

PVC Sustainability

Selling the New PVC Message

Wednesday
1st November
2006

Ramada Hotel
Leicester



This conference is designed to support those **Selling PVC and PVC Products**. The conference will provide a thorough investigation into the excellent sustainability credentials of PVC and will equip your organisation with the facts required for **effective sales & marketing** of PVC and its Products.

Subjects covered will include:

- ♦ The Sustainability Story
- ♦ Material Innovation
- ♦ The Environmental Credentials of PVC
- ♦ Materials Recyclability and Recycling Issues
- ♦ Application specific presentations — Windows, Pipes, Cellular, Flooring and Packaging

Presentations will be given by **Leading Industry Experts** in a Clear, **Understandable Format** and supplemented with tools to provide **marketing and sales support** to you and your customers.

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British Plastics Federation Conference

PVC Sustainability: Selling the new PVC Message

SESSION 1:

CHAIR: Alex Hay

09:30 **Registration & Refreshments**

10.00 **An Introduction: Challenges and Opportunities**

Alex Hay
Arkema

10.10 **Market Development and Economic Sustainability of PVC**

David Kirkwood
Ineos Vinyls

- ◆ PVC Consumption patterns in Europe and the UK
- ◆ Forecast Future Trends of PVC Usage
- ◆ Drivers and Constraints to Future Consumption

10.25 **The Sustainability Story**

Philip Law
BPF

- ◆ What is Sustainability, why is it so important?
- ◆ Vinyl 2010—The PVC Industry Commitment to Sustainability
- ◆ Current and Future Issues Surrounding Sustainability

10.50 **The ECO Profile of PVC - Dispelling the Myths**

Roger Mottram
Ineos Vinyls

- ◆ PVC Manufacture & Composition
- ◆ Common Myths about PVC and the Facts
- ◆ Presenting the Environmental Credentials and Advantages of PVC

11.15 **REFRESHMENTS BREAK**

SESSION 2:

11.35 **PVC Additives Sustainability**

Jason Leadbitter
Hydro Polymers

- ◆ PVC Additives the Facts
- ◆ Why Changes to Additives and the Impact New Additives have on Physical and Environmental Performance of PVC
- ◆ Future Developments to Additives

11.55 **Recycling PVC**

Roger Morton
RecoVinyl

- ◆ The Recyclability of PVC Products
- ◆ The RecoVinyl Initiative
- ◆ Future Developments in PVC Recycling

12.15 **QUESTIONS AND ANSWERS**

12.30 **NETWORKING LUNCH**

"Everyone marketing Vinyl Products is now required to be on top of the latest scientific and technological facts in order to face down misrepresentation & misunderstandings from a variety of sources. This Seminar is designed to provide these facts, in order that we can all continue the successful development of our industry"

Alex Hay, Chairman BPF Vinyls Group

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SESSION 3:

- | | | |
|-------|--|---|
| 13.55 | Windows Sustainability Workshop (to run parallel with other sessions) <ul style="list-style-type: none">♦ A workshop on the PVC sustainability credentials of windows | Mike Stevenson
WHS Halo |
| 13.55 | Flooring Sustainability <ul style="list-style-type: none">♦ Presenting the PVC sustainability credentials of Flooring to Customers | Pete Thomas
Tarkett Marley Floors |
| 14.10 | Packaging Sustainability <ul style="list-style-type: none">♦ Presenting the PVC sustainability credentials of Packaging to Customers | Steve Griffin
PIFA |
| 14.25 | Pipes Sustainability <ul style="list-style-type: none">♦ Presenting the PVC sustainability credentials of Pipes to Customers | Mark Simpson
Wavin |
| 14.40 | Cellular Sustainability <ul style="list-style-type: none">♦ Presenting the PVC sustainability credentials of Cellular PVC to Customers | Len Meredith
Celuform |
| 14.55 | Windows Sustainability <ul style="list-style-type: none">♦ Presenting the PVC sustainability credentials of PVC Windows to Customers | Mike Stevenson
WHS Halo |
| 15.15 | Round up & Close | |

Seminar Outline

This seminar presents clearly and concisely the sustainability credentials of PVC, highlighting practical answers to questions that you may face. Case Studies will be used to engender understanding.

Who Should Attend

This is a must for all involved in the sales and Marketing of PVC or who have an **interest in the sustainability facts of PVC Products**, and is especially aimed at **Sales Executives, Marketing Executives, Communications Executives and Sales and Marketing Managers and Directors**.

Venue: Ramada Hotel

Address: Granby Street,
Leicester

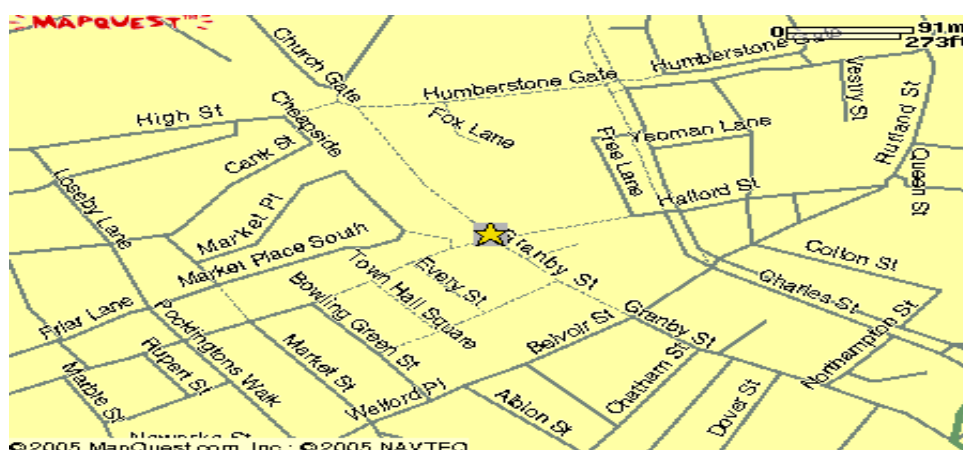
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REGISTRATION FORM FOR SEMINAR 1st November 2006 PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS

BPF MEMBER

No. Delegate spaces that you
wish to reserve

Your Name

DELEGATE NAMES:

COMPANY NAME

Address

Phone

EMAIL

PRICE:	BPF MEMBERS	—	£80.00 + VAT
	NON BPF MEMBERS	—	£90.00 + VAT
	TABLE TOP	—	£250 + VAT
	(Members only includes delegate place)		

Method of Payment:

☐ Cheque (enclosed)

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TOTAL
(EX VAT) £

Credit Card #

VAT £

Security #

Exp. date

Issue Number

TOTAL: £

Card Holders Address

Signature

Terms and Conditions

All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded to you together with joining instructions.

Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.

Refunds: A charge of 20% will be made on written cancellations received before 20th October 2006 — No refund will be given after this date.

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