

VIABILITY™

VINYL INSTITUTE
RECYCLING GRANT PROGRAM

CASE STUDY

AWARD: \$175,000 (February 2024)

The Vinyl Institute launched VIABILITY in January of 2023, a first-of-its-kind, industry-wide recycling grant program aimed at accelerating post-consumer PVC recycling nationwide. The grant program makes available up to \$1 million in funds per year over three years from four PVC resin manufacturers in the U.S. (Formosa, Oxy, Shintech, and Westlake.)



Allied Industries is a PVC flooring manufacturer located in Jonesville, South Carolina. The company manufactures 100% recycled flexible PVC flooring called Eco Grip. Allied Industries was founded in 2007 to produce dramatically improved performance in flexible PVC flooring for their core businesses, and from the beginning they have leaned into smart science to develop a superior product recipe through non-extractable chemistry with predominantly recycled materials. Allied Industries applied and was selected as a recipient of a VIABILITY recycling grant in February of 2024, receiving \$175,000 in funding.

WHY VIABILITY

Allied Industries and their customers are focused on the future of our environment and redirecting PVC waste away from landfills and back into recycled products. Allied Industries saw an opportunity to increase the efficiency of an existing production line, and the company applied for a VIABILITY recycling grant to purchase automatic loader feeders. This would allow the company to increase conversion of post-consumer PVC roofing material into commercial flooring by 100,000 pounds per week.



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VIABILITY IN ACTION

Through the grant funding, Allied Industries purchased and installed two production line autoloaders. These autoloaders eliminate hand loading of material and increase capacity by up to 50%. The two autoloaders are fully operational and have led to an additional 1.4 million pounds of recycled PVC processed since April 1, 2024.

LOOKING FORWARD

With an additional 100,000 pounds of recycled PVC being processed every week, this VIABILITY grant will lead to an increase in the millions of pounds PVC processed every year by Allied Industries. As the company continues to divert more PVC from landfills and into their products, this will lead to a significant expansion of recycled materials entering the flooring market.

CONCLUSION

Allied Industries' VIABILITY grant has led to over one million pounds of post-consumer PVC being recycled this year alone. Since opening their doors in 2007, the company has been committed to using recycled materials to create durable products, and this successful grant shows us that improving production efficiency and reducing landfill waste go hand in hand.