News Release

For Immediate Release
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ANDREW WINSTON, KEYNOTE SPEAKER AT CPI’s 2010 TECHNICAL CONFERENCE, URGES ATTENDEES TO SEE THROUGH A “GREEN LENS”

HOUSTON, TEXAS. (Oct. 11, 2010) – “Seeing through the green lens lowers cost, is a tremendous driver of innovation and is a core way out of our economic mess,” said Andrew Winston, author of Green Recovery, co-author of Green to Gold, and keynote speaker at the opening session of the Center for the Polyurethanes Industry (CPI) 2010 Technical Conference, at the George R. Brown Convention Center in Houston, Texas.

Winston, noted green expert and founder of Winston Eco-Strategies, explained the business logic behind going green and provided a context for the green wave he sees sweeping industry. “This is about what’s profitable for business,” said Winston, “as well as good for society.” Challenging the mindset that sees sustainability as too costly or time-consuming, Winston gave examples of several well-known brands whose investment in sustainable solutions has helped them to maintain leadership and reduce costs, even in a tough economy. Winston emphasized the need for companies to understand their footprints up and down the value chain and to explain them to customers. “Green can be a tie-breaker or a deal breaker, when a customer is making a choice about a product or service,” said Winston.

Opening ceremonies began with a welcome from Steve Russell, Vice President of the American Chemistry Council’s Plastics Division. Russell welcomed attendees to the annual conference, which is held in conjunction with the UTECH North America Expo this year. Russell congratulated CPI on the year’s significant achievements and welcomed new members to CPI, noting that the strong turnout at this year’s conference and expo is a good sign for the industry.

The three finalists for the Innovation Award were announced: BASF, King Industries and Nanotech Industries. The winner will be announced at the Conference’s closing session on Wednesday.

This year’s event includes 16 technical sessions with more than 70 presentations, poster presentations, and the popular professional development program. More than 700 polyurethane experts and leaders from around the world are expected to attend the three-day event.

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NOTE TO EDITORS: Photos from Polyurethanes 2010 Technical Conference are available for use. Please contact Allison Elliott at 312-404-3302.

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The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®, common sense advocacy designed to address major public policy issues, and health and environmental research and product testing. The business of chemistry is a $674 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in U.S. exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

The Center for the Polyurethanes Industry (CPI) of the American Chemistry Council promotes the sustainable growth of the polyurethanes industry by identifying and managing issues that could impact the industry, in cooperation with user groups. Its members include the nation's leading producers and distributors of chemicals and equipment used to make polyurethane and manufacture polyurethane products. CPI provides a single, strong and credible voice to advocate on behalf of the interests of the U.S. polyurethanes industry. The business of polyurethanes is a $50.9 billion enterprise, supports about 207,500 jobs, and is a key element of the nation's economy.