

VINYL SUSTAINABILITY
COUNCIL

**Advancing the
Industry's
Sustainability Initiative**





vinyl SUSTAINABILITY
COUNCIL

**OUR SUSTAINABILITY
JOURNEY | 2015-2019**

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2016 – VBSC formed

2017 – Sustainability Vision & Mission

**2018 – Materiality Analysis & Vantage
Vinyl Program Development**

**2019 – +Vantage Vinyl Pilot & Industry
Benchmarking**

2020 – Verification Scheme Update

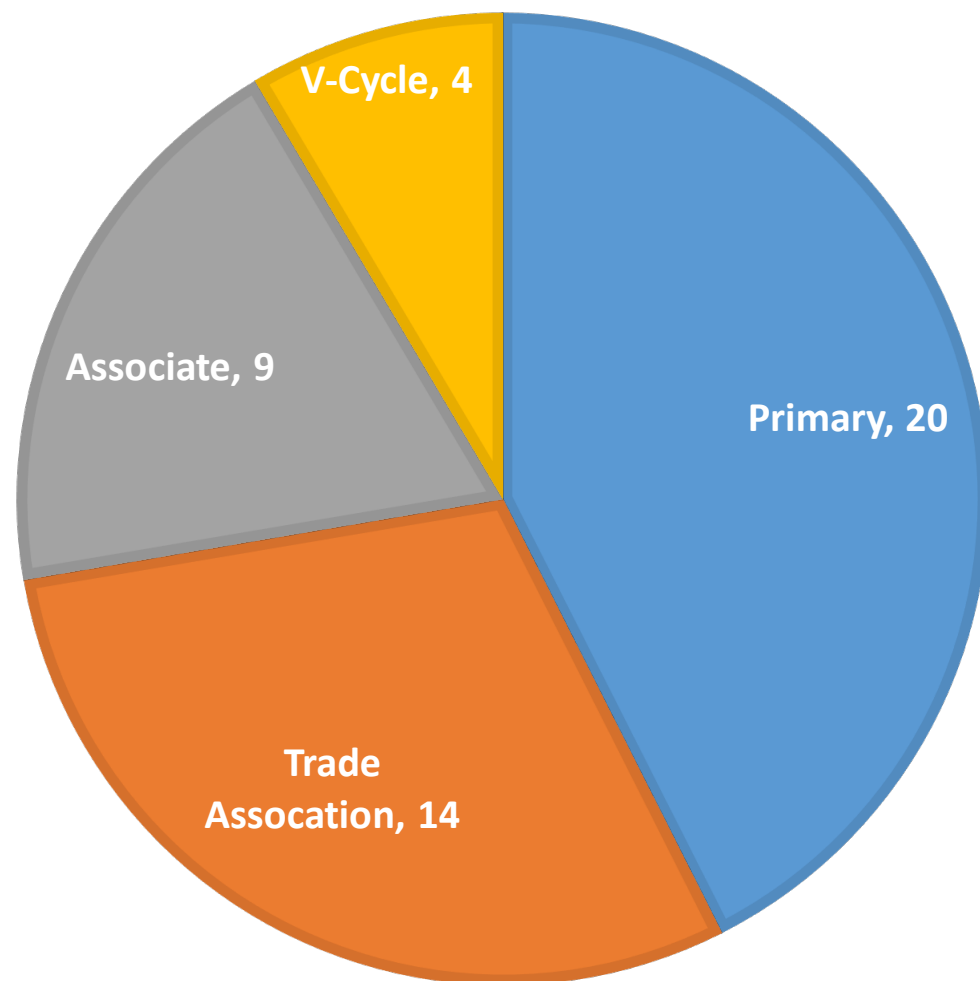
Our Destination

- A strong membership of companies from throughout the vinyl value chain and across product applications that is advancing sustainability in the industry.
- +Vantage Vinyl is a recognized brand that drives customer preference and improves the environmental and health perception of vinyl.



2020 Progress

Membership



7 New members:

- Azek
- Performance Additives
- Aurora Plastics
- Profusion Industries
- Kenrich Petrochemicals
- Norac Additives
- Construction and Demolition Recycling Association

Marketing



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LOOKING BEYOND THE NEEDS OF TODAY



Watch the Video: Discover the U.S. vinyl industry's continuous improvement roadmap to reduce environmental impacts while balancing economic sensibility and social responsibility.



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The Role of Material Selection in Cleaning and Disinfection of Public Spaces

The Vinyl Sustainability Council
COVID-19 Content Document
September 10, 2020

Jane M. Rohde, AIA, FIIDA, ASID,
ACHA, CHID, LEED AP BD+C, GGA-EB
Principal, JSR Associates, Inc.

vantagevinyl.com

COVID-19 BULLETIN - PROTECTION AGAINST TRANSMISSION
Disease prevention requires cleaning and disinfecting

DESIGNING FOR INFECTION CONTROL IN HOSPITALITY

THE MATERIAL DIFFERENCE
Material selection plays a large role in prevention. Durable materials that are easy to clean and disinfect contribute to healthy environments.

COVID-19 Disinfection Protocols/
Material Selection
Easy to clean and disinfect
Corrosion resistant
Durable construction

Multi-attribute Approach
Service Life
Environmental Considerations
Health and Safety

Quick Reference Guide

COVID-19 BULLETIN - PROTECTION AGAINST TRANSMISSION
Disease prevention requires cleaning and disinfecting

DESIGNING FOR INFECTION CONTROL IN THE WORKPLACE

THE MATERIAL DIFFERENCE
Material selection plays a large role in prevention. Durable materials that are easy to clean and disinfect contribute to healthy environments.

COVID-19 Disinfection Protocols/
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DESIGNING FOR INFECTION CONTROL IN EDUCATION

THE MATERIAL DIFFERENCE
Material selection plays a large role in prevention. Durable materials that are easy to clean and disinfect contribute to healthy environments.

COVID-19 Disinfection Protocols/
Material Selection
Easy to clean and disinfect
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COVID-19 BULLETIN - PROTECTION AGAINST TRANSMISSION
Disease prevention requires cleaning and disinfecting

DESIGNING FOR INFECTION CONTROL IN RETAIL ESTABLISHMENTS

THE MATERIAL DIFFERENCE
Material selection plays a large role in infection control and disease prevention. Durable materials that are easy to clean and inhibit bacterial growth contribute to healthy and sustainable environments.

The right materials can make the difference between healthy spaces and premature product failure, unbudgeted costs, and negative health outcomes.

COVID-19 Disinfection Protocols/
Material Selection
Easy to clean and disinfect
Corrosion resistant
Durable construction

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FOLLOW

SHARE

LIKE

SHARE

LIKE

FOLLOW



@VantageVinyl



Recycling

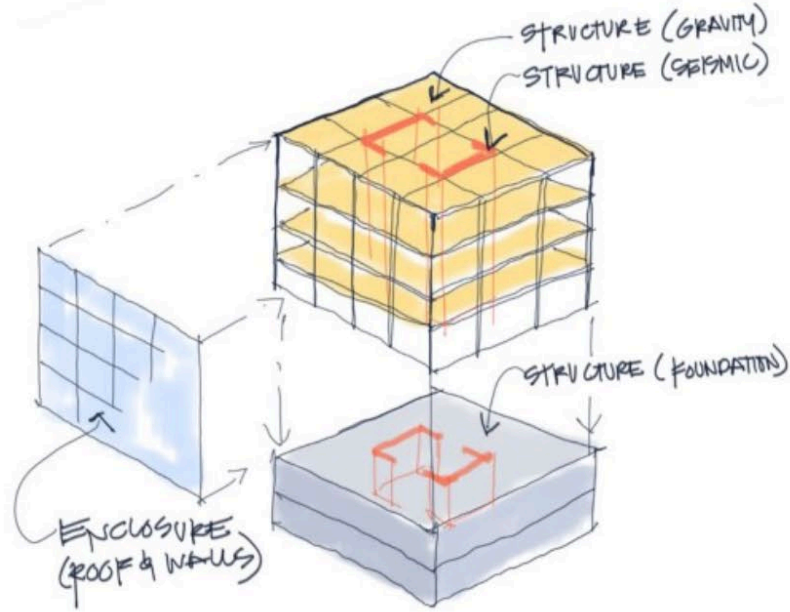


VINYL SIDING STAYS ON THE HOUSE—NOT IN A LANDFILL

And once installed, vinyl siding boasts a “lifetime” expectancy—so it lasts a lifetime on the house, not in the landfill.

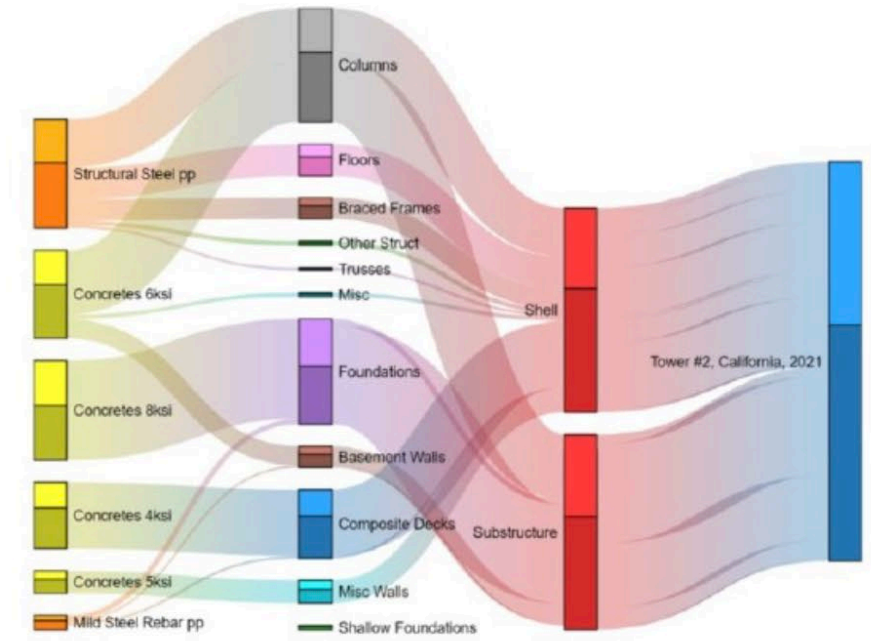


Embodied Carbon



Life Cycle Impact Results (per m³)
Declared Unit: 1 m³ of 10,000 psi concrete at 28 days

OPERATIONAL IMPACTS	PerformX™ PECC10K
Plant Operating Energy (MJ)	38.6
On-Site Plant Fuel Consumption (MJ)	11.1
Concrete Batch Water (m ³)	1.68E-01
Concrete Wash Water (m ³)	1.91E-02
On-Site Waste Disposal (kg)	0.0
ENVIRONMENTAL IMPACTS	
Total Primary Energy (MJ)	3,017
Climate Change (kg CO ₂ eq)	445
Ozone Depletion (kg CFC 11 eq)	1.31E-08
Acidification Air (kg SO ₂ eq)	2.96
Eutrophication (kg N eq)	0.09
Photochemical Ozone Creation (kg O ₃ eq)	0.61



MATERIAL QUANTITY ESTIMATE



EMBODIED CARBON PER MATERIAL EPDs



BUILDING EMBODIED CARBON (EC) ESTIMATE



Collaboration



Looking Ahead

Program Update

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+ VANTAGE FOR A
VINYL SUSTAINABLE
FUTURE.®

**Increase post-consumer
recycled volume by 10%
over 2016 baseline by
2025.**



PVC

Industry Leaders

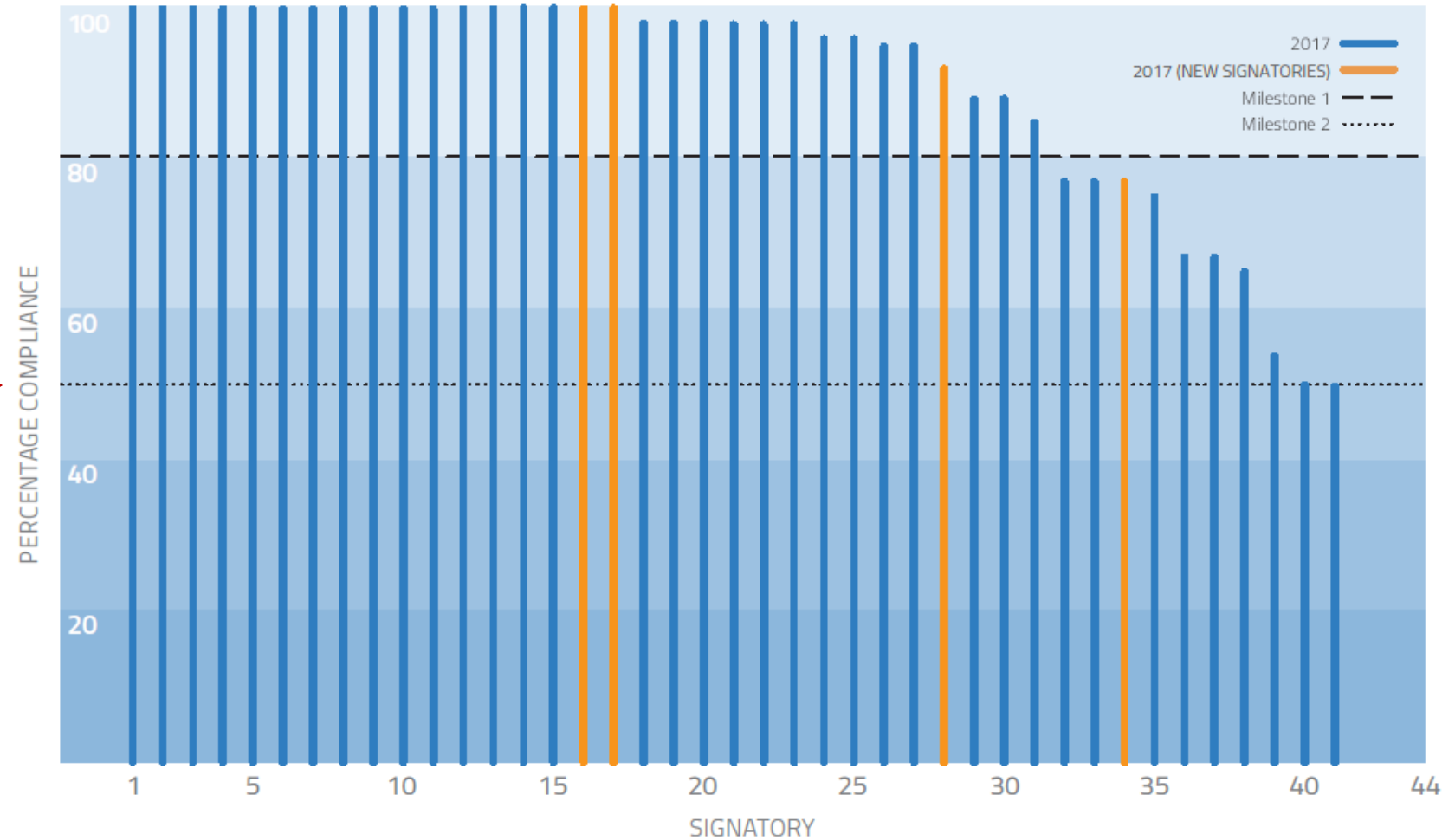
Committed to the Industry Guiding Principles Through +Vantage Vinyl Verification



Guiding Principles

Environmental Stewardship
 Social Diligence
 Economic Soundness
 Collaboration
 Open Communications

50% →

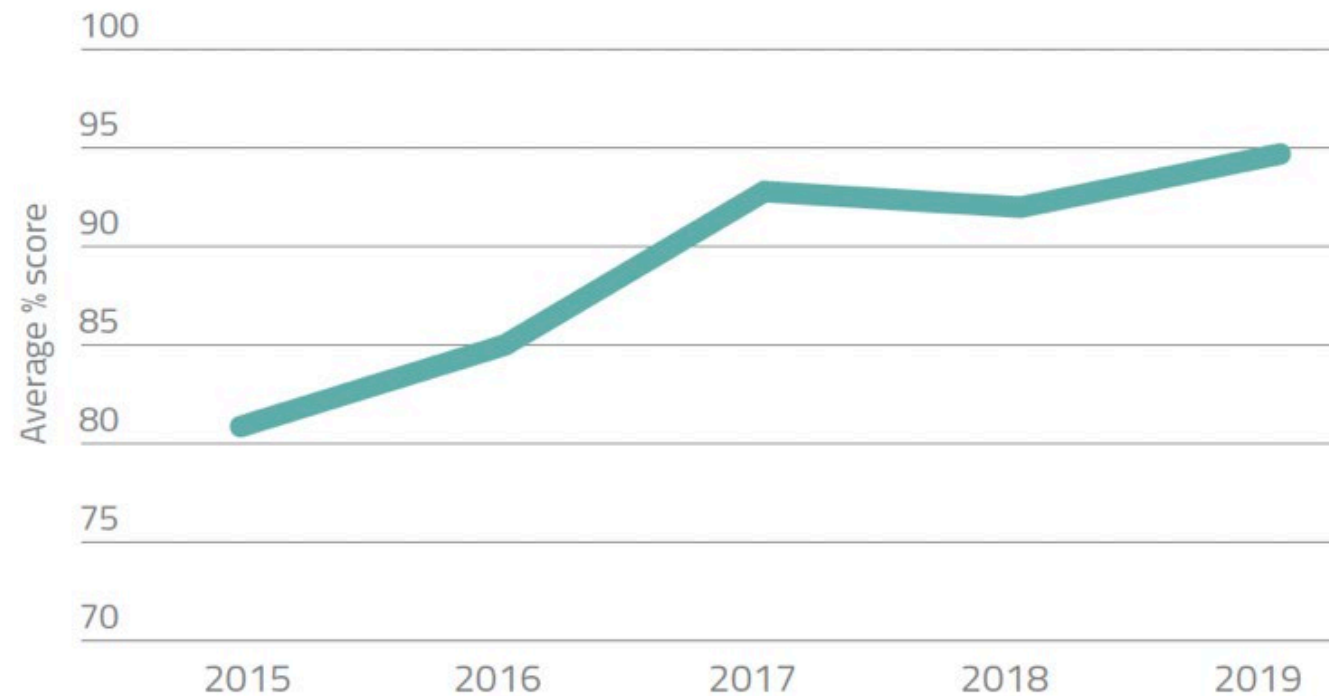


Example from VCA

Guiding Principles

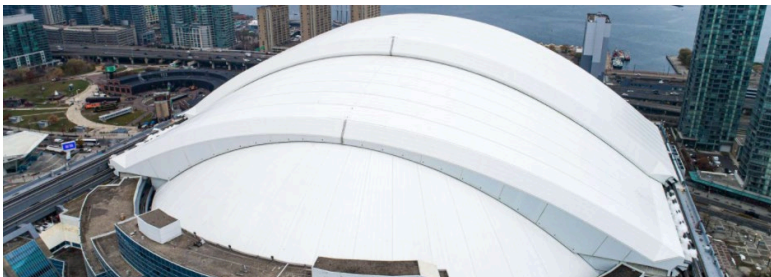
Environmental Stewardship
Social Diligence
Economic Soundness
Collaboration
Open Communications

Figure 4: Average Raw Signatory Scores 2015–2019



Example from VCA





**+ VANTAGE
VINYL™**

Verified Sustainability Performance

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Thank you!

