



A Division of The Society of The Plastics Industry, Inc.

Roy T. Gottesman
Executive Director

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Mr. W. H. Knox, III
Plastics Technology Manager
Reynolds Metals Company
Flexible Packaging Division
Caverns Boulevard
P.O. Box 128
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Dear Mr. Knox:

I am pleased to advise you that the Executive Board of the Vinyl Institute voted recently to expand the membership of the Institute by creating a new class of membership. This new class of "Supporting Members" includes film and sheet producers as well as blow molders. Membership criteria and eligibility are given on the attached sheet. As a film and sheet producer, Reynolds Metals is eligible for supporting membership.

In order to assist you in your evaluation of the Vinyl Institute programs, I am enclosing a packet which contains representative literature. I specifically call your attention to our new brochure released earlier this month entitled "Vinyl: Serving More People, In More Products, Made By More Industries, Than Almost Any Other Material Today". All current members of the Institute are listed on the back cover.

In establishing the class of supporting members, the Executive Board believes that those companies whose business successes are directly related to a vibrant PVC industry should be interested in supporting the Institute's programs. About three years ago, the Institute, which had, since its inception in 1982, largely been involved in efforts to defend PVC from numerous commercial attacks and threats, embarked on a number of pro-active initiatives. The initial activity was the creation of the Vinyl Packaging Council. You may already be familiar with some of the promotional literature and advertisements produced by the Council, a representative sample of which is included in the packet. The Executive Board believes that all major film and sheet producers and blow molders can benefit from the efforts of the Institute not only in the expansion of these promotional programs, but also in technical activities underway to solve critical problems on how vinyl plastics in the

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