



Material Matters

By Vinyl Sustainability Council • Feb 11, 2026

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Continuous improvement in materials requires collaboration across the entire spectrum of product manufacturers, specifiers, and consumers. In this issue of Material Matters, learn how collaboration here and abroad is having an impact on the vinyl industry.

Industry Excellence on Display at Vinyl Week 2025



The VSC wrapped up a highly successful Vinyl Week in December in New Orleans, where industry leaders gathered for a full slate of sustainability discussions, panels, and networking sessions. During the event, the VSC proudly presented its three 2025 Sustainability Awards:

- Mannington Mills Earns 2025 Social Impact Award:** Mannington Mills is being recognized for its deep commitment to community engagement and employee well-being. The company's long-standing dedication to social responsibility continues to set the benchmark for the industry.
- Aurora Material Solutions Wins 2025 Design for Reuse Award:** Aurora Material Solutions was honored for their AuroraEcoplast™, a product platform that facilitates recycling of rigid PVC compounds into new applications that were previously unable to support recycled content. Their innovations will help reduce landfill waste and increase the circularity of the vinyl industry.
- Deceuninck North America Receives 2025 Recycling Award:** Deceuninck received this award for its Vinyl Buy Back Program, which reclaimed and recycled more than a million pounds of PVC. Their program's dedicated sorting line and fabricator partnerships improve efficiency and strengthen sustainable building solutions.

[Learn more](#)

Vantage Vinyl Standard 4.0 Released



After a two-year stakeholder development process, Vantage Vinyl has unveiled an updated sustainability standard—bringing stronger criteria, clearer verification, and greater alignment with industry expectations. A major milestone for continuous improvement across the value chain.

[Read more](#)

Sustainability Progress Report Released

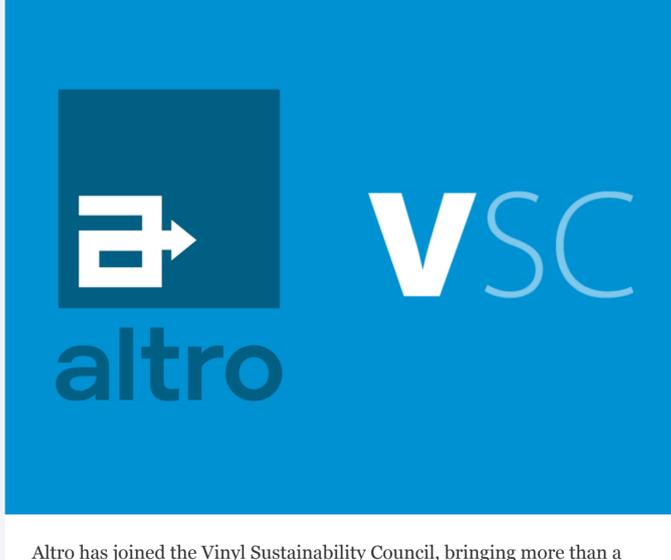


The Vinyl Sustainability Council (VSC) drives measurable progress across the U.S. vinyl industry through the +Vantage Vinyl verification program. This annual update highlights verified achievements, year-over-year improvements, and leadership in key areas that define the industry's sustainability performance.

The VSC has published the Industry Progress Report, highlighting the maturing program and a deepening culture of sustainability across participating organizations.

[Learn more](#)

Welcome New Member: Altro



Altro has joined the Vinyl Sustainability Council, bringing more than a century of product innovation and a strong record of environmental leadership. Their participation strengthens the collective effort to advance sustainability across the industry.

[Read more](#)

Celebrating 10 Years of the VSC



This year marks the Vinyl Sustainability Council's 10th anniversary—a decade of industry collaboration, verified progress, and growing momentum toward a more sustainable vinyl value chain. Make sure to follow us on social media to celebrate ten years of success.

LinkedIn: <https://www.linkedin.com/company/25038400/>

X (formerly Twitter): <https://x.com/vantagevinyl>

Gold-level sponsor highlight: Orbia Polymer Solutions (Vestolit)



Orbia Polymer Solutions (Vestolit) brings more than 75 years of expertise in PVC resin production and a deep commitment to efficient, resource-conscious manufacturing. Through its engagement with the Vinyl Sustainability Council, Vestolit strengthens its sustainability strategy, aligning company initiatives with industry-wide priorities while delivering high-performance PVC materials to global markets such as construction, automotive, infrastructure, and medical applications.

[Read more](#)

The Vinyl Sustainability Council is also pleased to acknowledge our other **Gold Level Sponsors:** Cornerstone Building Brands, Teknor Apex, and Sika.



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