

# VIABILITY™

VINYL INSTITUTE  
RECYCLING GRANT PROGRAM

## CASE STUDY

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).



Auto Mats & Accessories (AMA) is a manufacturer of auto mats and other auto accessories made from post-consumer or post-industrial vinyl material located in Dalton, Georgia. AMA has been in business for 38 years, and uses an estimated 4 to 5 million pounds of recycled PVC every year in their products. AMA was one of five projects to receive a VIABILITY grant in the program's second round in November 2023

## WHY VIABILITY

Through a joint venture with Tarkett Industries, AMA became aware of the VIABILITY grant program. AMA applied to VIABILITY with two major goals in mind, first to purchase a new injection molding machine, and second to develop additional sources of post-consumer vinyl.



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### VIABILITY IN ACTION

**With the help of the VIABILITY grant, AMA was able to purchase a third injection molding machine,** which in turn has allowed them to increase their recycling output. AMA's two existing injection molding machines were five and twenty-five years old, respectively, so the introduction of a new machine allows for it and the five-year-old machine to run simultaneously while the older machine can run for odds and ends projects. The new injection molding machine has the capability to process 160 pounds per hour of post-consumer PVC into all-weather mats. AMA also was able to connect with three new sources of post-consumer PVC with the help of the networking made possible through VIABILITY. **As a result, AMA will be able to recycle up to 1 million more pounds of PVC per year.**

### LOOKING FORWARD

The new injection molding machine and three new sources mean that AMA can operate more efficiently with a larger supply of post-consumer vinyl. In the future, AMA will look to find new sources through the Vinyl Sustainability Council's network.

### CONCLUSION

**AMA's involvement with the VIABILITY program has allowed the small company to improve their efficiency and sourcing while diverting post-consumer vinyl away from landfills.** AMA's purchase of a new injection molding machine and three new sources of post-consumer vinyl is a testament to the fact that economic gains and increased circularity go hand in hand. Companies interested in VIABILITY can learn more at <https://www.vinylinfo.org/recycling/>.