It is therefore a technical object of the present invention to provide PVC compositions which have good shelf life and which comprise toxicologically non-hazardous plasticizers, where these have low viscosity in the form of plastisols, in order to permit rapid processing at relatively low temperatures, where these give mouldings with good performance characteristics.

The said technical object is achieved via a composition comprising at least one polymer selected from the group consisting of polyvinyl chloride, polyvinylidene chloride, polyvinyl butyrate, polyalkyl (meth)acrylate and copolymers thereof, and diisononyl terephthalate (DINT) as plasticizer, where the average degree of branching of the isononyl groups of the ester is in the range from 1.15 to 2.5, preferably in the range from 1.15 to 2.3, particularly preferably in the range from 1.25 to 2.2, with particular preference in the range from 1.25 to 2 and with very particularly preferred preference in the range from 1.25 to 1.45, and comprising an additional plasticizer which reduces processing temperature.

In a first aspect, there is provided a composition comprising at least one polymer selected from the group consisting of polyvinyl chloride, polyvinylidene chloride, polyvinyl butyrate, polyalkyl (meth)acrylate and copolymers thereof, and diisononyl terephthalate as plasticizer, where the average degree of branching of the isononyl groups of the ester is in the range from 1.15 to 2.5, and at least one additional plasticizer which reduces processing temperature, wherein the additional plasticizer is selected from di-n-butylterephthalate, isononyl benzoate, tributyl acetylcitrate or (modified) dibenzoate.

In a second aspect, there is provided the use of the composition as defined herein for floor coverings, wallpapers or other wall coverings, tarpaulins or coated textiles.

In a third aspect, there is provided a moulding comprising the composition as defined herein.

In a fourth aspect, there is provided a floor covering comprising the composition as defined herein.

In a fifth aspect, there is provided a wallpaper comrpsiign the composition as defined herein.

In a sixth aspect, there is provided a tarpaulin comprising the composition as defined herein.

In a seventh aspect, there is provided a coated textile comprising the composition as defined herein.

Surprisingly, it has been found that incompatibility between polymer and plasticizer, leading to the undesired effects described, to the extent that these depend on the processing temperature, arises in particular when gelling, and therefore the formation of a quasi-homogeneous phase, does not occur until high temperatures have been reached, and this is also the case for the terephthalic esters of the invention.

Surprisingly, it has moreover been found that, when a composition comprising a diisononyl terephthalate having the appropriate average degree of branching is used as plasticizer and an additional plasticizer is used which reduces processing temperature, despite relatively low plasticizer efficiency and markedly slower gelling provided by the diisononyl terephthalates when comparison is made with plasticizers of the prior art, foils are obtained which do not differ from the prior art either in terms of transparency or in terms of yellowness index. It was particularly surprising here that firstly a wide variety of additional plasticizers which reduce processing temperature can be used and