



NEWS

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Vinyl Industry Efforts Begin To Pay Off

NEW REPORT SAYS POST-CONSUMER VINYL RECYCLING UP SHARPLY

WAYNE, New Jersey, June 8, 1993 — Recycling of post-consumer vinyl packaging, consisting primarily of water, food, pharmaceutical and cosmetic bottles, and film, increased five-fold from 1991 to 1992, according to the most recent study of post-consumer plastics recycling rates conducted by R. W. Beck and Associates on behalf of the American Plastics Council (APC). Approximately 10 million pounds of post-consumer vinyl packaging were recycled in 1992, up from 1.6 million pounds recovered in 1991.

"We are enormously pleased with these results," said Robert H. Burnett, executive director of the Vinyl Institute. "They tell us that the vinyl industry's efforts over the past two years to aggressively grow post-consumer vinyl recycling and build demand for recycled vinyl are paying off." He noted that these efforts have included working with players in all steps of the recycling loop — from packagers and retailers to recyclers and recycled product manufacturers — to raise awareness of the recyclability of post-consumer vinyl and the advances in technology that are allowing an increasing amount of material to be recycled.

According to the study, post-consumer vinyl packaging recycling increased more than any other resin based on percent change from 1991 to 1992. The study also reported that an additional 10.4 million pounds of non-packaging post-consumer vinyl were recycled in 1992, nearly twice as much as was recovered in 1991. This total consists of construction materials and various consumer and institutional products.

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The Vinyl Institute, A Division of The Society of the Plastics Industry

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A major thrust of the Institute's support for vinyl recycling has been the sponsorship of technical programs designed to develop automated technology that recyclers can use to sort one type of plastic material from another. Several such systems are now commercially available. The VI has also sponsored several pilot programs throughout the country to test this technology under real-world conditions.

More recently, the Vinyl Institute has published two directories, one listing companies involved with vinyl recycling and another listing companies manufacturing products from recycled vinyl. The Institute has also issued a request for proposal seeking companies interested in developing products from recycled vinyl. As part of this program, the Institute will provide limited financial assistance to help bring new recycled vinyl products to market. In addition, the industry maintains the Vinyl Environmental Resource Center, which provides information on vinyl recycling and other topics related to vinyl products and the environment. The Resource Center can be reached at 1-800-969-VINYL (8469).

The Vinyl Institute is a national trade association representing the leading manufacturers of vinyl (polyvinyl chloride, or PVC) plastics, as well as makers of vinyl feedstocks, additives, and film and sheet products. The Institute is a division of The Society of the Plastics Industry and is headquartered in Wayne, New Jersey.

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**Incr as in Post-Consumer Vinyl Packaging R cycling
1991 vs. 1992**

