



[Ask a Product Question](#) | [Ask a Technical Question](#)

Welcome to *LSI Insights*, a quarterly E-newsletter that brings you information on wallcovering, vinyl and other wallcovering materials, design and sustainability, as well as news from LSI Wallcovering. We've included links above to make it easier for you to ask questions about products, specifications, manufacturing, and articles that appear in our newsletters. We encourage you to forward this to customers to keep them up-to-date on issues affecting wallcovering specification.

In this issue of *LSI Insights*:

- Greenpeace Co-founder Supports PVC
- No Wallcovering Left Behind: LSI Covers Freight to Reclaim Wallcovering
- Marriott Takes a Second-Look® at Recycled Wallcovering
- Vinyl Taking on Leather as Automotive Material of Choice
- Do Wallcoverings Cause Mold to Grow?
- Did You Know?

Greenpeace Co-founder Supports PVC

Greenpeace co-founder Patrick Moore writes in a *Wall Street Journal* April 22 Earth Day editorial that the environmental movement is not always guided by science. Moore cites activism against PVC as one example of a political agenda that lacks scientific reason. "Sadly, Greenpeace has evolved into an organization of extremism and politically motivated agendas," Moore reports. Phthalates, which are found in PVC and many other plastics "make easy targets since they are hard to understand and difficult to pronounce." Moore concludes that "the anti-phthalate activists are running a campaign of fear to implement their political agenda....This fear campaign merely distracts the public from real environmental threats." Moore left Greenpeace in 1986 when the group "began abandoning scientific objectivity in favor of political agendas." He now serves as chairman and chief scientist of Greenspirit Strategies.

[Read more](#)

No Wallcovering Left Behind: LSI Covers Freight to Reclaim Wallcovering

LSI Wallcovering is picking up freight costs to bring used vinyl wallcovering back to its Second-Look® Recycling Center in New Castle, Indiana. The program accepts all makes of vinyl wallcovering and covers freight from any location in the continental U.S. and Canada. Effective immediately, free freight is available on any size project, large or small, with an order for replacement wallcovering. Second-Look is the first program to recycle post-consumer vinyl wallcovering and has diverted hundreds of thousands of pounds from the

landfill since it began operations in 2005.

[Click Here to View PDF](#)

Marriott Takes a Second-Look[®] at Recycled Wallcovering



Situated on the campus of the University of Cincinnati, the Kingsgate Marriott is decorated in the red and black colors of the school's fighting Bearcats. But the 206-room conference hotel has gone green with the use of the Second-Look Recycled Wallcovering program from LSI Wallcovering. The hotel reclaimed 2,100 yards of wallcovering and purchased 3,000 yards of recycled wallcovering for its corridors and elevator lobbies. "We pride ourselves on providing the ultimate learning environment," General Manager Susan Graves said. "But this renovation has been a learning experience for us. It taught us that doing the right thing for the environment doesn't have to be hard."

[Click Here to View PDF](#)

Vinyl Taking on Leather as Automotive Material of Choice

The runway hits the highway, says Louisville's *Courier-Journal* in a June 23 article entitled "Vinyl Coming Back in Cars." Vinyl is resurging "in an industry swathed in leather, as designers come up with fashionable, breathable and eco-friendly twists." Designer Lilana Nichoghosian says "It's definitely not like your grandfather's vinyl." She designs patterns and textures that are taking vinyl into spotlight positions on seat covers, instrument panels and other parts of car interiors. The automotive industry also is eyeing environmentally friendly developments such as vinyl that incorporates recycled materials and soybean oil.

[Read More](#)

Do Wallcoverings Cause Mold to Grow?

Mold growth is a consequence of excessive moisture, not wallcoverings. There are four factors influencing mold growth in a building: building tightness, liquid water infiltration from the outside, moisture condensation on cold surfaces of building materials, and moisture generated within the building by occupants. If you find and stop the sources of excessive moisture, you stop the mold growth. When using wallcovering in buildings where moisture is a concern, LSI Wallcovering recommends PermaVent[™]. This technology

microvents wallcovering to allow vapor to pass easily through the wall, reducing the buildup of condensation and the potential for mold growth. The Wallcoverings Association and Chemical Fabrics & Film Association have developed *Answers to Your Questions Regarding Mold*, a brochure available at the link below.

[Read More](#)

DID YOU KNOW?

Vinyl is the world's most versatile plastic.*

Vinyl is a naturally efficient resource that is 57% salt.*

Vinyl uses less energy to manufacture than other plastics.*

About 18 million pounds of post-consumer vinyl are recycled annually.*

LSI was the first company to recycle post-consumer vinyl wallcovering.**

Sources:

**The Vinyl Institute*

***LSI Wallcovering*

One of the first manufacturers to eliminate solvent inks, Louisville-based LSI Wallcovering has sought to operate in an environmentally conscious manner for more than 30 years. The first company to reclaim and recycle post-consumer vinyl wallcovering, LSI has diverted hundreds of thousands of pounds from the landfill through its Second-Look program. A member of USGBC, LSI offers vinyl and cellulose-based wallcoverings which use water-based inks and adhesives and a mildew-inhibiting agent. An aggressive waste management plan at three manufacturing facilities, all located in the U.S., reduces and captures in-process waste to be reused. Learn more at www.secondlookwc.com.



[Unsubscribe](#) from this list.

LSI Wallcovering
4700 Robards Lane
Louisville, KY 40218

[Forward](#) this email to a friend.

Copyright © 2008. LSI. All rights reserved.