

# VIABILITY™

VINYL INSTITUTE  
RECYCLING GRANT PROGRAM

## CASE STUDY

**AWARD: \$70,000** (November 2023) **\$168,000** (June 2025)

The Vinyl Institute launched VIABILITY in January of 2023, a first-of-its-kind, industry-wide recycling grant program aimed at accelerating post-consumer PVC recycling nationwide. The grant program makes available up to \$1 million in funds per year over three years from four PVC resin manufacturers in the U.S. (Formosa, Oxy, Shintech, and Westlake.)



The Fenestration and Glazing Industry Alliance (FGIA) is a trade association representing window and door manufacturers based in Schaumburg, Illinois. The association is dedicated to improving home and building performance through better glass, window, door, and skylight technology and standards. FGIA applied and was selected as a recipient of a VIABILITY grant in November of 2023 and June of 2025.

## WHY VIABILITY

The grant funding enabled FGIA to undertake research to determine the feasibility of collecting and recycling post-consumer PVC fenestration. FGIA sought this information to support the development of a plan and strategy for pilot program implementation.



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### VIABILITY IN ACTION

FGIA completed a comprehensive review of recycling opportunities for vinyl in the United States. This included interviews with twenty vinyl window manufacturers, extruders, installers, brokers, and recyclers across the country to inform their research. Their findings yielded information on various regional market sizes, existing recycling infrastructure, and areas for growth and supported the decision to proceed with a pilot project. The review indicated that the majority of businesses have space to collect replaced windows, and would opt for recycling over landfill if costs were equal. Additionally, the review found that 90% of businesses plan to expand window recycling efforts within the next five years.

### LOOKING FORWARD

With a breadth of knowledge from their first grant, FGIA applied for a second VIABILITY grant to run a pilot program to recycle post-consumer vinyl windows targeted to three locations in the Midwest, and they were awarded that grant in June of 2025.

### CONCLUSION

FGIA identified the opportunity to recycle post-consumer vinyl products, and with the help of their first VIABILITY grant they gained insights into how they will approach the pilot program made possible through their second VIABILITY grant. FGIA's VIABILITY journey is a perfect example of the possibilities of this program—from a concept to research and now a pilot program.