

a heartfelt appeal



Every hour of every day, around the world, thousands of lives are saved with help from PVC medical, pharmaceutical and surgical products. Catheters, surgical tubing, sterile gloves, plasma and saline bags, pharmaceutical products, even safe, non-slip flooring in operating theatres – all rely on the unique qualities of PVC.



But nowhere is PVC more appreciated than in heart surgery. For example, Liverpool's Cardiothoracic Centre is not just one of Britain's top specialist heart units, it is a world leader in pioneering new

techniques aimed at extending the boundaries of cardiac care further than ever before. Just one of the techniques used here – involving an inflatable PVC balloon inserted into a damaged artery – is saving people's lives every day.

For all these reasons, the UK PVC industry is appealing for donations to Cardiothoracic Centre funds from its major manufacturing businesses, its 50,000 employees and people like you who care



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the PVC
industry
supporting
heart research

“ Just as PVC is helping relieve pain and suffering in every hospital across the globe, it may also come as a relief to know that PVC is good for the environment too. ”

about good health and the environment.

And, just as it is helping relieve pain and suffering in every hospital across the globe, it may also come as a relief to

know that PVC is good for the environment too. Compared with many other everyday materials, and across its full life cycle, PVC can boast exceptional environmental credentials. It uses a lot less energy in manufacture than many other materials. And by using advanced “closed-loop” raw material production technologies, Europe's leading PVC companies make sure it is just as safe to manufacture as it is to use.

So, when you think about PVC, stop to think about how it makes a major contribution to your health, your quality of life and the world in which you live. And if you want to help the Heartfelt Appeal, or just find out more about PVC, fill in the slip below and we'll help you keep your finger on the pulse.

