



# NETWORK NEWSLETTER

## HIGHLIGHTS

NOVEMBER 2012

PVC industry representatives from different EU member states meet three times a year. They discuss and update each other on issues related to PVC. This newsletter summarizes the highlights from these meetings. **Further information can be obtained by contacting the PVC representatives directly.**



**Heinz Schratt, Austria** [Heinz.schratt@plasticseurope.org](mailto:Heinz.schratt@plasticseurope.org)

Austrian plastics industry is working towards simplified access to incentives for thermal improvement of buildings with the Ministries of Environment and Economy. VinylPlus/TNS stakeholder event on "PVC and Dioxins" in Vienna proved to be a successful pilot. It was the right opportunity to build new relations and trust with national authorities and NGOs. The issue of dioxins was put into context and constructive comments were made by the stakeholders. Main concerns focused on accidental fires and uncontrolled incineration of waste.



**Jean-Louis Dermience, Belgium**, [jean-louis.dermience@solvay.com](mailto:jean-louis.dermience@solvay.com)

PVC Info Belgium is strongly motivated to implement some action plan to influence NIBE (Dutch institute for bio-ecological construction - a market reference in BNL) statement on PVC windows. PVC windows are classed 4 and therefore rejected by NIBE. However NIBE ignores - among other aspects - the beneficial thermal insulation function of PVC windows.



**Ole Grøndahl Hansen, Denmark** [ogh@pvc.dk](mailto:ogh@pvc.dk)

Danish EPA runs two new projects on PVC; one on new phthalate strategy, the other on PVC recycling. PVC Information Council DK is involved in both. A visit by four representatives from the Danish Environmental Agency to a PVC converter was organized by PVC Council DK. A successful symposium on sustainability held in Copenhagen was organized by PVC Council Denmark, PVC Forum Sweden and AGPU. The event was inspired by the ancient Greek symposium and many influential stakeholders attended.



**Herve Millet, France** [herve.millet@plasticseurope.org](mailto:herve.millet@plasticseurope.org)

In October the PVC windows industry, supported by PVC producers, has launched a press and radio communication campaign aimed at giving a modern and "design" image of PVC windows. On 30 Oct 2012, PVC Forum promoted VinylPlus at the opening day of the new window recycling facility of Veka Recyclage in France.



**Werner Preusker, Germany, [preusker@agpu.com](mailto:preusker@agpu.com)**

Germany is frequently facing negative PVC news in the media. Adequate actions have been implemented; the Soft PVC campaign was launched to target decision makers and its PVCplus You Tube channel reached 22,000 visits between June 2011 and October 2012. AGPU members have a source of detailed information available on the "PVC-Wiki" to help them to build on their communication messages.



**Makis Ziomas, Greece, Bulgaria, Malta, Cyprus [seepvcforum@hol.gr](mailto:seepvcforum@hol.gr)**

Selection of PVC windows vs. alternative materials is being incentivized by the increase of the cost of energy and the fact that they improve the thermal efficiency of buildings. The medical devices industry favors PVC because of its compatibility with final products made of different polymers.



**Carlo Ciotti, Italy [carlociotti@pvcforum.it](mailto:carlociotti@pvcforum.it)**

400 architects attended the courses "L'architetto 20-20-20" at Bari, Bologna and Turin. The architects showed a strong interest with questions and requests for more information. PVC Forum Italia organized at Made Expo some windows installation courses attended by 300 people. For the first time, PVC profiles have been considered at the same level as other materials like aluminum and wood.



**Norbert Helminiak, Switzerland, [n\\_helminiak@t-online.de](mailto:n_helminiak@t-online.de)**

PVCH stopped anti-PVC comments in Swiss Centre for Rationalization in Building (CRB) document for sewer pipes. PVCH is working to eliminate leaflets discriminating against PVC windows published by the Authorities for monument protection at Chur. Special PVC frames show excellent results to regain top classification in Swiss eco-devis.



**Beatriz Meunier, Spain, [Beatriz.meunier@plasticseurope.org](mailto:Beatriz.meunier@plasticseurope.org)**

PVC Group decided to appeal to the "Ombudsman" concerning the prohibition of PVC in the building and construction guidelines of the municipality of Rivas-Vaciamadrid. The Total Cost of Ownership (TCO study) conclusions have been published in professional magazines for architects in Madrid and Barcelona. TCO deals with the long-term cost and energy benefits of PVC in building products.



**Lena Lundberg, Sweden** [lena.lundberg@plastkemiforetagen.se](mailto:lena.lundberg@plastkemiforetagen.se)

PVC Forum initiated innovative and efficient recycling systems for PVC waste from B&C sector (26 partners in the consortium). The Nordic Swan revised criteria for windows, flooring and doors. Recycling and renewable materials is of importance for The Nordic Swan. "Sustainable Chemistry 2030" is the vision of the 5 companies in the cluster in Stenungsund. The cluster aims to switch from fossil raw materials to renewable.

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**Sarah Plant, United Kingdom** [splant@bpf.co.uk](mailto:splant@bpf.co.uk)

On 2nd of October, the BPF's Vinyls Group held its annual seminar entitled, "PVC, the sustainable procurement choice". The video "Making savings with PVC" was launched and, by mid-November, has secured nearly 15,000 views on You Tube (<http://bit.ly/bankonPVC>).

The Vinyls Group is also challenging discrimination against PVC products; meeting with DEFRA and contacting local authorities such as Leicester and Kirklees Councils.

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**Ole Grøndahl Hansen, PVCMed Alliance** [ogh@pvc.dk](mailto:ogh@pvc.dk)



End of October 2012; PVCMed Alliance was launched. A new website has been created, [www.PVCMed.org](http://www.PVCMed.org), which will communicate about the advantages and safe use of PVC in health care – including flooring. In the future, PVCMed Alliance will seek dialogue with stakeholders. The launch has been featured in trade media across Europe and in the US.

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**Brigitte Dero, ECVm** [brigitte.dero@plasticseurope.org](mailto:brigitte.dero@plasticseurope.org)



The declining trend in demand for plastics continues. Business for PVC resin manufacturers is improving in the US as demand is picking up and exports are driven by low raw material and energy costs. Growth in Europe until 2040 expected to average 0.3 % per year.

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**Brigitte Dero, ECVm** [brigitte.dero@plasticseurope.org](mailto:brigitte.dero@plasticseurope.org)



The Green Public Procurement criteria for windows and external doors have been revised with a very positive outcome. PVC windows can get the Ecolabel if no "Lead ... and its compounds" is intentionally added. There is even one criterion recognising the efforts made by the PVC industry: "The bidder shall demonstrate that the production of PVC complies with best practice in accordance with VinylPlus or equivalent".

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**Arjen Sevenster, ECVm [arjen.sevenster@plasticseurope.org](mailto:arjen.sevenster@plasticseurope.org)**

EDC may be added to the REACH Authorisation list, but this would have no consequences for PVC manufacturing. A proposal by Austria to put azodicarbonamide on the REACH Candidate List will require national advocacy. Preparation is ongoing for the authorisation of recycled LMW phthalates.



**Brigitte Dero, VinylPlus [brigitte.dero@plasticseurope.org](mailto:brigitte.dero@plasticseurope.org)**

Post-consumer waste recycling is impacted by the economic crisis, but recycling of industrial waste according to the VinylPlus definition is picking up fast. The VinylPlus labelling system has been simplified and is undergoing a second round of comments.

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**THE PVC MEETING WAS HELD IN  
BRUSSELS ON 20 – 21 NOVEMBER  
2012. IT WAS CHAIRED BY ECVm's  
GENERAL MANAGER BRIGITTE DERO.**

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**Responsible editor:**

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