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TO: VIGOR
Issues Management Committee

DATE: October 3, 1994

FROM: John Opdycke

COPIES: Bob Burnett
Dave Meeker
Nora Jacobs

SUBJECT: Wal-Mart Contact

As many of you will remember, I attended a conference on dioxin in St. Louis this past July where I heard discussion among some of the greens of potentially targeting Wal-Mart, the largest retailer of PVC products, as a large purveyor of dioxin.

Using this as an opening, I have established a contact with Steve Schwitters, a marketing manager at Wal-Mart and have had an opening discussion regarding the chlorine issue as it affects the products they carry, particularly those made of PVC. I proposed that a group from the VI visit with Steve and other appropriate Wal-Mart representatives to update them on the vinyl industry's (as well as the chlorine industry's) positions on the issues of the chlorine phaseout and dioxin reassessment.

Steve appreciated the contact, but felt that a meeting would be premature at this time. According to him, in the thousands of calls/letters Wal-Mart receives from customers, only two in the last year mentioned chlorine or vinyl in a negative light.

Steve did tell me that Wal-Mart has created an "environmental board" that is currently examining packaging issues. Currently, the board is only looking at ways to reduce the use of paper packaging. Steve went so far as to say "they're not even looking at chlorine-free bleaching or anything like that."

Steve asked that I continue to keep in touch and would like me to definitely follow-up in early 1995. (That's when the environmental board will report on paper packaging, and possibly take on a new subject.)

I will continue to stay in touch with Steve, and apprise you folks of any new developments. Please feel free to call me if you have any questions or comments about this contact.

Regards.

JOHN

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