

VIABILITY™

VINYL INSTITUTE
RECYCLING GRANT PROGRAM

CASE STUDY

AWARD: \$137,500 (2023)

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.)



Lastique is a manufacturer and recycler of plastic resins located in Louisville, Kentucky. The company has dealt in polymer distribution for over forty years, and in 2007 they opened a PVC recycling division at their headquarters. Lastique's 130,000 square foot facility employs over forty workers that operate several grinders, pulverizers, blenders, as well as a pelletizing line to divert millions of pounds of PVC scrap away from landfills every year. Lastique applied and was selected for a VIABILITY recycling grant in 2023, receiving \$137,500 in funding.

WHY VIABILITY

Lastique sought to grow the amount of post-consumer content coming into their facility and found that post-consumer vinyl siding is often mixed with aluminum siding. The company applied for the VIABILITY grant to improve their ability to separate the metals from the post-consumer PVC siding, and in turn deliver cleaner recycled content back into the marketplace. Lastique applied for the grant to purchase and install an eddy current separator as part of the new production line with a capacity of 1.5 million pounds per month.



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VIABILITY IN ACTION

Lastique was able to purchase and install an eddy current separator with VIABILITY funds, and the separator is now operational at their recycling facility. After installation, the company was able to run successful trials with post-consumer siding. This new separator has allowed Lastique to make their recycled contents cleaner and reduce wear and tear on their existing equipment.

LOOKING FORWARD

The successful installation of the eddy current separator represents the opportunity for Lastique to recycle tens of millions of pounds of post-consumer PVC every year. Lastique will continue to source materials from construction and demolition facilities in surrounding areas as they expand their operations.

CONCLUSION

The success of Lastique's VIABILITY grant provides a blueprint for recyclers looking to separate metal contaminants from recycled PVC feedstock. Lastique's new operation also shows us that industry collaboration can break down hurdles in the post-consumer PVC recycling process while delivering cleaner recycled content to reenter the circular economy.