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NEW GROUP FORMED TO PROMOTE PVC IN PIPE APPLICATIONS

WAYNE, New Jersey, October 2, 1989 -- The Vinyl Institute has announced the formation of a new group, the Pipe Resource Organization (PRO), to promote the use of PVC (polyvinyl chloride, or vinyl) in the use of water and sewer pipe and related component applications.

In 1988, 3.3 billion lbs. of PVC resin were used in the manufacture of PVC pipe. That figure is expected to grow in both new and replacement applications due to PVC's relative light weight, low cost and overall performance characteristics, said Dave Peters, chairman of PRO and business director-commodity resins at Occidental Chemical.

"We are seeing a growing preference for PVC for use in both water and sewer installations," said Peters. "We believe PVC pipe has a strong future. Our goal is to provide accurate information about it to both current and prospective users and to communicate PVC's many advantages over other forms of piping."

Peters said PRO will sponsor research on the use of PVC in pipe applications, serve as a clearinghouse for product information and work with other organizations that can similarly influence PVC's position in the pipe market.

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Last year, the Vinyl Institute created a similar organization, the Electrical Materials Council, to address the needs and potential of the electrical industry. Another group focusing on the packaging industry, the Vinyl Packaging Council, was formed in 1987. "This approach enables us to better identify and service the needs of specific markets and to develop opportunities for the expanded use of vinyl," said Dr. Roy T. Gottesman, executive director of the Vinyl Institute.

The Vinyl Institute is a national trade association representing the leading U.S. manufacturers of vinyl, vinyl chloride monomer and vinyl additives and modifiers. Founded in 1982, the Institute serves as the voice of the vinyl industry, with a dual charter to promote and protect the industry and the markets it serves. The Vinyl Institute is a division of the Society of the Plastics Industry, and is headquartered in Wayne, New Jersey.

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