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.
SESSION 1:

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 Vinlys
◆ 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 Vinlys
◆ 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 Vinlys Group
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<th>Time</th>
<th>Session Title</th>
<th>Presenter</th>
<th>Company</th>
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<td>Windows Sustainability Workshop</td>
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<td>Flooring Sustainability</td>
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<td>15.15</td>
<td>Round up &amp; Close</td>
<td>Mike Stevenson</td>
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**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
LE16ES UK
Tel: 44-(0)-1162-555599
Fax: 44-(0)-1162-544736
Email: sales.leicester@ramadajarvis.co.uk
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 the this date.

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

BPF MEMBER

Your Name

COMPANY NAME

Address

Phone

EMAIL

DELEGATE NAMES:

No. Delegate spaces that you wish to reserve

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) ☐ Visa
☐ MasterCard ☐ Switch

Credit Card #

Security # Exp. date Issue Number

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