

## **VINYL DEFENDS ITS SAFETY AND VALUE PROPOSITION**

*From fabrics to water pipes, vinyl takes aim at myths and false statements*

**CORONA, CA (MARCH 2017)**-- Enduratex has joined forces with the CFFA (Chemical Fabrics and Film Association) and Vinyl Verified, a vinyl advocacy group to set the record straight and ensure that the public understands the benefits of vinyl, according to Jeff Post, VP and General Manager of Enduratex.

For decades, and with various claims, numerous groups have disparaged vinyl products with misleading myths and false statements. It almost could be humorous if the accusations weren't so blatantly untrue.

Consider this, when water pipes are found with corrosion, and health concerns such as lead in water become the reality, the fix is clear, get rid of the disease producing pipes and replace them with...vinyl pipes. This is why today's gold standard for transporting safe drinking water to our kitchens is PVC pipes. Likewise, when emergency response teams, MASH units and elite hospitals use medical tubing and critical care blood bags, PVC is the material of choice. Ditto upholstery fabrics in hospitals—for the seating to be fully cleanable, they need to be covered with vinyl upholstery products to ensure they are hygienic. And yet, vinyl's been getting a bad rap for years.

“We are constantly mystified that even some of our colleagues disparage vinyl, when they themselves are selling vinyl upholstery products,” said

Post. “There is confusion in the marketplace as to what is truth and who consumers and designers should believe. In our minds, there should be no question, if drinking water is safest when delivered by PVC pipes, it’s pretty clear that vinyl/PVC isn’t the enemy,” he added.

The Vinyl Institute (VI) is seeking truth and accuracy in reporting the claims against vinyl. “We have no objection to non-vinyl products competing with vinyl materials on a cost/performance basis. We object, however, to unsubstantiated comparative claims and inferences regarding PVC, particularly when recent studies have affirmed its acceptable health and environmental profile. Given the safety of its manufacture, its environmental attributes, and the ways it can be safely and managed at the end of its useful life, vinyl can compete effectively against other materials based on these attributes,” according to VI.

Among PVC’s beneficial attributes: the chlorine in the plastic means it takes *less fossil fuel* to make vinyl than to make other major plastics. Chlorine also imparts fire retardance; additionally, vinyl is one of the few materials qualified to meet the National Fire Protection Association’s stringent fire safety standards for electrical insulating material, even in plenum locations, according to the U.S. Green Building Council (USGBC).

One thing is certain, CFFA/CGPC-Enduratex/Vinyl Advocacy is on a mission, to set the record straight and stop the myths and false claims against vinyl in the industry.