

## The Vinyl Sustainability Council (VSC)

### Sustainability is great business

Vinyl is an essential component of a more sustainable society today and in the future. More than 10 billion people are expected to live on the planet by 2050. Depleting natural resources demand that we do more with less and vinyl has the opportunity to be the material of choice for the many market segments served by the industry.

### Building customer preference for vinyl products

The VSC brings together the vinyl value chain to address sustainability and related communication and technical issues in North America. Members of the VSC work together to develop innovative solutions and implement best practices leading to continuous improvement throughout the vinyl industry.

The vinyl industry has an impressive sustainability story to tell but its perception is challenged by the past. The VSC has launched the +Vantage Vinyl™ brand to highlight the advantages of modern vinyl and build customer preference for this versatile, durable and sustainable material.

### Participation benefits:

- Be recognized by your customers and stakeholders as a sustainability leader
- Participate in and forge the future of the +Vantage Vinyl™ brand
- Accelerate your company's sustainability journey through collaboration with peers, suppliers, and customers on sustainability-related issues
- Create common sustainability strategies, action plans, communications, and education materials
- Identify opportunities for sustainability driven product and process innovation
- Create industry sustainability goals, KPIs, and company engagement criteria
- Show leadership and drive business differentiation

*Sustainability is a journey better traveled together rather than alone. Our membership has definitely helped Tarkett in the enhanced development and implementation of our sustainability programs.*

—Dhruv Raina, Director of Product Stewardship & Sustainability, Tarkett

## Choose the membership type that's right for you

The VSC has four levels of membership engagement and a leadership committee chosen from Primary Stakeholder Members. The leadership committee is comprised of eight seats held by representatives from different parts of the value chain.

Choose the membership that's right for your business.

### VSC Membership Levels and Benefits

<b>Organizational privileges</b>	<b>Primary</b>	<b>Associate</b>	<b>V-Cycle</b>	<b>Trade Association</b>
Participation in meetings, projects, assessments, and committees (excluding Leadership and Nomination Committees)	×	×	V-Cycle related only	×
Eligible to serve as Chair or Vice-Chair of committees	×			
Eligible to serve on Leadership and Nomination Committees	×			
Voting rights	×			
Access to education and trainings	×	×	×	×
Access to assessments and reporting materials	×	×	×	×
Customized sustainability promotion program (\$20,000 value)	×			
No cost third-party +Vantage Vinyl verification (\$5,000 value)	×			
Discounted Member Rate for VSC-hosted conferences: Vinyl360, Recycling Conference, etc.	×	×	×	×
Participation in monthly Eco-Standards Coordinating Group	×	×		×
<b>Customized services for your business</b>				
Discount on additional customized sustainability services	20%	10%		
Market specific technical and regulatory review	×			
Company profile for +Vantage Vinyl participants	×			
Complimentary use of meeting room space in Washington, D.C.	×			
<b>ANNUAL MEMBERSHIP FEE</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>	<b>—</b>

## Join the VSC to make a real and tangible difference — in the vinyl industry and beyond

To become a member, contact:

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*The networking opportunities alone more than justify the cost of membership. Learning from my peers across the vinyl industry has benefited me and my company.*

—Ryan Hartz, VP Sourcing,  
The AZEK Company