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CONSTRUCTION SURVEY FORECASTS GROWTH FOR VINYL WALL COVERINGS

WAYNE, New Jersey, December 5, 1986 -- Vinyl wall coverings are growing in popularity with building industry professionals, a newly released study finds.

In a nationwide survey of residential construction specifiers, nearly 30 percent of the builders and over 40 percent of the architects questioned indicate that they currently specify vinyl wall coverings for their building projects. Moreover, for those individuals who currently specify vinyl wall coverings, nearly 10 percent plan to use even more in the future.

Vinyl's durability and ability to perform to specification were cited as the top reasons for choosing it over competitive materials, participants said. Overall, durability is the number one concern builders and architects have about the products they specify, the survey found.

(more)

Five hundred fifty architects, builders and code officials throughout the country participated in the study, which was sponsored by the Vinyl Institute, the trade association representing the leading manufacturers of polyvinyl chloride (PVC), or vinyl. Conducted by an independent research firm in New York City, the study was designed to determine where vinyl building products are used and why. It is the first time that such a study has been done on behalf of the vinyl industry, according to the Institute's director, Dr. Roy T. Gottesman.

Seventy-five percent of the code officials surveyed state that they favor the use of vinyl wall covering in residential applications. Over 85 percent of the survey participants state that it is approved by their local codes.

"Few products in the home deliver the combination of good looks and durability that vinyl wall coverings do," Gottesman notes. "This survey tells us that building professionals value these performance properties as highly as homeowners do."

In 1985, over 225 million pounds of vinyl resin were used in the United States for extruded film and sheet products, according to statistics from the Society of the Plastics Industry, with much of that used to make wall covering products.

The Vinyl Institute, founded in 1982, is a Division of the Society of the Plastics Industry. It is headquartered in Wayne, New Jersey.

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