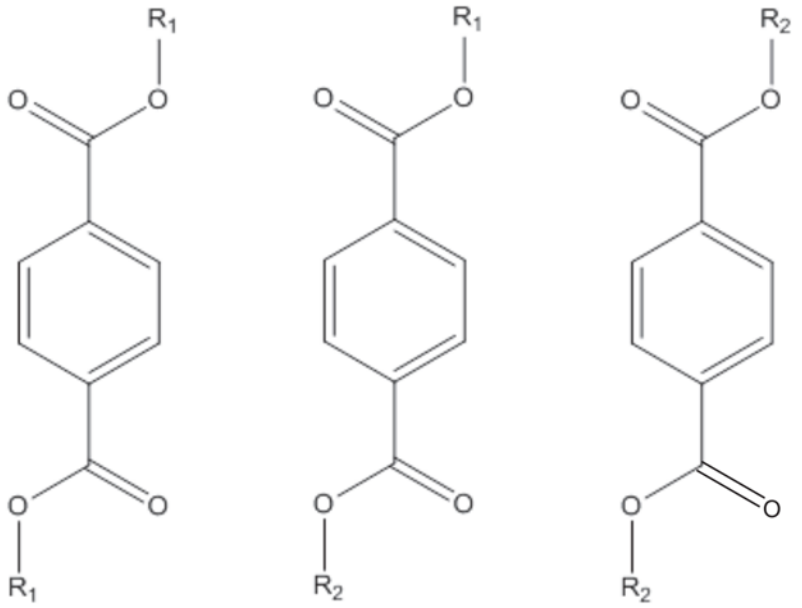
CLAIMS

1. A composition, comprising:

polyvinyl chloride; and

5 - 200 parts by weight of a mixture, based on 100 parts of the polyvinyl chloride;

wherein the mixture comprises a terephthalic diester of each of the formulae I, II and III,



I II III

wherein

R_1 is an alkyl radical having 5 carbon atoms, and

R_2 is an alkyl radical having 9 carbon atoms; and

wherein the mixture comprises

less than 50 mol% of the ester of formula I,

10 - 60 mol% of the ester of formula II, and

equal to or less than 70 mol% of the ester of formula III, each based on the entirety of the esters I, II and III.

2. The composition of Claim 1, wherein in the formulae I, II and III, R_1 is selected from the group consisting of 2-methylbutyl, 3-methylbutyl, *n*-pentyl and *iso*pentyl radicals and R_2 is selected from the group consisting of nonyl, *n*-nonyl and *iso*nonyl radicals.

3. The composition of Claim 1, wherein the mixture comprises less than 40 mol% of the ester of formula I, based on the entirety of the esters I, II and III.

4. The composition of Claim 1, which comprises 10 - 150 parts by weight of the mixture, based on 100 parts of the polyvinyl chloride.

5. The composition of Claim 1, wherein the mixture comprises less than 3 mol% of terephthalic diesters which do not fall within the definition of the terephthalic diesters of formulae I, II and III.

6. The composition of Claim 1, further comprising an epoxidized soybean oil and a heat stabilizer.

7. The composition of Claim 1, which is a plastisol.

8. An adhesive, sealant, coating material, paint, ink, plastisol, foam, synthetic leather, floorcovering, roofing membrane, underbody protection, fabric coating, cable, wire insulation, hose, extruded article, film, automotive interior article, wallcovering, liquid ink, toy, contact sheet, food packaging or medical article, comprising:

the composition of Claim 1.