

VINYL PACKAGING COUNCIL

Customer Briefings: The Vinyl Packaging Council held the second "Issues in Vinyl Packaging" customer briefing in Chicago on September 15. The seminars, initiated in February 1992, are a joint effort with the Vinyl Institute Group on Recycling (VIGOR) to update packaging specifics on the status of recycling initiatives as well as to discuss the myths and realities of vinyl packaging. VI member companies have shared the stage at the briefings. The September 15 session featured Bill Carroll of OxyChem, Rich Ryder of Klockner-Pentaplast, and Jim Mullen of American Mirrex. The next briefing is now scheduled for January 21 in Anaheim, California.

Brochure: A new brochure "A World of Packaging Solutions" was released in November. This brochure, which replaces the brochure originally developed by the Council four years ago, features a variety of vinyl packaging applications beyond the bottle applications featured in the original pamphlet. The brochure has been designed as a folder, so that it can be used to provide updates on industry developments while remaining "evergreen". Actual products in vinyl packaging are featured in the brochure. It was first distributed in conjunction with the Council's participation in Pack Expo '92.

VIP Awards: The V.I.P. (Vinyl In Packaging) Awards were presented at a special awards breakfast November 10 in Chicago in conjunction with Pack Expo. This third annual competition, in a program created to recognize innovation and achievement in the use of vinyl packaging, drew some 50+ entries. The winners in the eight categories are noted on the attached sheet. The judges for the contest this year were Greg Erickson of Packaging magazine; Ben Miyares editor of Packaging Strategies newsletter; Roger Seid, President of Kaufman Container; and Steven Brown, contracting agent, packaging and marketing programs, GE Lighting. A story on the awards appears in the November 1992 issue of Packaging Digest and one of the winners is featured in the magazine's cover.

Pack Expo: The Vinyl Packaging Council sponsored an exhibit at the Pack Expo 1992 Trade Show in Chicago. The November 8-12 show, the largest packaging show in North America, is sponsored by the Packaging Machinery Manufacturers Institute. The exhibit was staffed by VI member company representatives. Appropriate follow up with those who stopped at the booth is now underway.

Research: A current market assessment of vinyl packaging is nearing completion by Cambridge Associates. The results of the research will be presented to the Council at its next meeting and will be used to develop program recommendations for future Vinyl Institute initiatives. Cambridge Associates did the original 1987 benchmark research for the Council as well as a 1989 series of focus group sessions.

CTL007832