



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

TELECOPY TRANSMITTAL FORM

TO: John Russ

FROM: Roy Gottesman

DATE: 11/29/89 #/PAGES: 7 plus cover

SUBJECT: Borden Biodegradable PVC Film

COMMENTS: John:

As per our telephone conversation.

Regards.

Roy



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SPI-05541

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File: Borden Chem.

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March 30, 1989

Roy T. Gottesman
Executive Director

Dr. Al Cummin
Borden Inc.
960 Kingsmill Parkway
Columbus, Ohio 44329

Dear Al:

Thank you for your telephone call today. I appreciated the opportunity to tell you about the Vinyl Institute, its programs and to discuss the situation regarding plastics in solid waste.

As I indicated I would do, I am pleased to enclose a packet of information that I believe will be useful to you. Included are memoranda and background papers related to New York State Assembly Bill 5578, literature developed by our newly-established Vinyl Packaging Council, including a brochure with testimonials on vinyl packaging materials. This colorful brochure, along with an advertising program, participation in the International Bottled Water Conventions promoting vinyl for packaging water and an advertising campaign indicating the recyclability of vinyl, recently received a first place award from the East Central District of the Public Relations Society of America in the trade association/marketing category.

Also included is our brochure on "Plastics in the Waste Stream" which provides information on the disposal of PVC-based products. I am also enclosing our capabilities brochure, which will provide you further information on the Institute.

As discussed, we would certainly welcome Borden Inc. participation in both our communications programs and in the activities of the Vinyl Packaging Council. As I mentioned to you, there is active involvement by Borden Chemicals and Plastics on our Executive Board by John Russ, on our Technical Committee, our Pipe Industry Task Force and our Electrical Materials Council.

If I can provide any further information, or be of further help, please let me know. It was good talking to you again after all these years.

Sincerely yours,

Roy T. Gottesman

RTG/pmb

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