

PVC TODAY

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Social Progress - Urban social provocation in the USA

Help to the homeless help or urban furnishing? Social provocation or humanitarian act? This is the nature of the Urban Nomad Shelter, the realisation of the two partners of the Los Angeles-based Electroland - McNall and Seeley.

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Building sustainability

The road to sustainability is also an appraisal process, made up of experience, dialogue, science, performance and challenges. Sustainability is a strong commitment that is particularly important and significant for the role of industry today.

Aware not only of its responsibility to promote the sustainability of PVC but also of the social responsibility of the European PVC industry set out in the Voluntary Commitment, Vinyl 10 is continuously working to improve its dialogue with other stakeholders.

In 2006 as part of this ongoing dialogue, Vinyl 10 reinforced its partnership with key institutions and stakeholders such as the UN and Friends of Europe and continued its dialogue with the scientific community.

Since 2004 Vinyl 10 has been a member of the UN Partnership for Sustainable Development. The aim is contribute to the development of effective industrial partnerships and to the exchange of experiences at a global level. In May 2006, Vinyl 10 was invited to participate in the 14th session of the Commission for Sustainable Development (CSD) Partnerships Fair at the UN Headquarters in New York, focused on areas such as Energy for Sustainable Development and Industrial Development.

In August, Vinyl 10 became a VIP member of Brussels-based think-tank for EU policy analysis and debate Friends of Europe, which since 1999 has aimed to stimulate fresh thinking on the future of Europe and widen the EU debate by making it more controversial and lively, by covering a large spectrum...

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Turin 2006 Winter Olympic Games: PVC closes the loop

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Building sustainability



...of issues and by encouraging media involvement.

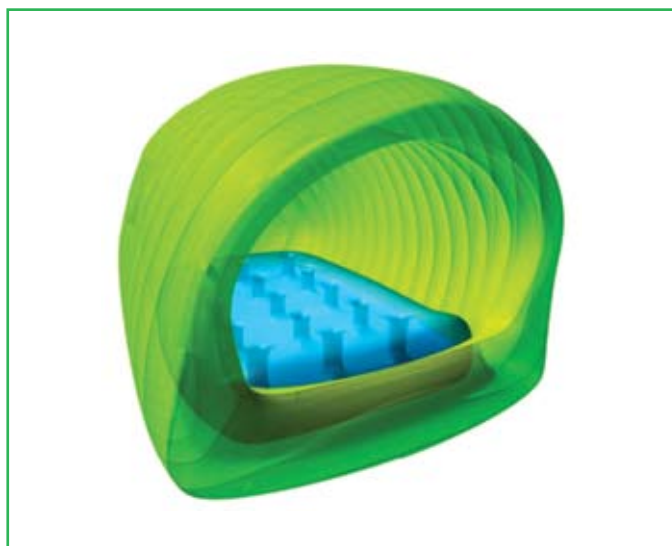
Vinyl 2010 also participated in the 2nd International Conference on Quantified Eco-Efficiency Analysis for Sustainability at Egmond aan Zee, the Netherlands. This conference, organised by the University of Leiden, is one of

the major events in the world on LCA and eco-efficiency methodology.

The conference's aim was further to develop understanding of the eco-efficiency concept, its implementation by industry and the policies which are most effective at promoting it.

Two hundred experts from all over the world attended the event, including academics, researchers, NGOs and regulators. Among the speakers were Timo Mäkelä - DG Environment, Bas de Leeuw - UNEP and Barbara C. Lippiat - US Department of Commerce/National Institute of Standards and Technology.

Vinyl 2010, as an industry representative, offered its approach to LCA and eco-efficiency in a special plenary poster session. It was also an occasion for networking and sharing views with leading experts in the sector.



Social Progress - Urban social provocation in the USA

This kind of inflatable cocoon conceived to protect homeless people from cold, rain and the hard pavement becomes a form of social statement, aimed at giving visibility through its vivid colours and odd shape to those who are normally unseen and unconsidered in our towns.

Both aesthetically pleasing to passers-by and occupants, the Urban Nomad Shelter uses a self-conscious "design culture" aesthetic to re-brand the homeless and re-map urban real estate. The neon coloured shelters are designed to be inexpensive, portable, and transparent. The structure is made with a membrane in coloured PVC.

Turin 2006 Winter Olympic Games: PVC closes the loop



The Winter Olympic Games of Turin 2006 paid strong attention to sustainability and eco-compatibility of the materials employed for structures and temporary structures. Among the materials evaluated by the Organising Committee as compliant, PVC was used for a wide range of applications such as temporary structures (tarpaulins, tenso-structures), safety barriers, and also maxi-posters, banners and panels which decorated the seven towns involved and the three Olympic Villages.

The "Look of the Games", the visual identity of the XX Games, used for example 13,000 rigid panels to cover 26 km of internal and external fences; 900 m² used for the graphics (from the cover of the bob and skate tracks and for covering receptions). 17,000 m² of banners and tarpaulins, 38,000 m² of PVC nets to cover buildings and 44,000 m² of PVC to cover the tribunes.

This carousel of colours and images characterised the character, personality and the image of the hosting town and Nation towards the Olympics.

With the contribution of Vinyl 2010, the PVC network and the contractors, the PVC banners and tarpaulins were collected at the end of the Games, selected and refined for recycling.

The material was finally sent to the German plant Jutta Hoser to be recycled for the production of plastic flooring which is mainly used on horse-riding courts, turfs and halls. Floor coverings from recycled material are also increasingly used in sheds for cows and pigs.

PVC closed its loop.



Best cleaning results with PVC flooring

At the "Surface disinfection and incompatibility with floorings" conference in Switzerland, the University Hospital of Basel reported on the cleaning behaviour of different flooring materials. PVC was reported as the best material for flooring in terms of cleaning performance. Several rubber products, for example, show a twice as long drying time after cleaning as PVC flooring. PVC flooring furthermore has a longer lifetime and is much less sensitive to mechanical damage to its surface.

“PVC: a creative world” fascinates Denmark



“PVC: a creative world” is the title of the charming exhibition on PVC design organised at the prestigious ID-Forum in Horsens, Denmark in May-June 2006 by the designer Riccardo Giovanetti. The exhibition was a partnership between ID-Forum, the European Council of Vinyl Manufactures and the PVC Information Council Denmark.

The exhibition accompanied the visitor on a voyage of discovery of PVC – as a metamorphic and poetic material, a sort of chameleon which can take on a multitude of expressions, colours, shapes and images.

As an expression of creativity and a product of the interpretation of the different cultures and experiences of designers

from all over the world, the exhibition was surprising also for its original use of PVC in itself. PVC pipes, usually used to transport water, form a colonnade creating a number of circular environments. In this way the space becomes enormously expressive – a labyrinth of constructions in neutral colours which act as the perfect backdrop for the exhibits.

The exhibition was the world's biggest collection of modern design objects made from PVC. Among the fifty or so objects exhibited were both classic designs like Frattini's Boalum lamp, De Pas' Blow chair and Enzo Maris' Bamboo vases, which were all designed in the Sixties and Seventies. But also innovative and groundbreaking designs were shown

- among others Ron Arad's bookshelves, Michael Sodeau's inflatable egg cups and Julia Dozas's flourishing designs. The Brazilian Campana brothers' now world-famous furniture, which features PVC in remarkable ways, can also be seen at the exhibition. Danish PVC designs are also represented. Among others Holger Strøm's IQ lamp and a Le Klint's latest design are shown. The objects were selected by Riccardo Giovanetti and loaned by the world's leading design houses such as Kartell, Edra, Zanotta, Artemide, Magis and Danese.

The exhibition aroused so much enthusiasm among the spectators and interest from the media that it was repeated in Copenhagen from 22 September to 22 October 2006.

FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS - FLASH NEWS

PLASTICISERS - The EU has confirmed that two of the most widely-used plasticisers are not classified as hazardous and pose no risks to either human health or the environment from their current use.

The publication in the European Union Official Journal of the outcomes of the EU risk assessments for Di-'isononyl' phthalate (DINP) and Di-'isodecyl' phthalate (DIDP) marks the end of a 10-year process of extensive scientific evaluation by regulators and provides confirmation of safety for users across Europe.

13TH SETAC EUROPE LCA CASE STUDIES SYMPOSIUM - Vinyl 2010 will participate on 7-8 December in the 13th SETAC (Society of Environmental Toxicology and Chemistry) Europe LCA Case Studies Symposium dedicated to Environmental Product Declarations (EPD) in Stuttgart. EPDs are among the key instruments developed to foster more environmentally-sound production and consumption in the future. They are used by decision-makers in many areas of application. The main purpose of EPDs is to provide correct and verified information about the environmental aspects of products. For more information: <http://www.setacmeeting.org/lca2006/>.