

TO: J. R. Ball

FROM: H. R. Flammer

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Interoffice
Communication

VISTA

SUBJECT: VINYL INSTITUTE ACCOMPLISHMENTS

The Vinyl Institute is a six year old organization formed by the PVC/VCM producers to promote the safe use of PVC products. Initially this group focused on defending PVC from attack by metal and public activists over fire toxicity issues. PVC manufacturers were forced to defend themselves from a series of legal suits arising from major hotel and department store fires, as well as from proposed code charges on pipe conduct, and cable sheathing which would have eliminated these products from sizeable markets. The Vinyl Institute first sponsored research on the combustion toxicity of its products spending \$1.5 MM over the first six years. The recently date showed PVC smoke and gaseous Hcl by products to be far less toxic than claimed by earlier science and the metal conduct people. Around with this data and an effective communication program the legal suits were settled for smaller dollar amounts existing codes were successfully defended and new markets opened up. An example of how effective this group has become was demonstrated when the PVC producers were ruled out as a target by the litigants of the Du Pont Plaza Fire in Puerto Rico. Within days after the fire, the VI sent in an experienced fire investigation team who gathered samples and other evidence before the trial turned cold. The PVC/VCM producers and their insurance companies were organized by the VI into a legal defense group, well furnished with data backed by research overall the direct fire evidence. Other materials such as urethane and even wood looked like easier targets and no suits were brought against PVC.

Currently the VI is actively involved in PVC waste management sponsoring incinerator, packaging recycle and product development studies. The Vinyl Institute's performance is a real success story of how an industry if well organized can defend itself against unwarranted attacks and promote its products in a favorable light. This is a way in which we have leveraged a \$100 M/year to deal with problems Vista could not have launched alone.

HRF/A/IOC/VI ACCOMPLISHMENTS

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