

# When it comes to PVC and the environment...

*Give us some credit!*



PVC is one of the world's most flexible and versatile materials. It is specified for its advantages of strength, light weight and cost effectiveness - It also offers unique properties which make it ideal for the billions of credit, security and identity cards which are an essential feature of modern life. In fact, we believe PVC represents one of the great social and environmental success stories of our time.

PVC can truly be regarded as a twentieth century miracle material with outstanding environmental credentials. It makes the best possible use of valuable resources and uses minimal energy during production. PVC credit cards are safe and durable in use. So you might not be surprised to learn there are 92 million in circulation in Britain today.

PVC is also the only material charged with the task of carrying the blood which one day might save our lives. It is also used in tubing for surgery, safety packaging for medicines, life-saving clingfilm in emergency burns units and for hundreds of other applications in our daily lives.

Even when it comes to disposing of PVC, you should have no fears. PVC recycling technology is well proven and the recovery of energy from PVC in modern incinerators offers an environmentally sound alternative.

So if you hear stories about PVC and the environment, contact us first and we'll be happy to give you the facts.

## The Safe Choice...

**PVC**

Supported by



and



**BPF Tel: 0171 457 5046 Fax: 0171 457 5045**  
**PIFA Tel: 0115 978 8831 Fax: 0115 942 2650**