

**SAVA LAUNCHES NEW THEME FOR 2020/2021:
BUILDING FOR THE FUTURE**

Johannesburg, 11 August 2020. The Southern African Vinyls Association (SAVA) has adopted “Building for the Future” as its theme for the year. According to SAVA Chairman, George Dimond, this theme will be driving the industry body’s activities and projects for the 2020/2021 financial year.

“Polyvinyl chloride, also known as vinyl or simply PVC, is the third-most produced plastic in the world and is often referred to as “the building plastic”. Although it is used in a wide range of different uses and applications, 70% of all PVC produced in Europe goes into materials commonly used in building applications, such as windows, pipes, flooring, roofing membranes and other building products. In South Africa the situation is very much the same, with 50% of all the locally PVC produced going into the pipe industry, followed by cables, custom profiles, conduits and accessories,” George explains.

The use of vinyl products in building and construction received a major boost in October 2011 after a Technical Steering Committee of the Green Building Council of South Africa (GBCSA) withdrew the Mat-7 PVC Minimisation credit from the Green Star SA rating system. Acknowledging the progress SAVA and its members made in addressing the historical environmental concerns and improving the environmental performance of vinyl products used in the construction and decorating industries, this decision effectively gave architects, building contractors and specifiers the thumbs up to use vinyl products in their projects.

During the past nine years, George says SAVA has continued to assist its members, relevant authorities and experts to understand, characterize and address issues associated with the life cycle of vinyl products through its Product Stewardship Commitment (PSC).

“As an industry, we continue to work towards ever improving our environmental credentials through the responsible and sustainable use of additives, the implementation of various sustainable recycling programmes and the promotion of a healthy vinyls industry. Awarding our Vinyl-dot Product Label recently to 21 of our members was an important step towards confirming PVC products as being safe, sustainable and responsible,” he says.

SAVA will be exploring the theme of “Building for the Future” further when it hosts its 1-day industry conference next year on the 9th of June 2021 at Emperors’ Palace, and when it participates in the GBCSA’s annual Green Building Convention in October this year. They have also created a series of new “*Building for the Future*” posters and social media message aimed at educating the end-market about the versatility of vinyls and how it is relied upon to help protect, heal and improve the quality of modern life.

“Whether it is used in blood bags, water pipes, sports equipment or shoes and accessories, vinyl truly has become indispensable for our modern life thanks to its versatility, unique technical properties, recyclability and affordability. We anticipate that infrastructure development in southern Africa and the rest of the African continent will continue to push the demand for PVC to well above the world average. SAVA wants to ensure that we are building and positioning our local industry in such a way that we will be able to meet the needs of these markets in the years to come and make the most of every opportunity that is afforded to us,” George concludes.

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