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NEWS

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WINNERS ANNOUNCED IN 1991 V.I.P. AWARDS

FOR VINYL PACKAGING

WAYNE, N.J., March 12, 1991 -- A carded blister pack featuring recycled content vinyl sheet ... the first shrink-film multipack for batteries ... cough syrup packaged in unit-dose mini-bottles ... and a two-gallon handled water bottle designed for re-use were among the winning packages in the 1991 V.I.P. AWARDS.

Sponsored by the Vinyl Institute Packaging Council, the V.I.P. AWARDS program was created to recognize innovation and achievement in the use of vinyl in packaging.

"The entries in this year's competition showcased the versatility of vinyl as a packaging material," said D'Lane Wisner, chairman of the Vinyl Packaging Council and senior marketing manager, packaging & medical, with the Geon Vinyl Division of BFGoodrich. "Entries included clear and opaque vinyl bottles; thermoformed vinyl blister packs, clamshells and trays, and innovative uses of vinyl film."

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A number of entries in the competition demonstrated how vinyl packaging is becoming part of the environmental solution through recycling, reduction of packaging at the source and by creating reusable packages, Wisner noted. In fact, he added, the Environmental/Recycling Innovation category attracted more entries than any other category.

The V.I.P. AWARDS winner for Environmental/Recycling Innovation was a new carded blister package of Super Glue made from vinyl sheet containing 30% post-industrial regrind. Other entries in the category included newly introduced vinyl bottles made in part from recycled post-consumer vinyl and several non-packaging items made from recycled vinyl.

The judges also cited environmental benefits in selecting the winners of several other categories in the V.I.P. AWARDS. The winning Food & Beverage package was a refillable two-gallon handled water bottle designed to help reduce packaging consumption. Another award went to Eveready's new vinyl shrink film battery multipack. The "Spacepack" provides a superior package that uses less material than the paperboard or carded blister packages it replaces.

Packages entered in the 1991 V.I.P. AWARDS were judged on quality and creativity, marketing appeal, product protection and environmental impact.

Judges for the competition were: Dr. David Olsson, director of the Department of Packaging Science at Rochester Institute of Technology; Arnie Orloski, Jr., articles editor of Packaging Digest; Ben Miyares, packaging consultant and former executive editor of Food & Drug Packaging, and Roger Seid, president, Kaufman Container.

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Winners of the 1991 V.I.P. AWARDS will receive a handsome, custom-designed award suitable for display on desk or bookshelf.

The Vinyl Packaging Council is part of the Vinyl Institute, a national trade association representing the leading U.S. manufacturers of vinyl, vinyl feedstocks and additives, and vinyl film and sheet products. The Vinyl Institute is a division of SPI, The Society of the Plastics Industry, Inc.

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