Claims:

1. The use of diisononyl terephthalate (DINT) as plasticizer ~~for enhancing the low-temperature flexibilization and/or~~ for enhancing ~~the~~ permanence in polymer compositions comprising polyvinyl chloride (PVC) for thermoplastic applications.

2. The use according to claim 1, characterized in that the compositions are used for production of floor coverings, roofing foils or roofing webs and cable sheathing.

3. The use according to either or both of claims 1 and 2, characterized in that the composition further comprises ~~contains~~ at least one polymer selected from the group consisting of ~~polyvinyl chloride,~~ polyvinylidene chloride and copolymers thereof, ~~or~~ and polyalkyl methacrylate (PAMA).

~~4. The use according to claim 3, characterized in that the polymer is polyvinyl chloride.~~

~~5~~4. The use according to claim ~~3~~1, characterized in that the polymer is a copolymer of vinyl chloride with one or more monomers selected from the group consisting of vinylidene chloride, vinyl acetate, vinyl propionate, vinyl butyrate, vinyl benzoate, methyl acrylate, ethyl acrylate, or butyl acrylate.

~~6~~5. The use according to one or more of claims 1 to ~~5~~4, characterized in that the amount of diisononyl terephthalate (DINT) in the composition is from 5 to 90 parts by mass per 100 parts by mass of polymer.

~~7~~6. The use according to one or more of claims 1 to ~~6~~5, characterized in that further plasticizers other than diisononyl terephthalate are additionally present in the composition.

87. The use according to one or more of claims 1 to 76, characterized in that the composition contains a further plasticizers and the mass ratio of further plasticizer used and diisononyl terephthalate is between 1:20 and 2:1.

98. The use according to one or more of claims 1 to 87, characterized in that the composition contains suspension PVC.

109. The use according to one or more of claims 1 to 98, characterized in that the composition includes additives selected from the group consisting of fillers, pigments, thermal stabilizers, antioxidants, viscosity regulators and lubricants.