



VIABILITY- A Recycling Case Study

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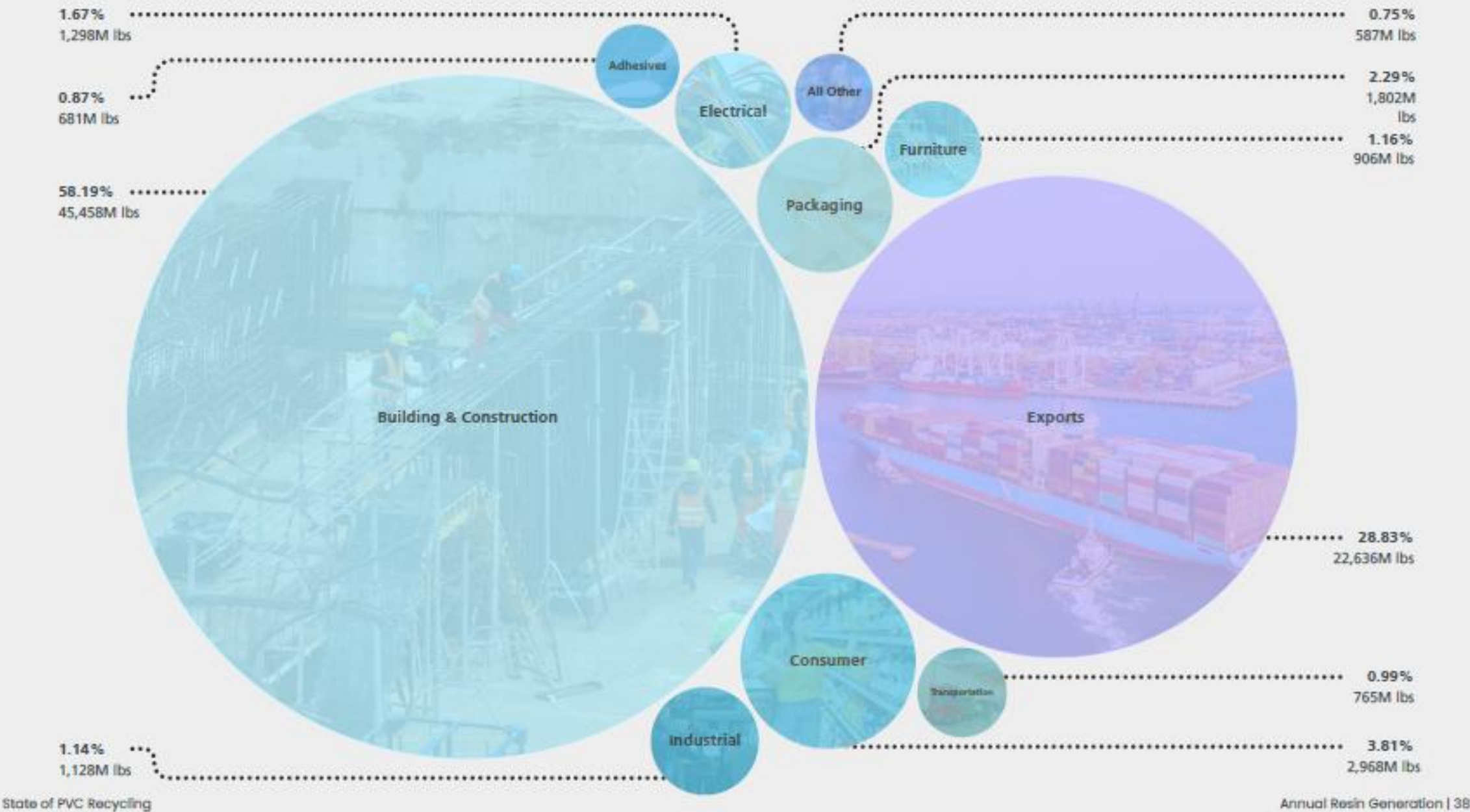
VINYL SUSTAINABILITY
COUNCIL

Setting the Scene

Where vinyl is used.

PVC Distribution By Major Market (2020 - 2024)

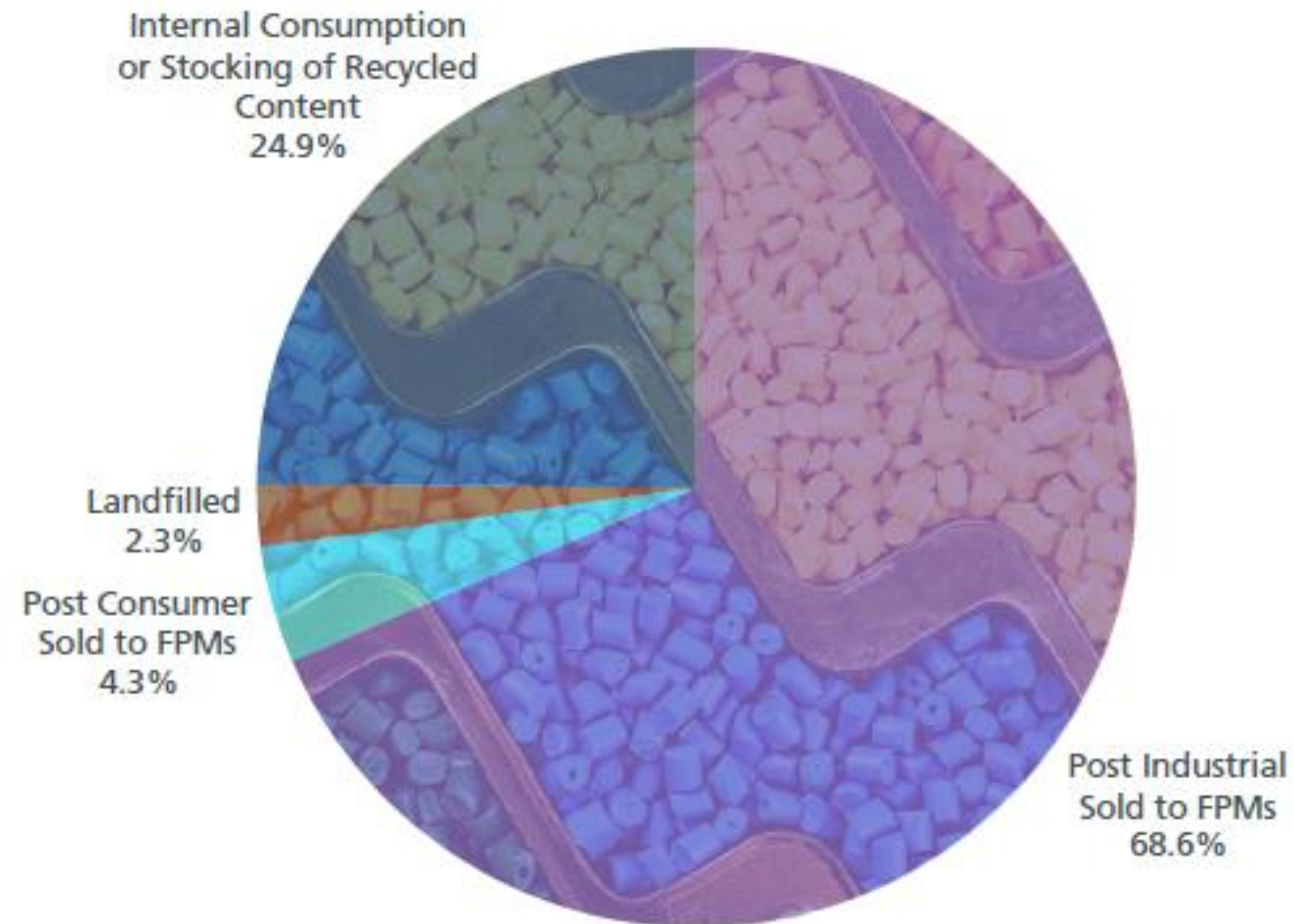
As shown in the figure below by the ACC 2024 Resin Review, over 67% of the PVC resin production in North America goes to the creation of durable goods across the transportation, building and construction, electrical, furniture, and industrial sectors. Furthermore, almost 29% of PVC resin is exported out of North America, reducing the amount of material that is recoverable domestically. Only about 6% of the PVC resin market is utilized for single-use products with a majority occurring in the consumer and institutional sector, which encompasses healthcare, where unique disposal challenges (e.g., biohazardous material) makes material recovery less likely.



Setting the Scene

What happens to post-consumer vinyl.

2024 End Destinations of Recycled Material



2025 Vinyl Institute State of PVC Recycling Report

VIABILITY Grant Program Structure & Funding



\$3.4M

capital funding

Funding a range of
organizations from
industry to nonprofits

Funded by:



Focused on advancing post-consumer recycling

What We Did

KEY FUNDED PROJECTS



Revitalize Vinyl Siding Recycling

Closing the loop on vinyl siding through collection, separation, and reprocessing.

30 million lbs recycled in 2025



CFFA Roof Recycling

Recovering end-of-life PVC roofing membranes and transforming into new roofing products.

8.75 million lbs recycled since 2022



Every Shelter Vinyl Billboard Repurposing

Giving billboard vinyl a second life to support disaster relief.

22,000 tarps / yr. ~ 2 m lbs. / yr.

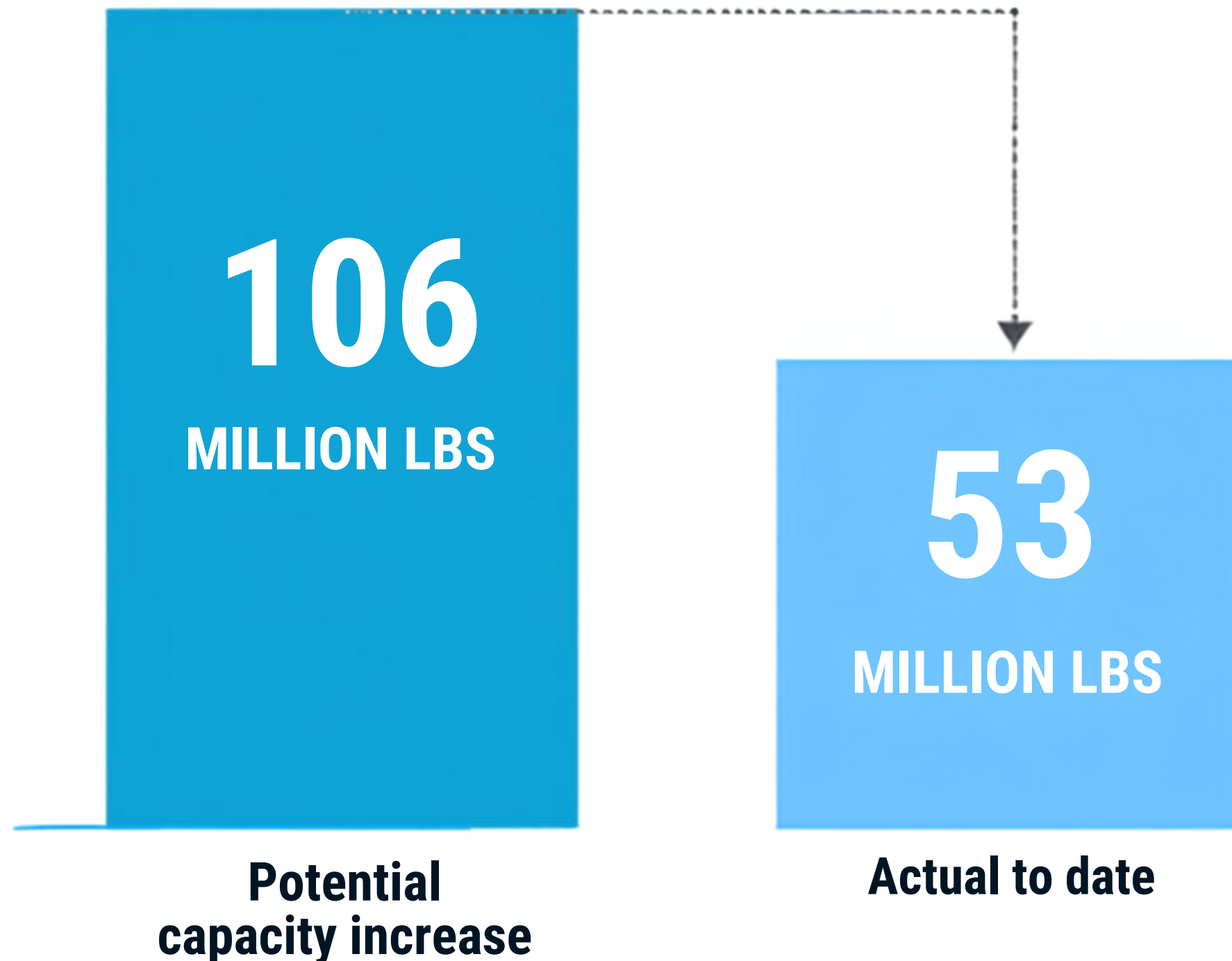


VMB Micro Vinyl Record Recycling

Diverting vinyl records from landfills back to new records and other products.

Recovery pilot at 11 record stores

What We Accomplished



31

Grants awarded

Investing in scalable recycling solutions

53

Million pounds recycled

Turning waste into valuable resources

**SILVER
AWARD**

Industry recognition

Honored for leadership in sustainability

What We Learned

Targeted funding unlocked real progress and **measurable impact**

Technology solutions are **scalable** but require investment

Collaboration accelerated learning and **strengthened partnerships**

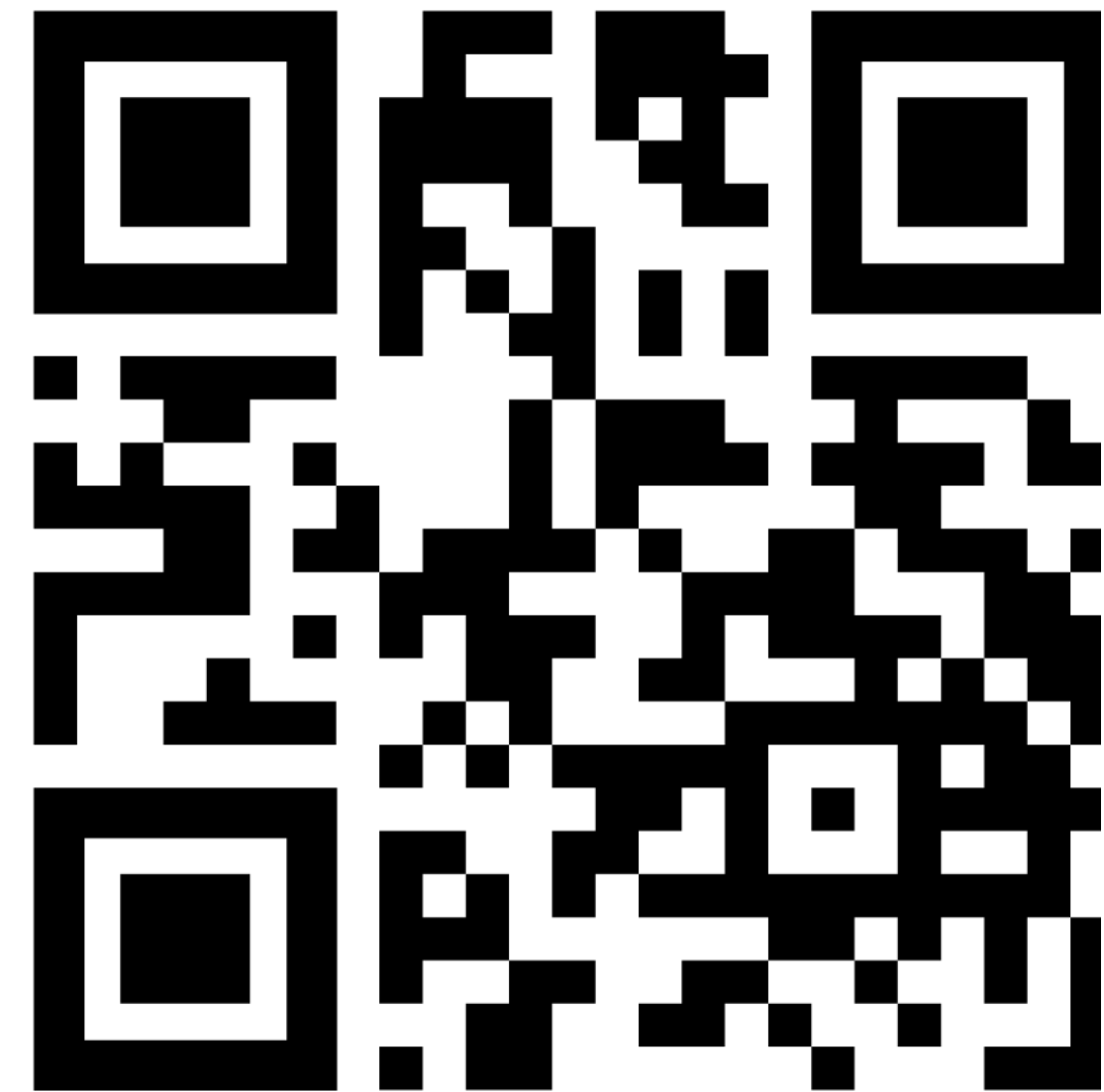
Challenges remain, but each one shaped a **stronger path forward**





THE STATE OF PVC RECYCLING IN THE USA & CANADA

IN COLLABORATION WITH
Scrapp



Vinylinfo.org/recycling-directory

Thank You

Your partnership drives
a more **sustainable future** for vinyl.

We welcome your questions
and continued collaboration.

STAY CONNECTED

vinylsustainabilitycouncil.org

