

The power of plasticisers in sports.

Plastics, and PVC in particular, are widely used in buildings, offices, homes, and across sports. Flexible PVC is important for stadium roofs and flooring in permanent and temporary venues, and for a wide variety of sporting goods. Plasticisers make PVC **bendable** and **soft** so it can **withstand physical stress** without breaking, while also offering **endless creative possibilities**. And when it's time to replace it, flexible PVC can be **reused** and **recycled** into new applications.



OLYMPIC GAMES

Olympic Games require extensive construction work. Recognising PVC's potential, the Commission for Sustainable London 2012 created a dedicated policy for its use, unlike the Sydney 2000 Games, which aimed to avoid PVC.

- The Basketball Arena alone used around **20,000 m²** of patterned, recyclable white PVC wrap, making it one of the largest temporary venues ever built.
- Its steel frame and membrane structure made construction fast and efficient.
- Parts of the arena, along with other temporary elements, were later reused at the Rio Olympics, the 2014 FIFA World Cup and other major events.

140k

m² of flexible PVC were use in London



Olympic Main Stadium
Roofing membrane



Velodrom
Roofing membrane



Water Polo Arena
Outer & inner membrane



Royal Artillery Barracks
Inner & outer membrane



Basketball Arena
Outer membrane



Aquatics Centre
Outer membrane "wings"
& inner membrane

FIFA WORLD CUP 2014

The 2014 FIFA World Cup was held across 12 Brazilian cities. Seven stadiums were newly built and five renovated, most using virgin and recycled PVC extensively.

PVC membranes supported airy architecture using natural light and cross-ventilation to save energy. They added to the modern look of the stadiums while protecting spectators from harsh sunlight.



Arena Pantanal used fire-resistant PVC inside and waterproof PVC outside its roof.



Arena das Dunas had a petal-shaped roof fully coated with PVC on one side.

EVERYDAY SPORTS

Flexible PVC is essential for many amateur and professional sports applications.

Where is plasticised PVC found?

In tennis nets, in the floors of gyms and playgrounds, in balls, bags and mats, boxing gloves, clothing, footwear etc.

Why is it so special?

Its versatility, its unbeatable cost-efficiency ratio as well as its low maintenance requirements

