Claims:

1. 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.

2. Composition according to claim 1, characterized in that the polymer is polyvinyl chloride.

3. Composition according to claim 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 butyrate, methyl (meth)acrylate, ethyl (meth)acrylate and butyl (meth)acrylate.

4. Composition according to one or more of claims 1 to 3, characterized in that the amount of diisononyl terephthalate is from 5 to 90% by mass per 100 parts by mass of polymer.

5. Composition according to one or more of claims 1 to 4, characterized in that plasticizers other than diisononyl terephthalate are also present in the composition.

6. ~~Composition according to one or more of claims 1 to 5, characterized in that the composition comprises, as additional plasticizer which reduces processing temperature, at least one plasticizer selected from the group consisting of dialkyl phthalates, trialkyl trimellites, dialkyl adipates, dialkyl terephthalates, dialkyl cyclohexanedioates, benzoic esters, glycol esters, alkylsulphonic esters, glycerol esters, isosorbide esters, citric esters, alkylpyrrolidones and epoxidized oils.~~

~~7.~~6. Composition according to one or more of claims 1 to ~~5~~6, characterized in that the ratio by mass of additional plasticizers which are used and which reduce processing temperature to diisononyl terephthalate is from 1:20 to 2:1.

~~8.~~7. Composition according to one or more of claims 1 to ~~6~~7, characterized in that the composition comprises suspension PVC, microsuspension PVC and/or emulsion PVC.

~~9.~~8. Composition according to one or more of claims 1 to ~~7~~8, characterized in that the composition comprises at least one additive selected from the group consisting of fillers, pigments, matting agents, heat stabilizers, antioxidants, UV stabilizers, flame retardants, viscosity regulators, solvents, deaerating agents, adhesion promoters, process aids and lubricants.

~~10.~~9. Use of the composition according to any of claims 1 to ~~8~~9 for floor coverings, wallpapers or other wall coverings, tarpaulins or coated textiles.

~~11.~~10. Moulding comprising the composition according to at least one of claims 1 to ~~8~~9.

~~12.~~11. Floor covering comprising the composition according to at least one of claims 1 to ~~8~~9.

~~13.~~12. Wallpaper comprising the composition according to at least one of claims 1 to ~~8~~9.

~~14.~~13. Tarpaulin comprising the composition according to at least one of claims 1 to ~~8~~9.

145. Coated textile comprising the composition according to at least one of claims 1 to 89.