



A Guide For  
**Architects and Designers**

**About The +Vantage Vinyl Program And How To Specify  
Products From Verified Companies On Your Projects**

+Vantage Vinyl is a sustainability initiative developed by the Vinyl Sustainability Council (VSC) to advance environmental, social, and governance goals across the vinyl value chain. It is the world's first and only sustainability program that addresses an entire industry.

This guide will help design teams understand how the program aligns with current industry standards and provide practical steps for finding and specifying products from +Vantage Vinyl verified companies.

In this guide you'll find more information about the +Vantage Vinyl program, how to find products from +Vantage Vinyl verified companies, and specification language to help implement those products in your projects.

## What is the Vinyl Sustainability Council (VSC)?

The VSC, one arm of the Vinyl Institute, is a collaborative industry organization committed to advancing sustainability throughout the vinyl supply chain. We work with manufacturers, suppliers, and stakeholders to promote continuous improvement in environmental performance, social responsibility, and governance practices. The vinyl value chain includes entities such as resin and raw material suppliers, end product manufacturers, and vinyl recyclers.

More information about the Vinyl Sustainability Council can be found here:

<https://vantagevinyl.com/vinyl-sustainability-council/#about-us>

## What is the +Vantage Vinyl program?

+Vantage Vinyl is a sustainability initiative developed by the VSC to advance environmental, social, and governance (ESG) performance across the vinyl value chain. Companies with +Vantage Vinyl verification have demonstrated continuous improvement in sustainability in the production of their vinyl products through third-party verification.

The program recognizes organizations across the vinyl value chain for their leadership by demonstrating conformance to the following pillars of sustainability:

- **Human Health:** ensuring that chemical materials are dealt with transparently and safely during the manufacturing and use of PVC products.
- **Climate Responsibility:** addressing the reduction of greenhouse gas emissions, including the impacts of products and materials, and the energy used during production and operation.
- **Ecosystem Protection:** the preservation of biodiversity and the minimization of environmental degradation to the air, water, and soil.
- **Social Health and Equity:** ensuring fair labor practices throughout the supply chain, as well as community well-being.
- **Circular Economy:** promoting reuse, recycling, and incorporating sustainable materials management to improve end-of-life solutions.

More information about the +Vantage Vinyl program can be found here:

<https://vantagevinyl.com>

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## How does the +Vantage Vinyl program align with other industry programs?

The +Vantage Vinyl program aligns with the key impact areas of the Common Materials Framework and supports achievement of other third-party verification programs, such as LEED, Green Globes, and WELL. By specifying products from +Vantage Vinyl verified companies, architects can support project goals related to material transparency, embodied carbon reduction, and responsible sourcing.

## Where can you find +Vantage Vinyl products?

Look for the +Vantage Vinyl mark on product literature or visit VSC's directory of verified building product manufacturers (<https://choosethemark.com>). This directory provides links to verified companies and their product offerings, making it easy to identify materials for your project.



## How can you specify products from +Vantage Vinyl verified companies?

For project teams looking to incorporate products from +Vantage Vinyl verified companies, this package contains universal technical specification language insertions for any section that includes a vinyl product. It also contains specification language to support end-of-life recycling opportunities for vinyl products.

This package contains technical language insertions for the following specification sections:

- Section 01 74 XX: Construction Waste Management and Disposal
- Section 01 81 XX: Sustainable Design Requirements
- Section 02 41 XX: Selective Demolition
- Language for any technical section that includes a vinyl product

## Questions?

You can reach out directly to VSC Staff:



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