New Industry Focus on Recycling

Recycling Summit

June 18, 2020
OVERVIEW

- Focus on Sustainability & History
- Adding Recycling as a focus
- Progress so far
  - New Communication Platform
  - Recycling survey
  - Learning
- Next steps
  - Case Studies & Story Telling
  - Draft model program on recycling
VSI FOCUS ON SUSTAINABILITY

- Life Cycle Analysis
  - Comparing performance to competition
- Rating system credits
- Minimal impact on climate change
- Abundance
- Resource Efficiency
- Not recycling until now? Why?
RECYCLING

Recycling is the process of making new products from waste material. The process helps to improve the environment by reducing waste disposal and potentially reducing landfill accumulation and incineration, which leads to greenhouse gas emissions.

Many think vinyl siding can’t be recycled; however, this is FALSE.

Vinyl siding (polypropylene siding and insulated vinyl siding too) lends itself to recycling because it is made from vinyl (also known as polyvinyl chloride or PVC). It is a thermoplastic that can be ground up repeatedly, re-melted and formed into a variety of new products even after the useful life of the product.

So, how can vinyl siding be recycled?

Post-Consumer Recycling

Post-consumer refers to material that comes from end-users of a product and can no longer be used for its intended purpose. For example, vinyl siding scrap generated by contractors, builders and remodelers, and old vinyl siding torn off of homes or apartments (end-of-life scrap) in remodeling can be recycled.

Post-consumer material also applies to returns from the distribution chain, including returns of defective material and obsolete material that distributors cannot/will not sell. Vinyl siding and polypropylene siding can be post-consumer
CONSTANT STORY TELLING, INCLUDING RECYCLING

Featured Resources
The newest, best and most relevant information on vinyl siding products and performance. See our top picks below, or filter by type to find the resources you need now.

- THERE’S RECYCLING, AND THEN THERE’S VINYL SIDING RECYCLING!
  Read More

- THE CASE FOR VINYL SIDING’S ECO-FRIENDLY BENEFITS GETS STRONGER.
  Read More

- THE BIRDS AND THE BEES OF VINYL SIDING’S SUSTAINABLE BENEFITS
  Read More
RECYCLING SURVEY RESULTS

- Pushed out over the last month
  - Almost 50 responses
- Mostly our members, hoped for broader response
- Response will take us forward in the direction we hoped for though
RESULTS

Did you know that vinyl siding can be recycled?

Answered: 45  Skipped: 0

If you did know vinyl siding could be recycled please describe your understanding.

Answered: 43  Skipped: 2

From a consumer recycling view point, remove nails, insulation, paper, foam from back of siding, find a recycler or take to landfill where many pick ups occur. From a manufacturers view, the scrap created from manufacturing process is reclaimed and recycled too.

taken back by installer and can be regrind by the producer or a third party

It cost more to recycle it than it is worth. It takes more resources to recycle it than are saved. It seems to green washing to me.

All thermos plastic materials can usually be recycled unless they are contaminated

Vinyl siding can be recycled just do not know how to do it.

It’s made from recycled plastics and it’s a green product and can be made back into vinyl siding

We have a local recycle company that places bins at all the distributors in the area for us to deposit scraps and tear off material.

nothing more. I don’t know what I can be recycled INTO
RESULTS

If you are a manufacturer, are you currently recycling or using recycled content or other type of recycling processes as part of your manufacturing model?
Answered: 41  Skipped: 4

Yes

If you are a manufacturer and you are currently recycling, please describe the process and program.
Answered: 36  Skipped: 9

Not a manufacturer.

We regrind our materials and use it back in the mix.

Use post industrial regrind. No consumer.

We recycle internal polypropylene scrap from color changes and sell this to a company who re-processes for other uses. Product that is external and is replaced is mostly going to landfills.

Some plants will regrind materials and introduce it back to the lines typically in accessories. Other plants will sell scrap off to third party entities to refine and sell to other industries.

not aware of using recycled materials

Reground and Recycle back into substrates

do not work at the plant
How do you believe VSI should focus on recycling as an issue?

Answered: 44  Skipped: 1

Look at EPA's web site for the WARM model to see the environmental attributes of recycling. Promote recycling through the construction trades and with manufacturers.

All companies should be doing some form of recycling at this time

PCV is getting lumped into all plastics issues on recycling, need to differentiate that most vinyl siding is still in use or recycled in a responsible way.

Explain that because it is an efficient use of resources to start with and thanks to its unsurpassed longevity and its comparative excellence lack of ongoing painting it is a fantastic product even if it is recycled. Focus on cradle to grave impact. Not just end of life or job site scrap.

From what I understand there are a lot of costs associated with collecting used materials in the field. It seems that we would need partners to help us. Could we have a pilot program in a high density siding area? As landfill cost continue to increase, I'm sure contractors would like to avoid these fees. Material turn off usually goes in a site dumpster

Communication to the homeowners and Industry professionals, and any help setting up distribution or contractor level recycling plans.

If you are aware of any successful recycling programs for building materials in the market today, please describe:

Answered: 17  Skipped: 18

Recycling building materials is popular. Older buildings interior hardware and flooring is sought after. Steel frames to buildings and metals are recycled.

What is success? Recycling theatre of true lessen environmental impact?

No, No other than social areas collecting corrugated, steel or aluminum scrap

Distribution in Michigan

I don't know of any right now

Vinyl siding is probably the only significant recycling in our area. I know there are cities that require roofing to be recycled.

Please describe any projects that you are aware of where siding products were recycled?

Answered: 25  Skipped: 14

Not aware of any. In my opinion siding products would need to be re-purposed because of the many colors that exist, is there a market for this? I am recycling partners interested? Is there a cost effective method for collecting these materials?

Several areas in Michigan where contractors bring in scrap into local distributors and then it is re-worked. I do not know the specifics of where the distributor takes the product to be recycled.

Not aware of any.

Stryker

none at this time

do not know of any
NEXT STEPS

- Learning
- Case Studies and Story Telling
- Develop local draft model program ideas on recycling of vinyl siding
- Questions/comments
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