THE VINYL INDUSTRY RECYCLING ROADMAP

The vinyl industry is committed to the responsible use of natural resources. We are reusing, repurposing, recycling, and recovering the value locked inside vinyl materials at the end of their first useful life. We are proudly facilitating scalable and sustainable approaches to growing the volume of post-consumer recycled material.

THE START

2020

The Vinyl industry recycled over

142M LBS.

of post-consumer vinyl material

This number is part of the total

1.1B LBS.

of material recycled by the vinyl industry in the U.S. and Canada

THE JOURNEY

SIDING

Collecting used siding from homes in Northeast Ohio and soon-to-be-expanding plans in 2023

LED BY:

VINYL SIDING INSTITUTE

ROOFING

Collecting & recycling commercial roofing when replaced 758,000 lbs. in 2021

LED BY:

CFFA CHEMICAL FABRICS & FILM ASSOCIATION, INC.

MEDICAL DEVICES

Developing a pilot program in 2022 to collect non-hazardous devices (i.e., saline bags, oxygen masks, tubing) to recycle into new vinyl products

THE GOAL

2025

Grow post-consumer vinyl recycling to

160M LBS.

WHAT ELSE ARE WE DOING TO GROW RECYCLING?

- Developing standards for vinyl recycled content that will encourage broader use through more effective supply chain transparency.
- Educating product design teams on the opportunities for achieving sustainability outcomes through the increased use of recycled content.
- Building networks of existing and future vinyl collection sites across the country.
- Developing cost-effective approaches to transporting end-of-life vinyl material.
- Convening innovative startup companies and industry partners to scale recycling technology.
- Studying circularity solutions for vinyl packaging and other products collected at curbside.
- Encouraging investment of private and public funds for mechanical and advanced recycling.
- Participating in regulatory and legislative action at the federal and state levels.
- Collaborating with a wide range of stakeholders to encourage the growth of vinyl recycling.

VINYL SUSTAINABILITY COUNCIL

www.vantagevinyl.com

The Vinyl Industry Recycling Roadmap

VINYL SUSTAINABILITY COUNCIL

GOAL

Grow Post-Consumer vinyl recycling by ten percent by December 2025. In 2020, the vinyl industry recycled more than 1.1 billion lbs. of material in the U.S. and Canada. This total includes 142 million pounds of post-consumer (non-packaging) vinyl materials. Through the Vinyl Sustainability Council's sustainability initiatives, we will grow our annual post-consumer recycling by at least 15 million lbs. by 2025.

Why are we growing vinyl recycling?

The vinyl industry is committed to the responsible use of natural resources. We are extending the use of these materials through reusing, repurposing, recycling, and recovering the value locked inside vinyl materials at the end of their first useful life. Most vinyl products, like vinyl siding or PVC pipes, are very durable and stay in use for decades. And any vinyl that is no longer being used can be recycled, which will reduce the carbon intensity of the next products in which it is used.

How are we going to grow vinyl recycling?

The vinyl industry supports recycling, as demonstrated by the participation of the Vinyl Institute (VI) and our member companies with the REMADE Institute, the Alliance to End Plastic Waste, and the EPA America Recycles Day. Since 2015 we are convening the entire vinyl value chain, introducing recyclers to sources of vinyl at the end of its life, and to the companies that are seeking to increase the use of recycled vinyl in their products. Through our pilot-to-program recycling strategy, we are proudly facilitating scalable and sustainable approaches to growing the volume of post-consumer recycled material.

1. SIDING

Led by the Vinyl Siding Institute, the industry is collecting used siding from homes in Northeast Ohio. This pilot program is a demonstration of program effectiveness and is expanding to more regions in the country in 2023.

2. ROOFING

Led by the Chemical Fabrics & Film Association, the industry currently collects and recycles vinyl roofs from commercial buildings when they are replaced after decades of use. In 2021, the industry collected 758,000 lbs. of end-of-life roofing membrane.

3. MEDICAL DEVICES

A new recycling program is under development in 2022. It focuses on non-hazardous medical devices such as saline bags, oxygen masks and tubing will be collected and recycled into new vinyl products.

Grow to 160 Million Pounds of Post-Consumer Recycling Vinyl by 2025.

What else are we doing to grow recycling?

- ☑ Developing standards for vinyl recycled content that will encourage broader use through more effective supply chain transparency.
- ☑ Educating product design teams on the opportunities for achieving sustainability outcomes through the increased use of recycled content.
- ☑ Building networks of existing and potential vinyl collection sites across the country.
- ☑ Developing cost-effective approaches to transporting end-of-life vinyl material.
- ☑ Convening innovative startup companies and industry partners to scale recy-cling technology.
- ☑ Studying circularity solutions for vinyl packaging and other products collected at curbside.
- ☑ Encouraging investment of private and public funds for mechanical and advanced recycling.
- ☑ Participating in regulatory and legislative action at the federal and state levels.
- ☑ Collaborating with a wide range of stakeholders to encourage the growth of vinyl recycling.