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**CHEMICAL FABRICS AND FILM ASSOCIATION PRESENTS
AN INSIDE LOOK FROM AN INDUSTRY THAT
*COVERS THE WORLD***

CLEVELAND (JULY 2011)—The **Chemical Fabrics and Film Association** (CFFA), in conjunction with the Performance Products Division, will for the first time, sponsor an industry-related educational seminar and industry update to buyers and influencers in the marketplace, according to Jeff Post, President of CFFA and VP and General Manager of CGPC America.

The meeting, which will take place in Cleveland, Ohio on October 12, 2011, at the Cleveland Airport Marriott, will address such hot issues as: Superbug challenges; Healthcare and Hospitality Applications; Vinyl Chemistry and Processing.

“This is an unprecedented opportunity being presented by leaders in the industry for users, designers, specifiers and buyers of chemically coated fabrics and film. Prior to this, there hasn’t been a forum for

buyers to interact with companies that represent multiple aspects of the products -- from processing through end use,” said Post.

Terry Murphy, LEED AP and Continuing Education Manager for **The Vinyl Institute** will lead an AIA accredited session on ***Vinyl In Design***, which addresses energy conservation, recycling, durability, safety and maintenance issues as they pertain to vinyl use.

Additional industry experts will weigh in on issues critical to the industry and various types of coated fabrics and their application in the design process. Jane Rhode, President of JSR Associates, and a leader in healthcare design, will address features and benefits of coated fabrics including cleanability, superbug issues and other healthcare applications.

A panel presentation, led by industry expert, Tim O’Keefe, and presented by representatives from BASF, ExxonMobil, Ferro and the American Chemistry Council (ACC) will address often asked questions regarding coated fabrics chemistry, including discussion on additives, such as stabilizers and phthalates, and what purpose those materials serve.

The registration cost to attend the conference is \$100 per person and a special registration fee of \$50 is being offered to any additional attendee from an organization already registered. Space is limited so it is imperative to register early to secure a space at the conference.

You may register directly on the CFFA website,
www.chemicalfabricsandfilm.com.

The Chemical Fabrics and Film Association (CFFA) is an international trade association representing manufacturers of polymer-based fabric and film products, used in the hospitality, healthcare, building and construction, automotive, fashion and other industries. Based in Cleveland, Ohio, CFFA was established in 1927 to educate consumers, from all industry segments, on the uses and benefits of chemical fabrics and film.

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