Year Awards Program. The industry will be positioned as a leading industry influence, working in the public interest. Releases and feature articles about the group and its activities will be developed for wire services, home economics publications, and selected household and women's magazines. Estimated cost \$6,000.

4. Brochure: This type of a brochure would be in the form of a "pocket insert" type brochure. The advantages of plastic bottles (safety, functionality, waste reduction and convenience) are publicized through the brochure. It would be a basic communication tool. It would help establish the Institute as a leading organization, while delivering the message in simplified form. The brochure could be merchandized by the spokesperson during T.V./radio appearances and during tours of women's clubs in consumer groups. For maximum exposure, the booklet would be referred to during the spokesperson's appearance on national television, when requested by the consumer, it will reinforce the message delivered by the spokesperson. Estimated cost including the printing of the brochure is \$6,000.
5. Newspaper Mats and Radio Disc: Four newspaper mats will be prepared. (For example one could be about safety in the home). It would carry a positive message to 1,000 households nationally. Following this, a radio disc will be recorded by the spokesperson and it will be released. The spokesperson refers to the disc during local and national media appearances and distributes mat reprint at various women's clubs in consumer group meetings. Reprints will also be available to institute member companies. Estimated cost \$4,000.

The total estimated cost of the recommended expanded program is \$28,000.

The Committee wishes to note that these are the additional programs selected from an excellent list prepared by Burson-Marsteller. A number of other items recommended by the agency were considered to be excellent programs, however, it was recommended to the agency that they hold these in abeyance for consideration as part of next year's overall promotion program.

DATE AND PLACE OF NEXT MEETING

In view of the Executive Committee meeting on September 10, it was deemed advisable that the Promotion Committee hold its next meeting on September 18, so that it may proceed with whatever additional programs have been approved by the Executive Committee. A copy of the additional recommendations will be mailed to the Executive Committee prior to its next meeting.

The next Promotion Committee meeting will be held at the Summit Hotel in New York City on September 18 beginning at 10:00 a.m.

ADJOURNMENT

There being no further business to transact, the meeting was adjourned at 12:30 p.m.

Respectfully submitted,

Thomas J. McGrath
General Manager

TJMcG/pb

SPI-24265



THE SOCIETY OF THE PLASTICS INDUSTRY, INC.
250 PARK AVENUE • NEW YORK, NEW YORK 10017 • 212 687-2675

FINAL MEETING NOTICE

March 12, 1973

TO: MEMBERS OF THE PROMOTION COMMITTEE
OF THE PLASTIC BOTTLE DIVISION

Dear Member:

As previously announced, our next meeting will be held on Wednesday, March 28, 1973 at The Summit Hotel, E. 51st Street at Lexington Avenue, New York, New York in the Summit Suite, starting at 10:00 a.m.

In addition to status reports on the committee's various projects, we expect to spend the major portion of our meeting on finalizing our recommended programs for fiscal 1973-1974.

Attached is the agenda for the meeting and a list of proposed promotional projects prepared by Burson-Marsteller. Please review this list and come prepared to give your recommendations.

I look forward to seeing you on March 28th.

Cordially,

Thomas J. McGrath
Director of Packaging Services

TJM/mms

SPI-24266

BURSON-MARSTELLER

PLASTIC BOTTLE DIVISION
SOCIETY OF THE PLASTICS INDUSTRY, INC.
1973-74 PROMOTION

1. **PLASTICS BOTTLE BULLETIN:** Continue to publish three issues of this customer, end user publication. Prior to approval agency will analyze new mailing list, compile a report on past readership surveys on publication's effectiveness.
Cost:* \$12,000
2. **PLASTIC BOTTLE OF THE YEAR AWARDS:** Based on results of the 1973 effort, expand the program and add to the prestige of the awards for the coming fiscal year. Increase award lead time, capitalize to an even greater degree on publicity opportunities.
Cost: \$10,000
3. **SPEAKERS BUREAU:** Based on the success of this year's two presentations, expand the effort during the coming fiscal year. Prepare letter for mass mailing to potential audience lists.
Cost: \$7,500
4. **PUBLIC SERVICE REPORT:** Agency to submit three suggested topics for dramatic public service television announcements. Promotion and executive committees should decide on validity of effort based on the specific contents of the proposed scripts.
Cost: \$7,000 each

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* Cost includes fee and estimated out-of-pocket charges

5. **PUBLIC SERVICE SUPPORT:** If a particular topic is acceptable to the Division as a 1973-74 subject, the public service effort should be expanded to other media -- newspaper mat mailing to 500 suburban newspapers, radio announcements to 300 radio stations. The greater the distribution of message the more chance members and customers will be aware of the campaign. Drama of the topic will add to increased exposure.

Cost: \$1,000 each

6. **NEWSPAPER PROGRAM:** Newspaper mat mailings should also be considered as a marketing tool. A series of four mailings can put general plastic bottle messages on the consumer level at the average of 100 appearances in print for each story prepared. Topics can include plastic in liquor bottle reuse of plastics, a "why plastic bottles" article for housewives, how to put empty plastic bottles to use around the house, etc. Clippings can be reprinted in merchandising folders for customer, end user mailings, salesman use.

Cost: \$3,500 for four

7. **MAJOR FEATURE ARTICLES:** Division should make a concentrated effort to prepare major feature articles for key vertical trade publications (four). Target books will include SUPERMARKET NEWS, BEV EXECUTIVE, CHAIN STORE AGE, and regional packaging publications. Features can be reprinted and used as merchandising pieces with customers, end users.

Cost: \$6,000

8. SPI INFORMATION PACKAGE: Using the marketing brochure, the ecology brochure reprints of appropriate stories, copies of the BULLETIN, prepare an information folder for use by member salesmen. Regular mailings of pertinent information to a list of member salesmen provide them with latest plastic bottle information (either marketing or technical), demonstrate to them what the Division is doing to help their business, and tap them as a source for "What we really need" information.

Cost: \$2,000

9. SEMINAR: The agency still feels the seminar is a viable tool for reaching key customers, potential users. The idea should be reconsidered for the 1973-74 fiscal year.

Cost: \$7,000

10. EDITORIAL LUNCH PROGRAM: Very few face-to-face contacts by Division members and the press were made during year. The Division should make an effort to have members sit down with key trade editors during the year to answer the questions they have about plastic bottles and the packaging industry. Members can either speak as representative of the Division or as representatives of their own companies. But the Division should be identified as the source of such spokesmen. The promotion committee should be able to use various members of the executive committee as spokesmen for the industry.

Cost: \$1,500

11. LIQUOR PROGRAM: Once the liquor decision has been made, the Division should make every effort to capitalize on the acceptance of PVC as a liquor packaging material. Case histories should be prepared on companies switching over, consumer publicity on the benefits of the new package should be generated, business stories placed. Consumer and liquor dealer reactions can be gathered and publicized. Program should be a continuing one that helps build the liquor market, opens the door to other markets where PVC will do the job.

Cost: \$6,000

12. SCHOOLS PROGRAM: Launch on a test basis a plastic bottle sculpture contest for school children. Starting with a single school (one promotion committee member's wife is a school teacher and has volunteered), the program, if judged successful can be expanded to communities where we have members, eventually to a nation-wide audience. Kids make works of art out of empty bottles. Publicity on the local level gives coverage to SPI, mothers buy the kinds of plastic bottle the kids feel they need. First effort will cost next to nothing. Later efforts will require packet of information on rules, entry blanks, etc. Conducting the program in member towns builds good community relations for the company, the Division, and the industry overall.

Cost: \$5,000 (to initiate in member cities)

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13. **CALENDAR:** Prepare the first annual Plastic Bottle Division calendar (1974). Photos are modern, dramatic shots of the latest plastic bottles. For distribution by members and member salesmen to customers and prospects. Brief copy on each page highlights market opportunities for plastics bottles.

Cost: \$6,000 (plus printing)

14. **SPORTS PROGRAM:** Consider possibility of sponsoring or participating in sponsorship of either professional women's golf, tennis, bowling tournament or amateur (housewife) tournament. Program could also be tried on a test basis in a given market, expanded to member communities or nationally at a later date.

Cost: ? (\$10,000 to launch on key city basis)

15. **PROSPECT DIRECT MAIL:** General mailing to prospective users of plastic bottles. Mailer includes marketing brochure, ecology brochure, fact sheet on Bottle Division and its membership, markets-for-plastic-bottles description, brief case histories of users who have improved their packaging economics by switching to plastic bottles. Mailer is soft-sell, designed primarily to generate interest among prospects. Leave it up to the prospect to request additional information or request specifics meeting with a given member company or

companies. Companies follow-up such calls on an individual basis, not as Division representatives. Information packet can be sent in a suitably designed, decorated stock plastic bottle.

Cost: \$6,000

16. CONSUMER BROCHURE: Informational piece that describes for consumer the advantages of plastic packaging. Tone of the brochure is one of public service -- telling the consumer just why a product is packaged in plastics. Idea is, "the more you know about plastic bottles, the more reason you'll have to purchase products packaged in them." Brochure can be given to users for distribution with their products, can be used in supermarkets, to answer inquiries.

Cost: \$5,000 (plus printing)

TOTAL COST (estimate): \$95,500



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FOR IMMEDIATE RELEASE: Wednesday, February 19, 1975

SPI TO PETITION SUPREME COURT
ON VINYL CHLORIDE

NEW YORK -- The Society of the Plastics Industry, Inc. (SPI) announced today that it will petition the U.S. Supreme Court to review the recent U.S. Court of Appeals decision upholding the Occupational Safety and Health Administration (OSHA) standard on vinyl chloride monomer (VCM).

SPI began the appeal process yesterday by filing a motion asking the U.S. Court of Appeals for the Second Circuit to stay its ruling of January 31. This decision upheld the OSHA standard but gave 60 days (until April 1, 1975) for compliance.

The motion for a stay would set aside this ruling pending application to the Supreme Court for a Writ of Certiorari. Continuance of the temporary OSHA standard which currently limits worker exposure to 50 parts per million of VCM is also sought pending final case disposition by the Supreme Court. The emergency temporary standard has been in effect during the earlier litigation.

SPI-24273

Petitioners have stated the application for a Writ of Certiorari will be filed within 20 days and that they will make "every effort to expedite" the new proceedings before the Supreme Court.

Certiorari will be sought on the grounds that the Court of Appeals for the Second Circuit erred in its interpretation of the "substantial evidence" rule to uphold the permanent vinyl chloride standard which OSHA promulgated October 4, 1974, and which established an exposure level of 1 part per million. It is further argued that, contrary to OSHA's enabling legislation, the standard subjects the VCM-PVC industry to a technologically and economically infeasible regulatory code.

According to SPI, even OSHA Administrator John Stender has conceded the infeasibility of the standard and based the justification of the 1 ppm exposure level on a "policy judgment," rather than factual data.

Ralph L. Harding, Jr., president of SPI, said the VCM-PVC industry is making every effort to reduce worker exposure levels and added that this work will continue regardless of the petition to the Supreme Court.

However, he said the decision to ask the high court for a Writ of Certiorari was based on the fact that the appellate court ruling would have required the VCM-PVC industry to develop infeasible engineering controls and work practices in an attempt to achieve "unknowable practicable exposure levels."

Because OSHA's variance procedures are also deemed by the industry as "inappropriate" to rectify the problems which would be encountered in attempting to comply with the standard, Harding said the petitioners believe the Supreme Court should resolve the final status of the standard.