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DEMAND FOR PVC IN PIPING APPLICATIONS
EXPECTED TO REMAIN STRONG THROUGH 2000

WAYNE, New Jersey, November 8, 1990 -- Plastic pipe in general, and PVC (polyvinyl chloride or vinyl) pipe in particular, are expected to continue their domination over steel, copper, concrete and other pipe materials in the United States through the turn of the century, according to the Vinyl Institute Pipe Resource Organization (PRO).

Citing independent studies by Leading Edge Reports and the Freedonia Group Inc., PRO said the demand for plastic pipe in the 1990s could grow at an average annual rate of as much as 3.8% to more than 5.6 billion feet by the year 2000.

In turn, PVC, which has accounted for as much as 75% of the plastic pipe market in recent years, is expected to maintain its predominant position.

Potable water applications are expected to continue to represent the biggest pipe market for PVC, according to PRO, with growth projected at an average annual rate of approximately two percent.

In 1989, approximately three billion pounds of PVC resin were used in the manufacture of PVC pipe.

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"We have always maintained that PVC pipe has a strong future, especially in potable water applications," said Michael K. Barish, PRO chairman. "We are seeing a growing preference for PVC in both new and replacement piping systems due to its light weight, corrosion resistance, ease of installation and related performance characteristics as well as its good economics."

PRO was established in 1988 to serve as a clearinghouse for information about PVC pipe. 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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Plastic pipe in general, and PVC (polyvinyl chloride, or vinyl) pipe in particular, are expected to continue their domination over all other pipe materials in the United States through the year 2000, according to the Pipe Resource Organization (PRO) of the Vinyl Institute. Contact: Daniel G. Stanowick of Edward Howard & Co. at (215) 376-6500.

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