

# Mitigating Risks - Product de-selection

Could your product  
be next?

Michael Jenkins, Chairman,  
Vinyl Council of Australia

# The Armstrong story



**BRAESIDE**



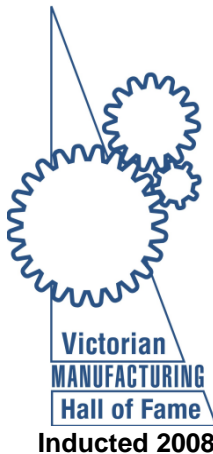
**THOMASTOWN**

- Australia's only manufacturer of broad based PVC sheet/tile flooring.
- In Australia since 1961 and manufacturing since 1969.
- Two factories in Melbourne employ 250 people.
- Main markets are retail, healthcare, education and Government housing.
- Multi award winning enviro credentials.



2007 – Winner Sustainable Cities  
Business Zero Waste Award

Vinyl Council Australia



Braeside 2009  
Thomastown 2005



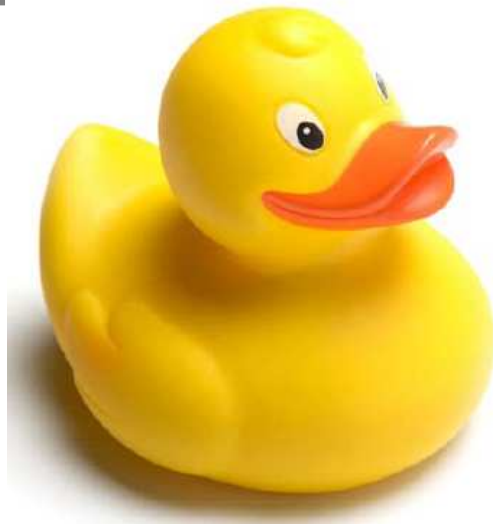
2007 - Winner  
National Medium  
Business Award

Member since 2002

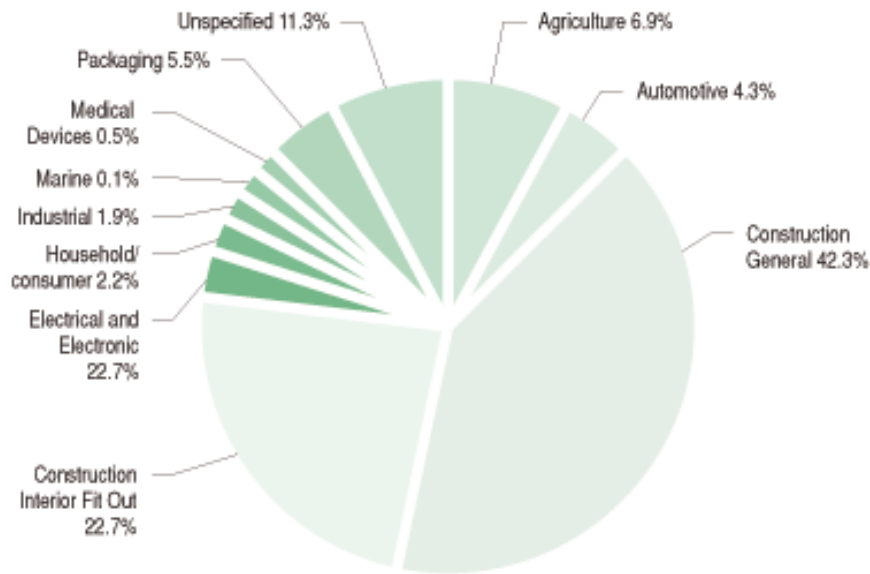
# The PVC Story



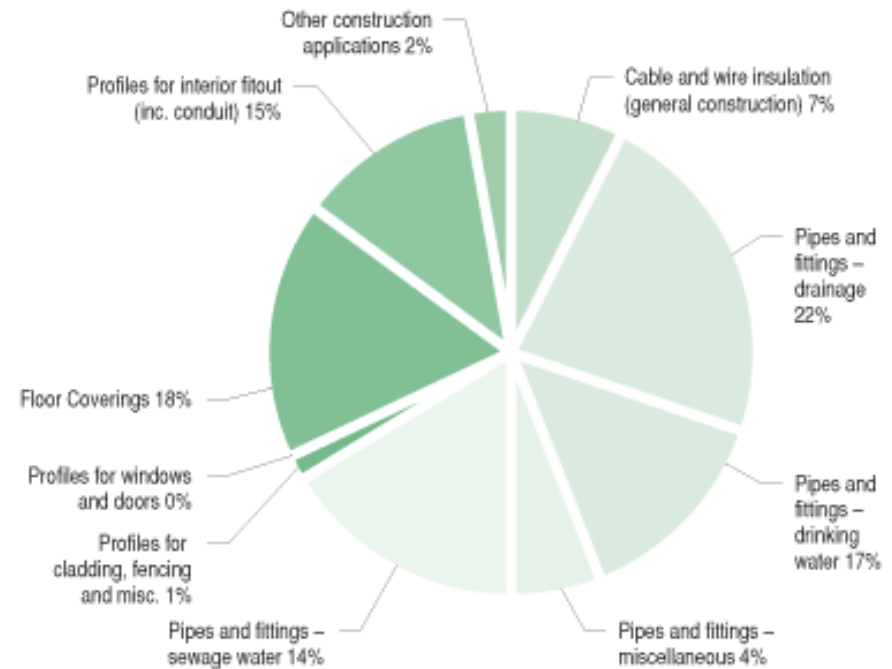
Greenpeace creates a climate of doubt



# Industry Structure



Market Sector Use of PVC (2004)



Building & Construction Sector Use of PVC (2004)

# Olympics Strategy

- Bring industry together
- Get the facts - scientific grounding
- Identify principle at stake - Selection on Merit campaign
- Engagement and advocacy
- Verify impact of PVC Minimisation
- Media preparation and issue containment
- Global engagement to prevent recurrence

# But 'green building' momentum starts

- High risk
  - GBCA becomes quasi-regulator
  - Attacking 'green' is no-win situation
  - All product tarnished
  - It's no longer about science
- Understand their strategy



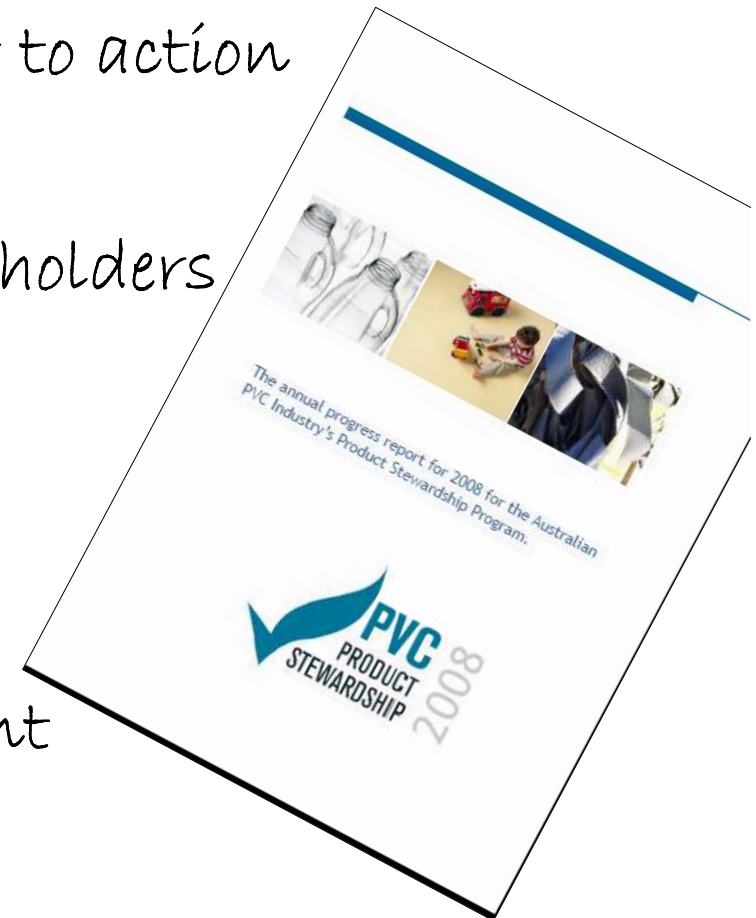
# Product Stewardship



- Re-positioning the Australian PVC industry
  - Demonstrating commitment to action
  - Transparency
  - Opportunity to engage stakeholders
  - Differentiate the market

and Advocacy

- Position case with government



# Working together to reach solution

- Define a common goal: 'best practice'
- Educate
- Build trust

## Outcome:

Recognition of best practice PVC in Green Star

Opportunity for product differentiation

# Summary

- Be patient
- Believe in your product and have proof
- Secure industry cohesion
- Maintain proactive strategy (assertive)
- Engage constructively to build trust
- Commit resources

Could your product be next?