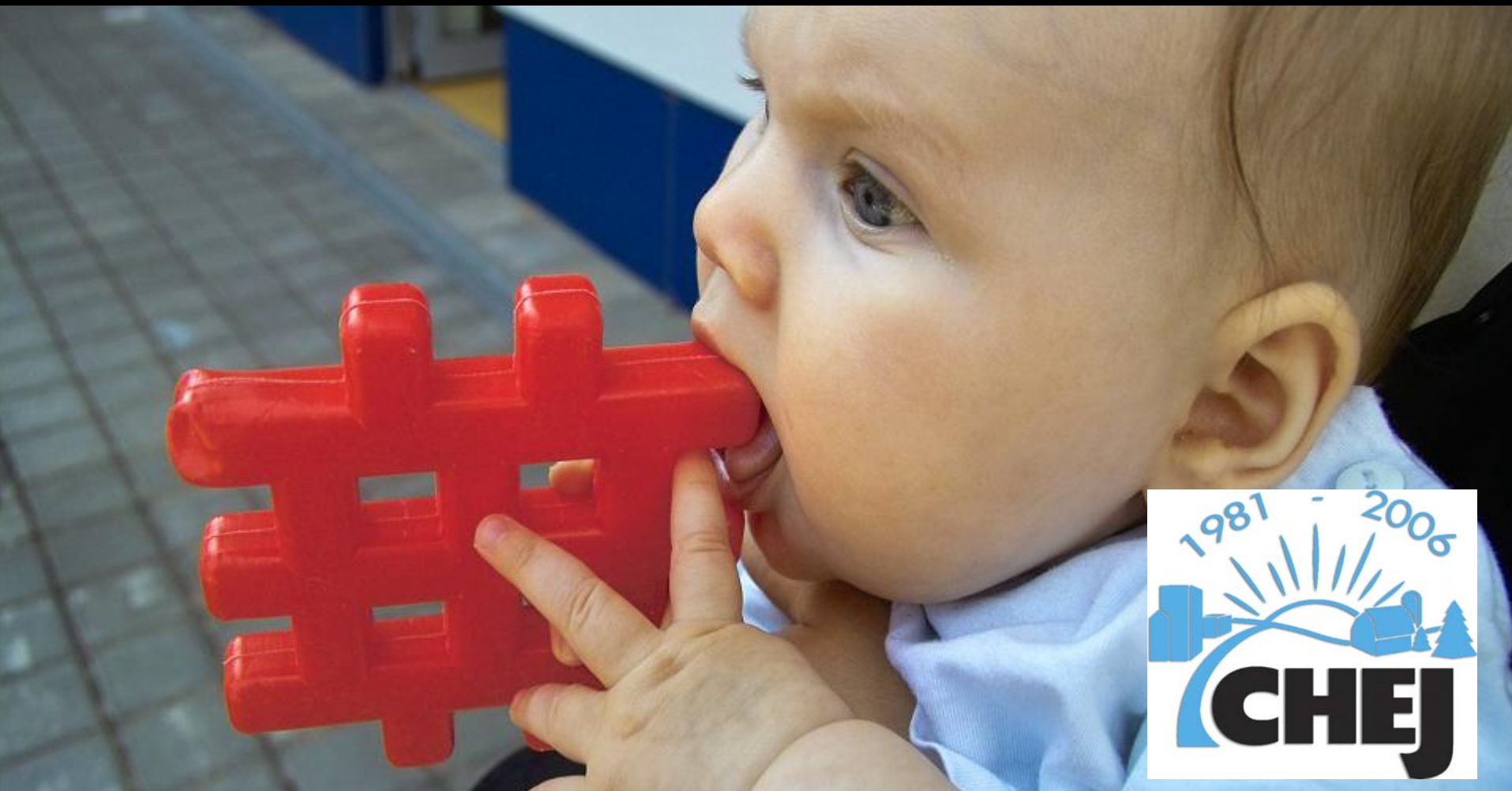


Industry PVC Phase Out Initiatives



Mike Schade, Center for Health, Environment and Justice

PVC – the Poison Plastic



©Les Stone/Greenpeace

Production

- Chlorinated chemicals used and released during manufacture (VC, EDC).
- Pure PVC – 57% chlorine.
- Chemicals known to cause cancer.
- PBTs
 - I.e. Dioxins, Mercury.
- Environmental justice and racism.
- Worker impacts.

Dangerous During Use

- Useless without harmful additives which can off-gas or leach out.
- Phthalates – may impair male reprod. system development, liver tumors, etc.
- Lead, cadmium, organotins.
- Children's toys, IV bags, flooring, food wrap, new shower curtain smell.



No Safe Disposal

- As much as 7 billion pounds of PVC disposed of every year in U.S.
- Can't be effectively recycled - one PVC bottle can contaminate 100,000 recyclable bottles.
- Releases toxic chemicals (i.e. dioxins) when burned in incinerators or in landfill fires.



Photo from www.burnbarrel.org

What's the Business Case?



- Safer, cost-effective alternatives readily available.
- Phasing out PVC helps build public trust.
- Protect company brand reputation.
- Safeguard and grow market share by anticipating further regulation.
- Raise company's environmental profile.
- Enhance company reputation and competitive positions worldwide.
- Broad public support for protecting health and the environment.

PVC Market Campaigning

- Focus on end-users, high profile companies sensitive to brand tarnishment, industry leaders, key sectors.
- Center for Health, Environment and Justice & PVC Consumer Campaign – consumer products and packaging.
- Greenpeace internationally – for many years, children’s toys, automobiles, athletic shoes, electronics, etc.
- Health Care Without Harm – healthcare sector.
- Computer Takeback Campaign – electronics.
- Healthy Building Network – building materials in healthcare and other sectors.

Key Product Sectors PVC Market Shift

- Automobile Interiors.
- Building Materials.
- Children's toys.
- Consumer product packaging.
- Electronics.
- Healthcare.
- Sneakers.

Building Materials – Largest PVC Use

- Construction materials – almost 75% of PVC use
- Carnegie Fabrics (wall covering, upholstery), Firestone Building Products (roofing membranes), Herman Miller (office furniture), Milliken (carpet), Shaw (carpet).
- Firestone – phase out all PVC roofing materials. Firestone Building Products stated, "*We concluded that there is a strong business case for the decision as well as an environmental case, and both are consistent with our business model. ... It's the right move from every way we look at it.*"
- "Over the past four years when presented with a choice, customers self-selected the new technology, which reached 70 percent of Shaw's total carpet tile production by year-end 2003." – Shaw Carpet news release
- "Milliken introduced PVC-free carpet in 1986, an action that has since removed more than 800 million pounds of polyvinyl chloride or PVC from production and ultimately from landfills - enough to fill 100,000 garbage trucks." - Milliken Carpet 5/8/06 press release



Children's Toys and Baby Products



- Gerber, Lego Systems, Brio, Chicco, Evenflo, International Playthings, Lamaze Infant Development, Sassy, Tiny Love all phasing out PVC in toys thanks to campaigning by Greenpeace across the world.

- Companies phase out PVC but not always publicly recognize hazards - ***“Since December, 1998, Gerber no longer makes toys from PVC, although the body of scientific evidence indicates that PVC (plastic with phthalates) products are safe. While the majority of our products were already phthalate free, in January 1999, Gerber began introducing additional phthalate-free products.”*** - Gerber

CPSC, PVC, & Phthalates

- 1980's - Consumer Product Safety Commission (CPSC) voluntary agreement with industry eliminating DEHP from pacifiers, rattles, and teething rings.
- 1998- CPSC voluntary agreement with toy manufacturers to remove DINP from rattles and teething rings and another phthalate, dioctyl phthalate, from pacifiers and baby bottle nipples, products that are intended for or likely to be mouthed by children under 3 years old.
- Many large retail chains agreed not to sell rattles, teething rings, pacifiers, or baby bottle nipples that contained phthalates, no enforcement.
- CPSC denied petition from environmental groups to ban PVC in toys.
- Today - PVC, Phthalates still in many toy/baby products – US PIRG tests.
- EU phthalates restriction.
- Efforts to ban phthalates in 3 U.S. states (CA, MN, MD) introduced this year – 2006 heavily opposed by chemical industry and subsequently defeated.
- City of San Francisco ban. Vinyl lunch boxes.

Automobile Manufacturers

- Ford, Honda, Daimler Benz, Mercedes Benz, BMW, Toyota, Volkswagen, Volvo.
- Volvo has developed black and grey lists of chemicals that are banned or limited in their vehicles, and has developed a “nose team” – team members inhale deeply from each jar and gives each component a score between one and six, where 'one' is unnoticeable and 'six' is overpowering. Nothing that scores more than 'three' will be approved.
- Honda has been reducing PVC because of concerns that after cars are disposed of and shredded, “shredder residue” is often incinerated and are focusing on chlorinated materials such as PVC that contribute to dioxin formation.

Consumer Product Packaging

“We are committed to...replacing PVC packaging for our private brands with alternatives that are more sustainable and recyclable within the next 2 years.”

-Wal-Mart CEO, Lee Scott, October 2005

▪Wal-Mart (private label packaging), Microsoft, SC Johnson, Limited Brands (Victoria's Secret and Bath and Body Works), Crabtree & Evelyn, HP, the Body Shop, Nestle, Evian, Reckitt Bensicker (Lysol), Sony, Helene Curtis, Federated Group, Avon, Bristol Myers, Ikea, and many others.

SC Johnson & Greenlist



- Greenlist – process that compares the environmental and biological impacts of chemical choices, ranking them as “best”, “better”, “acceptable” or “restricted use material”.
- Criteria such as PBT, POP, endocrine disruption, carcinogenicity, reproductive toxicity, banned in countries, etc.
- Eliminated and reformulated PVC food wrap – “saran wrap”.

SC Johnson & Greenlist

- Metal polish – required PVC use. Determined to eliminate the PVC container, reformulated the polish to be packed in a non-PVC bottle (PET) that uses less chemicals and matches the performance of the old product. Cost savings of \$30,000 / year.
- Argentina replaced PVC blister packs with polypropylene for a cost savings of \$150,000/year.
- In 2002, SC Johnson completed a PVC-free packaging transition - over 3.7 million pounds of PVC.

Electronics

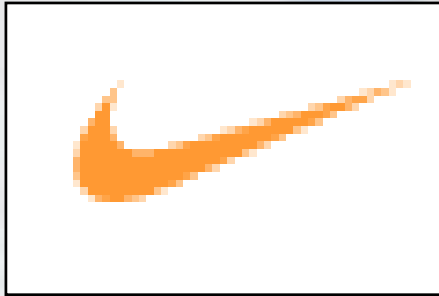
- Apple, Hewlett Packard, Nokia, Samsung, Sharp, Sony.
- Some electronics companies including Nokia and Dell have developed lists of banned or restricted materials lists that identify PVC as a priority for phase out.
- “Nokia has taken a precautionary approach and compiled a Nokia Substance List (NSL)...substances that Nokia has banned, restricted or targeted for reduction with the aim of phasing out their use in Nokia products.”



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- Major challenge – identifying alternatives to PVC wiring.

Athletic Shoemakers - Just Do It



- Adidas, Asics, Nike, and Puma are phasing out PVC.



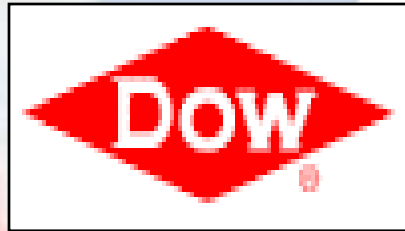
- In response to Nike's actions, the Vinyl Institute sent out a news release stating, "The decision by Nike to stop using vinyl in its products is based on false or misleading information supplied by Greenpeace and will hurt rather than help the environment, the vinyl industry said today. Nike was urged to form a scientific panel led by members of its Board of Directors to reevaluate the decision. "

Retailers

- Ikea, Marks & Spencer, H&M, Wal-Mart (packaging), others.
- Ikea advertises that their shower curtains are a “chlorine-free plastic material, is an alternative to PVC”.
- H&M worked with suppliers to develop new printing methods and new materials for products such as rainwear. PVC-free goal - 2002.

We're Winning! Demand Worldwide Declining

"Despite solid sales growth in Europe, vinyl chloride monomer volumes also fell year-over-year, reflecting weaker global industry demand for polyvinyl chloride."



"Total PVC demand, inclusive of domestic demand and exports, was 502 million pounds lower in 2005 compared to 2004. . . Major disruptions in logistics and raw material supply forced end-users to use products from their inventory. PVC demand performed well in core markets such as pipes and fittings and windows and doors; other PVC markets saw declining demand including siding profiles, wire and cable, film and sheet, and fencing and decking."



Opportunities to Get Involved in PVC Campaigning

- HCWH, HBN, Greenpeace, Computer Takeback, etc.
- PVC Consumer Campaign Opportunities
 - Purchase PVC-free products.
 - Sign Up for PVC Action Network – log onto www.besafenet.com/pvc
 - Endorse the campaign platform – coming soon.
 - Get involved in campaign strategy calls – monthly calls to help guide campaign strategy and direction.
 - Participate/help organize an event – PVC Day of Action.
 - Policy work – purchasing, phthalates in children's toys.
 - Organize a Blue Vinyl screening – home, church, school, etc.

Learn More & Get Involved

Websites:

www.besafenet.com/pvc

www.healthybuilding.net

www.noharm.org

www.greenpeaceusa.org

www.pvcinformation.org

www.myhouseisyourhouse.org

www.computertakeback.com

Get Involved!

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