



News Release

For Immediate Release

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***PLASTICS MAKE IT POSSIBLE*SM PARTNERS WITH DANNY LIPFORD TO HIGHLIGHT HOME INNOVATIONS AND ENERGY SAVINGS MADE POSSIBLE BY PLASTICS**

Home Improvement Expert Creates Video Series for DIY Homeowners

ARLINGTON, VA (May 19, 2010) – *Plastics Make it Possible*SM has partnered with national TV-radio personality and home improvement expert Danny Lipford to develop a series of videos that show do-it-yourself (DIY) homeowners how to update their homes and improve energy efficiency by using plastic home building products.

The videos will highlight innovative solutions that can help reduce maintenance and energy costs, thereby saving homeowners' money and reducing their impact on the environment. The first video of the series is featured today at plasticsmakeitpossible.com and DannyLipford.com. Additional videos will be rolled out over the next six months.

*Plastics Make it Possible*SM is an initiative sponsored by the plastics industries of the American Chemistry Council.

“Plastic home building products are highly valued because of their durability, versatility and ability to save energy in both new construction and renovations,” said Danny Lipford.

“Partnering with *Plastics Make it Possible*SM allows us to show homeowners how to properly use and install many plastic products throughout their homes, which can help them save money and protect the environment.”

Plastic is used to make a wide variety of home building products used throughout the home in flooring, windows, plumbing, insulation, decking, roofing and beyond. Some of the video topics include: installing lower maintenance, composite decking to brighten up your backyard; using vinyl windows, plastic films and proper sealing to reduce drafts, which can help homeowners save energy; installing plastic piping and plumbing that lower maintenance and repair costs and can even save on heating and cooling bills; and installing insulation to cut down on heating costs throughout the home. The videos will be featured on plasticsmakeitpossible.com and DannyLipford.com, as well as throughout the Danny Lipford Media network.

Many of these plastic products can help reduce the environmental impact of homes and buildings. For example, a recent study found that using plastic insulation in homes and commercial buildings helped save 290 million tons of greenhouse gas emissions compared to alternatives.¹

“Danny Lipford and his team are doing a great job highlighting the benefits of a whole host of plastic building products for homeowners,” said Steve Russell, vice president, Plastics Division of the American Chemistry Council. “Our partnership will help more homeowners become aware of the many ways they can use these products to help reduce energy and maintenance costs for years to come.”

In addition to the video series, the partnership includes expert DIY blog posts by the Danny Lipford team designed to help homeowners tackle home improvement projects, exclusive newsletter content and consumer contests with exciting prizes. More information is available at plasticmakeitpossible.com and DannyLipford.com.

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About *Plastics Make it Possible*SM

*Plastics Make it Possible*SM highlights the many ways plastics inspire innovations that improve our lives, solve big problems and help us design a safer, more promising future. This initiative is sponsored by the [plastics industries](http://plasticsindustries.com) of the [American Chemistry Council](http://AmericanChemistryCouncil.com). For more information, visit www.plasticmakeitpossible.com and follow us @plasticpossible on twitter at www.twitter.com/plasticpossible.

About Danny Lipford

Danny Lipford Media provides consumers with easy-to-follow advice on homes through a television show, radio program and a content-rich web site DannyLipford.com. Danny Lipford, along with his expert team comprised of Jodi Marks, Allen Lyle and Joe Truini, host “Today’s Homeowner with Danny Lipford,” a half-hour, nationally-syndicated home improvement show that covers topics ranging from popular home improvement and remodeling projects to the latest in home products and trends. Danny Lipford Media also produces, “Homefront,” a radio show heard by millions of listeners each week.

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www.americanchemistry.com/newsroom

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 \$689 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.

¹www.plasticseurope.org/DocShareNoFrame/docs/3/EFJOA00AECBDAOAHLFNJENNCL93NVA4B47776AY9V647/PlasticsEurope/docs/DLS/GUASTUDYONINSULATIONFINALREPORTGUA20060201-20070823-007-EN-v1.pdf

