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MARKET FOR VINYL ELECTRICAL MATERIALS CONTINUES TO GROW

WAYNE, New Jersey, October 12, 1990 -- The market for vinyl (polyvinyl chloride or PVC) in electrical and electronic applications experienced six percent compounded average annual growth from 1986 to 1989, according to statistics prepared by The Society of the Plastics Industry, Inc. and made available today by the Vinyl Institute Electrical Materials Council (EMC).

According to the Council, consumption of vinyl in electrical and electronic applications totalled 573 million pounds in 1989. This was up from 559 million pounds in 1988; 524 million pounds in 1987; and 478 million pounds in 1986.

"Vinyl is a versatile and economical material that can be used in a wide range of products, especially those serving the electrical and electronic markets," said Richard R. (Rick) Smith, EMC Chairman. "Because of its safety, durability and many other performance advantages, flexible vinyl is the predominant material used in wire and cable insulation and sheathing. Increasingly, we are also seeing vinyl compounded for processing into rigid products such as conduit, boxes and receptacles."

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The Council was established in 1989 to promote and expand the use of vinyl in electrical applications. It is part of the Vinyl Institute, the national trade association representing the leading manufacturers of vinyl, vinyl feedstock, additives, and film and sheet products. Headquartered in Wayne, New Jersey, the Vinyl Institute is a division of The Society of the Plastics Industry, Inc.

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