



NEWS

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FOR IMMEDIATE RELEASE

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BARISH NAMED CHAIRMAN
OF PIPE RESOURCE ORGANIZATION

WAYNE, New Jersey, August 29, 1990 -- Michael K. Barish, industry sales manager, rigid PVC resins, for Borden Chemicals and Plastics, has been named chairman of the Vinyl Institute's Pipe Resource Organization (PRO).

Barish has over 16 years of experience in the PVC (polyvinyl chloride, or vinyl) business. He has been a member of PRO since the group's inception in 1988, and is active in various other industry organizations including the Plastic Pipe and Fittings Association (PPFA), where he is chairman of that group's PVC Product Line Committee.

"My primary goal as chairman of PRO will be to mobilize PVC resin and pipe producers behind our efforts to promote and expand the use of PVC pipe in water distribution, waste water handling and plumbing applications," Barish said.

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PRO was established in 1988 to serve as a clearinghouse for information about PVC pipe. It works closely with other organizations serving the pipe industry including the PPFA, the Plastic Pipe Institute and the Uni-Bell PVC Pipe Association.

PRO's activities include technical research, marketing programs, market development work and public information initiatives. The organization is part of the Vinyl Institute, the national trade association representing the leading manufacturers of vinyl, vinyl feedstock, additives, and film and sheet products. Headquartered in Wayne, New Jersey, the Vinyl Institute is a division of the Society of Plastics Industry, Inc.

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