

VINYL ISSUES MANAGEMENT PROGRAM MEDIA MONITORING MAY 1993

A total of 128 articles were reviewed. The following is an analysis of the articles which were clipped by Bacon's Clipping Service, retrieved from Mead Data's Nexis/Lexis system or gleaned from in-house monitoring.

TONE

85 percent positive
5 percent neutral
10 percent negative

TOPICS

Vinyl uses, qualities, etc.	73 percent
Vinyl and the environment	9 percent
Technology of plastics recycling	8 percent
References to VI, etc.	6 percent
Technology of vinyl recycling	2 percent
Economics of recovery/re-use	2 percent

PRIMARY PUBLICATION AUDIENCE

Opinion leaders, general public	68 percent
Plastics industry	13 percent
Other trades	8 percent
Waste collectors, recyclers	6 percent
Packagers, retailers	4 percent
Environmentalists	1 percent
Scientists, researchers	0 percent
Legislators, regulators	0 percent
Government solid waste managers	0 percent

CONCLUSIONS

Ongoing media monitoring continues to show vinyl receiving positive coverage in 85 percent of the articles in May. Stories ranged from the use of vinyl as a control for erosion to the use of vinyl by Polaroid Corporation in a pump-container for its PolaClear cleaning solution for computer screen filters. While these types of articles remain the most prevalent, articles regarding environmental issues such as chlorine and dioxin represented 9 percent of the articles -- a jump from 1-3 percent in previous months. Ten of these 11 articles presented a negative view of the vinyl industry. These articles appeared in both daily newspapers and industry magazines.

SIGNIFICANT COVERAGE

Plastics Engineering, May 1993 – An article describing the "froth-flotation" process for separating different types of plastic, which was designed by Recovery Processes International and is in commercial use at Hoechst Celanese's recycling facility in Spartanburg, South Carolina. The article states that with the new method, materials to be separated are suspended in water and air is forced through to create a bubble-like froth that entraps one of the materials (due to different water surface tensions). According to the article, this technology can separate 15 million pounds/year of plastic waste.

Journal of Commerce/Knight Ridder, May 27, 1993 – An overview article which states Germany's recycling program fosters reduced packaging, as well as recovery and reuse of plastic. The article notes that by the end of 1992, 80 billion packaging units -- close to 90 percent of all packaging -- displayed a green dot indicating manufacturers and distributors who have disposal agreements with the Duales System. A survey of 400 of the System's licensees indicates that companies participating in the survey had reduced packaging by about 25 percent and that "hard to recycle" materials are being replaced by others more suitable for recycling. The system intends to charge higher fees for packaging that is more difficult to sort and process as of October 1. The article states that plastic will be 16 times higher than the fee for glass.

Financial Times, May 26, 1993 – A brief story about the Body Shop's recent environmental report -- a part of its annual reporting process. The UK-based retailer's "green book," as it's called in the article, outlines an "environmental" agenda for the organization through February of 1994. According to the article, plans include eliminating the use of PVC, reducing the impact of packaging, and conducting an environmental review in all subsidiaries and overseas franchises.

VI Coverage for the reporting period included:

"World of Packaging Solutions" Brochure

Plastics Engineering, May 1993

Vinyl Institute/Pro-active Packaging

Techpack, May 3, 1993

Vinyl Institute/Comments on Tellus Study

BioCycle, April 1993

Vinyl Institute/Recycling Report Card

Plastics News, May 17, 1993

Vinyl Institute/Recycling Pilot Programs

Prepared Foods, May 1993

Waste Alternatives Inc./Vinyl Institute Agreement
Packaging Technology & Engineering, May 1993

Request for Proposals
Plastics Engineering, May 1993
Waste Recovery Report, May 1993

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