

MONTHLY WALLCOVERINGS UPDATE

PRESENTED BY THE WALLCOVERINGS ASSOCIATION (WA)

Vinyl Wallcovering Myths Debunked

Vinyl wallcoverings are a wonderful option for interior designers. They're durable, easy to clean and easy to maintain. That said, there are a lot of questions about vinyl wallcoverings in today's marketplace.

The Wallcoverings Association recently teamed up with the Vinyl Institute to take the mystery out of these convenient wallcoverings. Check this page in the coming issues for more information, or visit www.wallcoverings.org.

Q. What is vinyl and where does it come from?

A. Vinyl is essentially derived from two simple ingredients: fossil fuel and salt. Petroleum or natural gas is processed to make ethylene, and salt is subjected to electrolysis to separate out the natural element chlorine. Ethylene and chlorine are combined to produce ethylene dichloride (EDC), which is further processed into a gas called vinyl chloride monomer (VCM). In the next step, known as polymerization, the VCM molecules are converted into a fine, white powder—vinyl resin—which becomes the basis for the final process, compounding. In compounding, vinyl resin may be blended with additives

such as plasticizers for flexibility, stabilizers for durability and pigments for color. Through various plastics processing operations, manufacturers are able to offer versatile products with customized performance characteristics.

Q. Is the process for manufacturing vinyl and vinyl wallcoverings safe for workers, the environment and the surrounding community?

A. The vinyl production process is extensively regulated by federal and state governments, and is essentially enclosed and computer-controlled, to safeguard the health of industry workers, people living near vinyl manufacturing facilities, and the environment. In addition, North American vinyl resin manufacturers have made a voluntary public commitment to achieve the goal of the chemical industry's Responsible Care program (www.americanchemistry.com), one of the most comprehensive and conscientious standards of health, safety and environmental conduct created by any industry.

Workplace exposures to VCM are regulated by the U.S. Occupational Safety and Health Administration (OSHA), and air and water emissions



The Wallcoverings Association (WA) has made this monthly update possible.

WA is a member-based, not-for-profit organization, focused on the manufacturing, distributing and overall sales within the wallcoverings industry. To find out more information about the information found on this page, or to find out more about the endless member benefits of this highly regarded association, please contact WA Headquarters at (312) 644-

associated with the vinyl manufacturing process are regulated by the U.S. Environmental Protection Agency (EPA). In 2002, EPA reviewed the standards applicable to the vinyl industry and determined that compliance with current emission standards reflects "maximum achievable control technology" as mandated in 1990 by the Clean Air Act.

Q. Are there any restrictions to disposing of vinyl in landfills?

A. No. In fact, landfills are often lined and capped with vinyl membranes to protect groundwater. This is because the vinyl sheets are long lasting and virtually inert.

WA Spokesperson Robert Verdi Talks Style Trends

In the fashion world, celebrity designer and WA spokesperson Robert Verdi knows style. Here is a glimpse of what he says is exciting him this season.

Deep blues and rich chocolate browns are the "it" colors. Robert says that fashion and interior designers have taken inspiration from a variety of sources, including the Mediterranean coastline and the gleaming browns of 1930s automobiles.

Shades of blue and brown, as well of combinations of the two, were featured in almost every collection at Fashion

Week in February, as well as worn by celebrities like Charlize Theron and Hilary Swank at the Golden Globe awards.

Robert says fashion has everything to do with interior design. He says that interior designers are getting their cue from the runways this season. Specifically, wallcoverings are finding themselves in the spotlight this season. From bold polka-dot prints to subtle papers with a hint of texture, like woven fabrics and simulated bamboo textures, wallcoverings are hot.

"Wallcoverings are my new obsession," Verdi says, adding that he loves the triple play of color, texture and de-

sign that wallcoverings offer to the interior design world.

To find out more information about Robert's favorites for this season, please visit www.wallcoverings.org

to view a free download of his PowerPoint presentation, "Fashion Forward: From the Runway to the Hallway."



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Robert Verdi