

Edward Howard & Co

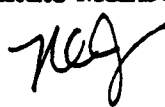
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JUN 11 1992

Sherry M. Carr

TO: All Vinyl Institute Members
FROM: Nora Jacobs 
SUBJECT: New Institute Videotapes

DATE: June 11, 1992

COPIES:

We know the four versions of the Vinyl Institute's new videotape "Vinyl the Versatile Plastic" are already getting a lot of use. If you have not yet viewed them, please contact your VI board representative, who has a complete set.

If you have not had a chance to use the tapes, here are some ideas for your consideration. Please share them with others in your organization:

For new employee orientation — The "issues and answers" version provides an excellent overview of major applications for vinyl, its attributes and some of the environmental issues facing the industry.

For customer visits — Special versions of the tape exist for the packaging, electrical and construction markets. Any of these, or the issues and answers version, can serve as an excellent meeting starter or ice-breaker. Your customers may want copies to use with their customers as well.

For supplier meetings — You may want to use the tapes to help your suppliers understand the issues facing the vinyl industry. Your concerns about these issues should be their concerns, too.

For community groups — If you already have a speakers program in place, consider folding the issues and answers version into your presentation kit. If you don't have such a kit, one will be available through the Vinyl Institute later this summer.

For plant tours — Use the tape to kick off or end a tour. It illustrates how the products your plants make are used, and addresses the concerns visitors may have about vinyl.

With local government officials — If you are participating in a code or regulatory hearing where restrictions on vinyl products are being considered, you may want to include one of these tapes in your presentation.

With the media — Consider using one of these tapes as a way to background reporters, especially local reporters interested in environmental issues.

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Essentially, anyone who is interested in or needs to know the facts about the environmental issues associated with vinyl should see these tapes. In a few weeks, we will be surveying the VI membership to find out exactly how the tapes are being used. Through our new communities program, we'll be passing those suggestions on to the rest of the membership. We'll keep you posted. In the meantime, please keep the following important points in mind:

- 1) The tapes should never be used in a vacuum. Don't send them out. Escort them. The tapes will likely raise questions about your company's products and policies, and the industry's actions. Someone must be on hand to answer those questions. Contact the VI hotline (VERCE) if you need materials to assist you in this task (1-800-969-8469.)
- 2) The tapes are NOT copyrighted. Feel free to make additional copies for your own use. You do not need the Vinyl Institute's permission to copy these tapes.
- 3) Additional tapes are available for \$15 each, or \$50 for the set of four. Please contact Pat Benkner at the Vinyl Institute's office if you would like to order more tapes.

Have your human resources department, plant management, purchasing management, public affairs department and sales management seen these tapes?

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