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Vinyl 2010 teams up with Delvaux for recycled PVC fashion bags

In a unique partnership with iconic Belgian handbag brand Delvaux, Vinyl 2010 gave a vivid demonstration of the recyclability of PVC to over 600 VIP guests attending the prestigious Friends of Europe dinner at the Sky Hall at Brussels Airport on 4 October.

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PVC TODAY

is a publication of ECVM and its European PVC network.

ECVM, the European Council of Vinyl Manufacturers, represents the European PVC producing companies and is a division of PlasticsEurope, the Association of Plastic Manufacturers in Europe.

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Engaging youth in the challenge of sustainable development

Vinyl 2010 launched its first "Essay Competition" during November. It is an ambitious initiative to engage young

people from across the European Union in the sustainable development debate.

The Essay Competition focuses on sustainability in an economic context. With entries required to respond to the title: "Are sustainable development and economic growth mutually exclusive?"

The competition offers the opportunity for young people aged 18-30 to share their views with the added incentive of 6,000 euros in prize money and the chance to be published!

This is an exciting new initiative for Vinyl 2010 that sees the PVC industry partnering with a judging panel of internationally-recognised independent experts on sustainable development,

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PVC and renewable energy in Finland



It will surprise many people to learn that the renewable energy revolution that's going on in Finland to help combat climate change is having positive benefits for the PVC industry.

To achieve the objectives of the Kyoto Protocol, moving towards reliable, economically viable, socially acceptable and environmentally sound energy services is crucial and, as elsewhere in the world, in Finland there is a drive towards renewable energy, energy efficiency and energy saving.

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Engaging youth in the challenge of sustainable development

the ENDS environmental news service, AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) and ESU (European Student's Union).

The competition is being publicised through an advertising campaign running

in the Brussels metro aimed at EU trainees and promotion in universities across Europe where sustainable development modules are taught.

The official closing date for essay submissions is 31 December 2007.

"The Vinyl 2010 Sustainable Development Essay Competition offers young people a platform to express their views on sustainable development and demonstrates the PVC industry's willingness to engage openly in this highly topical and often contentious subject" comments Vinyl 2010's

Chris Welton. "If you are in the right age group or if you know someone who is, please spread the word about the competition. Full details on how to submit entries can be found on our website www.vinyl2010.org."

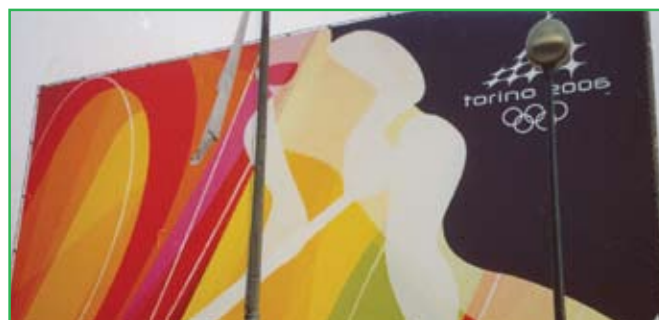
Vinyl 2010 teams up with Delvaux for recycled PVC fashion bags

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This year's Friends of Europe President's dinner was staged as a joint celebration to mark the 50th anniversary of the signing of the Treaty of Rome and the 75th birthday of Viscount Etienne 'Stevy' Davignon, who is one of the architects of the EU. Guests invited to the dinner included EU Ministers and Commissioners as well as a wide range of parliamentarians, NGO leaders, members of the media and high level business people from across Europe.

As a co-sponsor Vinyl 2010 enjoyed a high profile throughout the evening and then left a very memorable impression when each guest received a stylish Delvaux bag on departure made from recycled PVC banners from the Turin Winter Olympic games.

"We were delighted by the reaction of the guests when they received the bags" comments ECVM's Amélie de Bien, who retrieved the banner material from Turin and set up the partnership with Delvaux. "Not only are the bags highly desirable – a unique memento of a historic sporting event produced by one of the world's most exclusive bag brands; but each one is totally individual and a perfect demonstration of the wonderful recyclability of PVC.



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PVC 2008 Brighton conference: the new frontiers of PVC



Make a note in your diary: the 10th International Conference on PVC will take place on 22 to 24 April 2008 at the Brighton Dome, UK. The conference, which is the world's largest event on PVC, will debate state of the art

PVC production processes, discuss product stewardship and sustainability, and consider sectors of application, additives, recovery and recycling.

PVC 2008 is organised on behalf of the Institute of Materials, Minerals and Mining with the support of the British Plastics Federation (BPF), European Council of Vinyl Manufacturers (ECVM), and Packaging and Films Association (PAFA). The BPF will also be celebrating its 75th anniversary at the event.

More information can be found at: www.pvc2008.org.

Vinyl 2010 contributes to scientific debate

Over the past few months, Vinyl 2010 has taken part in three important international events presenting technical and scientific papers in the field of sustainability and waste management.

LCM2007 – Third International Conference on Lifecycle Management is one of the biggest conferences worldwide in the field of environmental, economical and social sustainability. More than 400 participants from the academic, political, and scientific world attended the conference in Zurich during August.

The ISWA – International Solid Waste Association Congress took place in Amsterdam in September. A Vinyl 2010 presentation on Recovinyl recovery schemes was received with interest by waste management specialists from around the world.

At the Sardinia 2007 – 11th International Waste and Landfill Symposium, organised by the University of Padua in collaboration with the Hamburg University of Science and Technology, Vinyl 2010 presented papers on the Recovinyl experience and the study on PVC management in the Province of Rome. The Sardinia Symposium is one of the most important international meetings on waste management issues.





PVC and renewable energy in Finland



One of the sources of renewable energy is the exploitation of biomass. The Finnish biomass energy business is experiencing significant growth, with the development of a second generation of bio-diesel underway.

And this drive is creating new and unexpected opportunities for materials other than the biofuels themselves. For example, the increase of the price of

wood is making PVC window profiles more competitive.

At the same time the generation of energy from biomass is also actually stimulating the use of other PVC applications such as pipes and tarpaulins which are making a complementary contribution to sustainable development by enabling the more efficient production of biomass fuels.

For example, a set of fretted PVC pipes placed over the ground, under a simple wood or pellet storage allows the air to dry the stored biomass naturally. Normally it takes more than one year for cut and chopped wood to dry sufficiently in the forest, but with the aid of PVC less than one year is required before it is ready for use. An alternative would be to dry the wood by making use of external energy in special silos. Some pipes can

also be placed vertically or inserted in the different layers of the biomass assuring good ventilation inside the pile. Following this process, the pipes are removed and re-used for a different woodpile.

Tarpaulins are used in several applications such as covers of silos, linings of bioreactors, tents for timers and various machinery, and tents for peat and reed canary grass mixing units.



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Welcome Chris!

ECVM and Vinyl 2010 welcome Chris Welton as Communications and Public Affairs Manager, succeeding Martyn Griffiths.

Chris has spent the last 5 years in a similar position with Hydro Polymers and before that had enjoyed a successful career in marketing communications in the UK outside the PVC industry.