



A Division of The Society of The Plastics Industry, Inc.

Roy T. Gottesman
Executive Director

May 22, 1991

TO: All Vinyl Institute Members
RE: National Vinyl Environmental Resource Center

As part of our new issues management program, we have established a new Vinyl Environmental Resource Center. That center, which will be located in Edward Howard & Co.'s Akron, Ohio, office, will include a toll-free hotline that we are announcing in the attached press release.

Our plan is to establish a national data base at the center, which will serve as a comprehensive information clearinghouse for material related to vinyl and enable us to effectively respond to the inquiries we receive via the hotline.

If you are aware of any reports or information that would be useful to add to the data base -- especially information related to the recycling of vinyl at the municipal level and its reuse at the consumer level -- I encourage you to forward the material directly to Dave Meeker, c/o Edward Howard & Co., One Cascade Plaza, 19th Floor, Akron, OH 44308.

Also, please publicize the new toll-free number -- 1-800-969-VINYL (1-800-969-8469) -- with your customers and other industry contacts. The more individuals we can reach with our message, the greater our success.

Roy T. Gottesman

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NEWS

Wayne Interchange Plaza II, 155 Route 46 West, Wayne, New Jersey 07470

FOR IMMEDIATE RELEASE

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VINYL INSTITUTE ESTABLISHES NATIONAL VINYL ENVIRONMENTAL RESOURCE CENTER/HOTLINE

WAYNE, New Jersey, May 22, 1991 – The Vinyl Institute, a division of The Society of The Plastics Industry, Inc., has announced the establishment of a National Vinyl Environmental Resource Center that will provide information on issues concerning vinyl recycling and the environment through an 800-number hotline: 1-800-969-VINYL (1-800-969-8469). The Center also will provide information on vinyl's fire performance and other health and safety issues.

"The establishment of the Resource Center will allow the Vinyl Institute to better serve those involved in the use and reuse of vinyl," said Roy T. Gottesman, executive director of the Vinyl Institute. "A significant body of knowledge has been developed regarding the role of vinyl in the solid waste management process, as well as other environmental, health and safety issues, and new information is being generated on an ongoing basis. This hotline will be supported by a national data base where all of that information will be gathered."

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Gottesman noted that the Institute's hotline is designed to complement, not duplicate, the 800-number established earlier this year by the Council for Solid Waste Solutions. "We plan to work closely with the Council on this and expect to be handling only those questions that are very specific to vinyl. Our Center will be providing a new level of information for those individuals who have questions about this one component of the waste stream," he said.

The Resource Center staff will seek to answer all questions and information requests concerning vinyl, and provide accurate referrals when appropriate. The hotline will be staffed Monday through Friday from 9 a.m. to 5 p.m. EST. The hotline will also have a message system to handle calls during off hours.

"The goal of the Resource Center is to provide accurate information on the role of vinyl in our environment and to encourage vinyl recycling in America," said Gottesman.

The Vinyl Institute is a national trade association representing the leading manufacturers of vinyl (polyvinyl chloride or PVC), vinyl feedstocks, additives, and film and sheet products. 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. It is headquartered in Wayne, N.J.

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