

EARN THE MARK

PROVE YOUR PROGRESS • BUILD TRUST

Independent, third-party verification by GreenCircle Certified, LLC



What is +Vantage Vinyl®?

+Vantage Vinyl verification is a voluntary, third-party-verified sustainability program created by the Vinyl Sustainability Council (VSC) to recognize companies across the U.S. vinyl value chain that demonstrate measurable progress in environmental, social, and economic performance. Through an independent verification conducted by GreenCircle Certified, participating companies are evaluated against the Guiding Principles. Companies that meet the criteria earn the right to use the +Vantage Vinyl mark, signaling to customers and stakeholders that their commitment to sustainable operations has been independently verified.

Why Verify?

Why companies choose +Vantage Vinyl® verification

- ✓ Position your company as a leader in responsible vinyl manufacturing and sourcing through independent verification
- ✓ Confirm alignment with the +Vantage Vinyl Guiding Principles and reinforce a measurable commitment to continuous sustainability improvement across the vinyl value chain
- ✓ Validate progress across five critical sustainability pillars: Human Health, Climate Responsibility, Ecosystem Protection, Social Health and Equity, and Circular Economy
- ✓ Gain the right to use the +Vantage Vinyl verified mark as a visible signal of credibility and verified performance
- ✓ Strengthen trust with customers, specifiers, and business partners by supporting sustainability claims with transparent and reviewed information
- ✓ Increase confidence across the supply chain by aligning verified data with recognized and trusted sustainability expectations

Program at a glance

- **Program:** +Vantage Vinyl® is a voluntary initiative managed by the Vinyl Sustainability Council (VSC) to advance sustainability performance across the U.S. vinyl value chain. Verification evaluates conformance to the +Vantage Vinyl Guiding Principles organized under five pillars and supports annual aggregate industry reporting.
- **Verifier:** GreenCircle Certified, LLC (“GreenCircle”) is the independent third-party selected by VSC to conduct verification. Applicants submit verification documents directly to GreenCircle for review and audit; GreenCircle communicates outcomes to VSC, and VSC issues mark usage guidance to successful applicants.
- **Term & maintenance:** Verification is valid for three (3) years. Participants complete a full verification in Year 1 and abbreviated annual maintenance checks in Years 2 and 3, including annual submission of required data (e.g., production, energy, and GHG emissions) via a maintenance survey.
- **Important legal note:** Participation and mark use are subject to executed agreements and the current +Vantage Vinyl Verification Standard and Graphic Guidelines. This form is an application and does not guarantee acceptance or verification outcome.

Verification Levels & Minimum Requirements

+Vantage Vinyl verification designations reflect a company’s demonstrated conformance with the +Vantage Vinyl Guiding Principles, as evaluated through an independent third-party verification conducted by GreenCircle Certified, LLC.

All applicants must demonstrate conformance with 100% of the mandatory Guiding Principles to be eligible for +Vantage Vinyl verification at any designation level. Verification designations beyond the minimum level recognize additional performance and implementation of Advanced and Innovative Practices as defined in the Verification Standard. The Advanced and Innovative Practices highlight the industry’s quest for continuous improvement. They provide a roadmap with the Guiding Principles that show how the industry is stepping forward and driving sustainability objectives at the company level. The +Vantage Vinyl Gold and +Vantage Vinyl Silver designations celebrate and recognize companies that are sustainability leaders in the vinyl industry.

Verification Designation	Designation Description	Conformance Requirement
	Confirms conformance with all mandatory +Vantage Vinyl Guiding Principles and establishes participation in the program.	Demonstrated conformance with all mandatory Guiding Principles, as verified by GreenCircle Certified.
	Recognizes conformance with mandatory requirements and implementation of defined Advanced / Innovative Practices demonstrating progress beyond mandatory requirements.	A company has achieved more than 80% conformance with all applicable Guiding Principles and at least a combination of three Advanced or Innovative Practices.
	Highest +Vantage Vinyl designation, recognizing leadership level performance and broader implementation of Advanced / Innovative Practices.	A company has achieved 100% conformance with all applicable Guiding Principles, three Advanced Practices, and at least two Innovative Practices.

Important: Meeting all mandatory Guiding Principles is required for verification. Verification designation (Verified, Silver, or Gold) is determined by GreenCircle Certified through the independent verification process based on submitted documentation and cannot be selected in advance.

Fee selection & payment

Fees stated below apply to non-member participation in +Vantage Vinyl verification. Fees do not include any additional charges that may apply for multi-brand or expanded verification scope; any such charges will be quoted in writing before work proceeds.

Select	Option	Amount
Option 1	Annual payment (Year-by-Year): \$4,950 per year (due each year during the 3-year verification term).	\$4,950/year
Option 2	3-Year lock-in (paid up-front): Lock in the current annual rate of \$4,950/year by paying for three years in advance.	\$14,850 total

Application & Payment Form

Non-Member Application & Payment Form

This form collects the information required to initiate the +Vantage Vinyl verification process for non-member organizations.

Legal Entity Name:

Brand Name(s) Seeking Verification:

Primary business activity / market segment:

Address Line 1:

Address Line 2:

Primary Contact (Name, Title):

Primary Contact (Email):

Primary Contact (Phone #):

Verification Lead, if different (Name, Email):

Selected Payment Option:

Payment Method:

Required acknowledgements

Acknowledgement	Check each
1. I understand +Vantage Vinyl® verification is valid for three (3) years and includes Year 1 full verification and Years 2–3 annual maintenance checks, with annual data submission and payment requirements.	<input type="checkbox"/>
2. I understand annual maintenance includes submission of yearly data (including production, energy usage, and GHG emissions) and written confirmation that mandatory conformance has not changed.	<input type="checkbox"/>
3. I understand that submission of this application does not guarantee acceptance into the program or a successful verification outcome.	<input type="checkbox"/>
4. I acknowledge that all data and documentation submitted directly to GreenCircle will remain confidential and will not be shared with VSC or other outside entities without your written approval, except as required to communicate verification outcomes.	<input type="checkbox"/>
5. I agree that any use of +Vantage Vinyl marks, if granted, will comply with VSC mark usage/graphic guidelines and is subject to the executed agreements and the current Verification Standard.	<input type="checkbox"/>

SIGNATURE: _____

Date:

What happens after you submit?

A clear, guided process designed to minimize burden for the companies.

- 1. Application review and completeness check by the Vinyl Sustainability Council**
VSC confirms receipt of your application and checks for completeness. If information is missing, you will be contacted using the Primary Contact details provided.
- 2. Eligibility confirmation for non-member participation**
VSC confirms eligibility for participation and, for non-VSC-members, confirms that the applicant is approved to participate in the verification process.
- 3. VSC outreach with timelines and the Guiding Principles Conformance Survey**
After your application is accepted for processing, VSC contacts you with instructions, key dates, Verification Agreement, and the +Vantage Vinyl Guiding Principles Conformance Survey. They will provide you with point of contact information at GreenCircle Certified.
- 4. Verification Agreement submitted to VSC**
You complete the Verification Agreement and submit it directly to VSC for full execution. This is required before GreenCircle reviews your documentation and issues your verification certificate.
- 5. Survey completion and documentation submission directly to GreenCircle Certified**
You complete the Conformance Survey and submit supporting documentation directly to GreenCircle. GreenCircle may request additional documentation or clarifications.
- 6. Verification review and outcome determination**
GreenCircle conducts a review call to understand your operations and related sustainability activities, then performs a detailed audit/analysis of submitted information to evaluate conformance to the Guiding Principles.
- 7. Successful applicants receive verification confirmation and mark usage guidance**
GreenCircle communicates the verification outcome to the participant and VSC. If successful, VSC provides mark usage/graphic guidelines for the appropriate +Vantage Vinyl designation.
- 8. Annual maintenance submissions in Years 2–3 to maintain verification status**
To maintain verification status, you complete annual maintenance checks in Years 2 and 3 (including annual data submission) and submit yearly payment. At the end of Year 3, a new verification cycle is required.

Disclaimer: This document is provided for administrative intake and payment selection only and does not replace the applicable Verification Agreement, Verification Standard, or Graphic Guidelines. In the event of a conflict, the executed agreements and governing program documents control.

Submit completed form to: jarmstrong@vinylinfo.org