

protect the world's trees...

PVC helps.

It may come as a surprise to you but the strength, flexibility, long-life and recyclability of PVC make it ideal for helping millions of new trees get a safer start in life across the UK each year.

A simple yet effective tree protector – made from recycled PVC – helps guard saplings from the ravages of unwanted predators. The clever design and in-built flexibility of PVC means that the protector grows as the tree grows.

But PVC's tree-protecting role doesn't stop there.

Whilst sustainable forestry management programmes have a major role to play, PVC also makes its own important contribution to ensuring that the Earth's natural resources are efficiently utilised.

The use of tough, uPVC double glazed window and door frames, weatherproof cladding, soffits and fascia boards is familiar to us all but there are hundreds of other durable and energy-saving PVC building products including drainpipes, guttering, sanitary fittings, hoses, sills, roofing, flooring and wallcoverings. The list is endless.

“PVC is already making a positive contribution to your health, your quality of life and the world in which you live.”

The discovery of PVC more than half a century ago by mixing a little oil and salt with a lot of genius, led to one of the miracle materials of all time. Since then, decades of scientific study have led to PVC becoming the most understood and researched of our everyday plastics. And by using advanced, "closed-loop" production technologies, you can be sure that PVC is safe to make as well as use. In fact, whichever way you look at it the message is clear. PVC can be regarded as one of the great success stories of our time.

One more thing. You will be pleased to know that thousands of tonnes of PVC products are re-used or recycled every year in Britain alone, to make products from picnic tables to drainpipes, fence posts to floor tiles, even orthopaedic shoes for lame cattle.

In fact, PVC is capable of being safely and efficiently disposed of through a variety of waste management options including recycling, incineration with energy recovery and landfill.

So, when you think about the environment, think about how PVC is already making a positive contribution to your health, your quality of life and the world in which you live.

And if you want to know more, please complete the reply card below. We'll be happy to help you see the wood for the trees when it comes to PVC in our environment.



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Plastics Industry Federation

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PVC

✓ Good for Life...
✓ Good for the Environment