



**PVC FORUM ITALIA**

**CENTRO DI INFORMAZIONE SUL PVC**

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[www.pvcforum.it](http://www.pvcforum.it)

[www.sipvc.org](http://www.sipvc.org)

[www.tubipvc.it](http://www.tubipvc.it)

[www.pvccompounditalia.org](http://www.pvccompounditalia.org)



## The PVC Forum Italia

Founded in 1996, The PVC Forum Italia is the Italian association which represents the entire PVC value chain (PVC resin producers, additives producers, converters).

<b>Homogeneous Group</b>	<b>2010 n. of Associates</b>
PVC manufacturers	3 + ECVM
Additives manufacturers (plasticisers, fillers, stabilisers)	6
PVC Converters	86
Recyclers	2
Honorary members	5
<b>Total members</b>	<b>102 + ECVM</b>

The converter members of the PVC Forum Italia represent about 60-70% of the PVC transformed in Italy.

<b>Converters</b>	<b>N. of Associates</b>
Pipes & fittings	14
Rigid films	7
Flexible films	1
Film converters	1
Floorings	5
Windows	38
Rolling shutters	5
Compounds	15
<b>Total converters</b>	<b>86</b>



## 1. Objectives

- Promote PVC, its technical and environmental performances and its socio-economic value
- Promote high quality of PVC applications in all the sectors
- Participate to the definitions of norms, standard and regulations at national level and contribute to the definition of European regulations
- Propose and define (together with its members) guide-lines and strategies for the development and promotion of the PVC market.

## 2. Activities

- Scientific and technical information and formation for media, public opinion, stakeholders, specifiers, institutions, with particular attention to sustainability and product stewardship
- Organisation of conferences, training courses and participation to relevant exhibitions and events
- Coordination and dissemination of the information provided by national and European related associations (ECVM, PlasticsEurope, VinylPlus, etc)
- Development of contacts with institutions, bodies and associations
- Realisation of studies and researches
- Participation to the activities of bodies and institutes of norms and standardisation (Uniplast, CEN, CTI), and to national and international initiatives such as Ecolabels and GPP or environmental protocols (GBC Italy and ITACA for B&C, CAST for packaging).

## 3. Sectorial working groups

In order to better respond to the member needs, specific working groups have been organised for the main applications such as pipes, windows and roller shutters, compounds and films. Each Group promotes specific initiatives for the support of their markets, from quality and sustainability labels, to events and conferences, studies, standards and regulations.

### 3.1 Working Group pipes

The Group pipes operates in the field with dedicated technical promoters that promote PVC pipes with utilities, public administration and other possible customers. The promoters activity is supported with technical manuals, documents and materials produced by the PVC Forum Italia and its related associations.

The Group also is active with advertising campaigns and ad hoc activities for clients.

Conferences and seminars on PVC pipes benefits and on piping systems are regularly organised.

A network of laboratories was also set up for the monitoring of the pipes quality.

The group has its own quality label.

Specific PVC pipes web site [www.tubipvc.it](http://www.tubipvc.it)



### **3.2 Working Groups Windows and roller shutters**

The Group operates for the promotion of PVC windows and shutters with specific initiatives and conferences and seminars. A special school for installers has been realised and the school releases patents for the correct installation, in order to guarantee the respect of energy efficiency and acoustic insulation in the perspective of the energetic certification.

The Group is very active in the monitoring and collaboration in energy-efficiency issues and sustainable building initiatives. A massive technical documentation is produced by the Group. Both the sectors, windows and rolling shutters, have specific quality labels.

Specific PVC windows, profiles and rolling shutters web site: [www.sipvc.org](http://www.sipvc.org)

### **3.3 Working Group Compounds**

The working Group compounds activities are mainly related to the management of the emerging REACH related issues, and to the promotion of sustainable formulation through the G Compound quality and sustainability label.

Every year the Group realises a survey on PVC compound market in Italy, which also analyses internal demand and export.

Specific PVC compounds website: [www.pvccompoundsitalia.org](http://www.pvccompoundsitalia.org)

### **3.4 Working Group film**

The working Group film operates for the support and promotion of PVC in very delicate sectors such as food and pharmaceutical packaging and in sectors such as towels, cards and fashion.

The activity of the Group is mainly focused on the management of environmental and health issues (in particular in the retail sector and food contact). A specific label has been agreed and adopted.

## **4. The involvement of the value chain**

Through the active involvement of the entire PVC value chain in Italy, the PVC Forum intends to be a vehicle for the improvement of competitiveness of the entire sector, both from the technical and environmental point of view, and to be active part in the choice of the industrial policies.

In particular, as association, the PVC Forum constitutes a reference point for the SMEs that through the PVC Forum can be part of this activities.

## **5. The environmental policies as an instrument to improve the competitiveness of the sector**

Sustainability and environmental policies are of critical importance for the PVC Forum, as this policies are more and more determinant for the PVC market. In line with this conviction, the PVC



Forum promotes the eco-efficiency of PVC in its entire life cycle and the dialogue among industry, institutions and markets.

### **5.1 Building and construction**

The PVC Forum Italia monitors the laws and regulations concerning the B&C sector and cooperates with some of the local institutions. In particular the following regulations on sustainable and eco-efficient buildings have been monitored and analysed: Piemonte, Lombardia, Friuli Venezia Giulia, Emilia Romagna, Toscana e Puglia Regions; Bolzano, Treviso and Firenze Provinces; Torino, Trento, Bergamo, Rimini, Faenza, Ravenna, Cesena, Carugate Communes.

The PVC Forum Italia, furthermore, monitors and cooperates with organisms related with sustainable building such as ITACA protocol and GBC Italia/LEED. GBC Italia (Green Building Council Italia) is the organisation who will adapt and realise in Italy the LEED standards, as defined by the US GBC.

## **6. Studies**

A consolidated collaboration with scientific bodies has been established and new LCA studies (specific for the Italian products) on windows and pipes were realised.

The PVC Forum Italia commissions every year a quantitative study on the transformation of PVC in Italy.

Several technical documents are furthermore produced by the PVC Forum Italia in cooperation with its members, covering sectors of applications, products and general issues.

## **7. Conferences/events/exhibitions**

The PVC Forum Italia organises meetings, training courses and conferences and/or participates, with speeches or conferences, at the main events of interest in Italy and abroad, such as Klimahouse, SAIE, H<sub>2</sub>O, Ecomondo, Plast, Sardinia Symposia, SETAC, Made Expo, Eire conferences.

## **8. The 'labels' strategy**

The PVC Forum Italia intends to promote a new culture of the Italian PVC industry "designing the future", towards sustainability. This promoting high quality and performing PVC products, in line with the REACH regulation and IPP requirements, with the introduction of voluntary quality and sustainability labels for PVC products and applications.

To implement this policy the PVC Forum Italia coordinates specific Working Group for the main application sector (windows, pipes, compounds, rolling shutters, films) involving the PVC Forum members; and define and agree criteria for the label to guarantee technical-environmental-health performances of PVC products and manage voluntary labels.



The objectives of the labels are:

- To inform consumers that an always more sustainable PVC exists, and that it guarantees the safety of consumers and workers
- To promote among the converters the use of substances always less hazardous for human and environment
- To consider the reduction of waste and recycling as a part of the plant optimisation
- To adopt management systems always more compatible with the needs of a modern society
- To guarantee technical performances and the respect of standards.

### **8.1 PVC Roller Shutters**

The label guarantees quality and performances of PVC roller shutters

- Strictly comply with UNI EN 13659 and UNI EN 13245-1 standards
- Operate in line with ISO 9000 certification
- Avoid lead stabilisers and when possible use “G” labeled compounds
- Re-use production scraps and commitment to to recycle collected post-consumer roller shutters



### **8.2 PVC window profiles**

The label guarantees quality and performances of PVC windows profiles

- Strictly comply with UNI EN 12608 and UNI EN 14351-1 standards
- Operate in line with ISO 9000 certification
- Develop formulation without lead stabilisers and when possible use “G” labeled compounds
- Re-use production scraps and commitment to recycle collected post-consumer windows



### **8.3 PVC pipes and fittings**

The label guarantees quality and performances of PVC pipes and fittings

- Strictly comply with UNI EN 1401, UNI EN 1452 and UNI EN 1329 standards
- Specific promotional activities for PVC pipes
- Technical books and articles in sector magazines
- Collaboration with Architects and Engineers associations, and technical departments of local authorities and multi-utilities



### **8.4 PVC Compounds**

Label criteria:

- Compounds not containing lead and other heavy metals
- Avoid the use of SVHC (substances of very high concern) of the candidate list published by ECHA) and therefore avoid use of DEHP, BBP and DBP



- Quality (Iso 9000) certification
- Technical performances of the final products
- Environmental (Iso 14000) certification or join the Responsible Care Cefic/Federchimica programme
- Procedure for reducing plant waste production and disposal in landfill, ensuring workers health and safety.



The PVC Forum Italia, representing 8 SME's of the Compound Group, was awarded with the 2008 Product Stewardship Prize of Federchimica Responsible Care

### **PVC Film**

Label criteria:

- Films must not contain lead and other heavy metals; TBT and DBT organotins stabilisers; DEHP, BBP and DBP;
- cancerogenic and allergenic pigment as defined in the ÖKO-Tex® standard 100
- Avoid the use of SVHC (substances of very high concern) of the candidate list published by ECHA)
- Quality (Iso 9000) certification
- Environmental (Iso 14000) certification or join the Responsible Care Cefic/Federchimica programme
- Procedure for reducing plant waste production and disposal in landfill, ensuring workers health and safety.

