

WE CAN WORK IT OUT

(John Lennon-Paul McCartney)



vinyl INSTITUTE

Making Vinyl 2024

Maclen Music,
Inc.

BMI—

5555

Recorded
in England
(45-X45377)

THE BEATLES

MFG. BY CAPITOL RECORDS, INC., U.S.A. • T.M. *Capitol* MARCA REG.

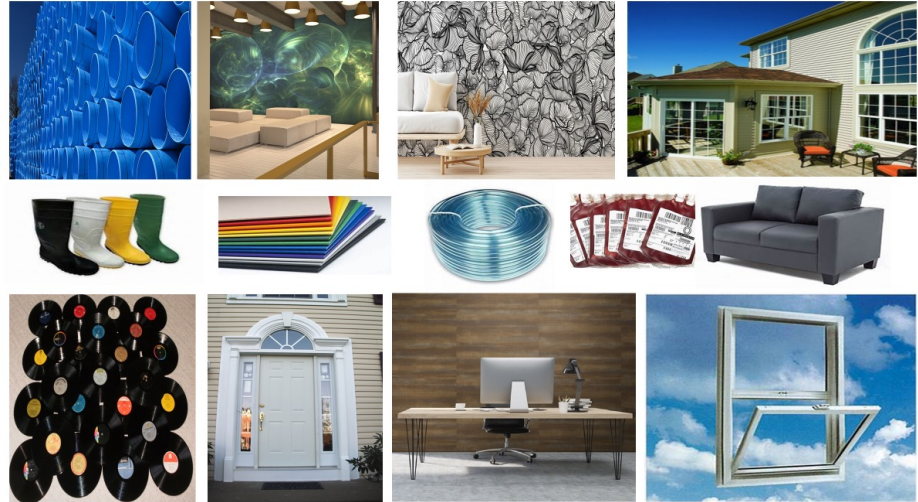
Key Trends in US and Canada

- Perception of vinyl remains strong
- Vinyl industry commitment to sustainability
- Regulatory pressure on vinyl value chain
- Legislative focus on plastics
- Investments in recycling and reuse

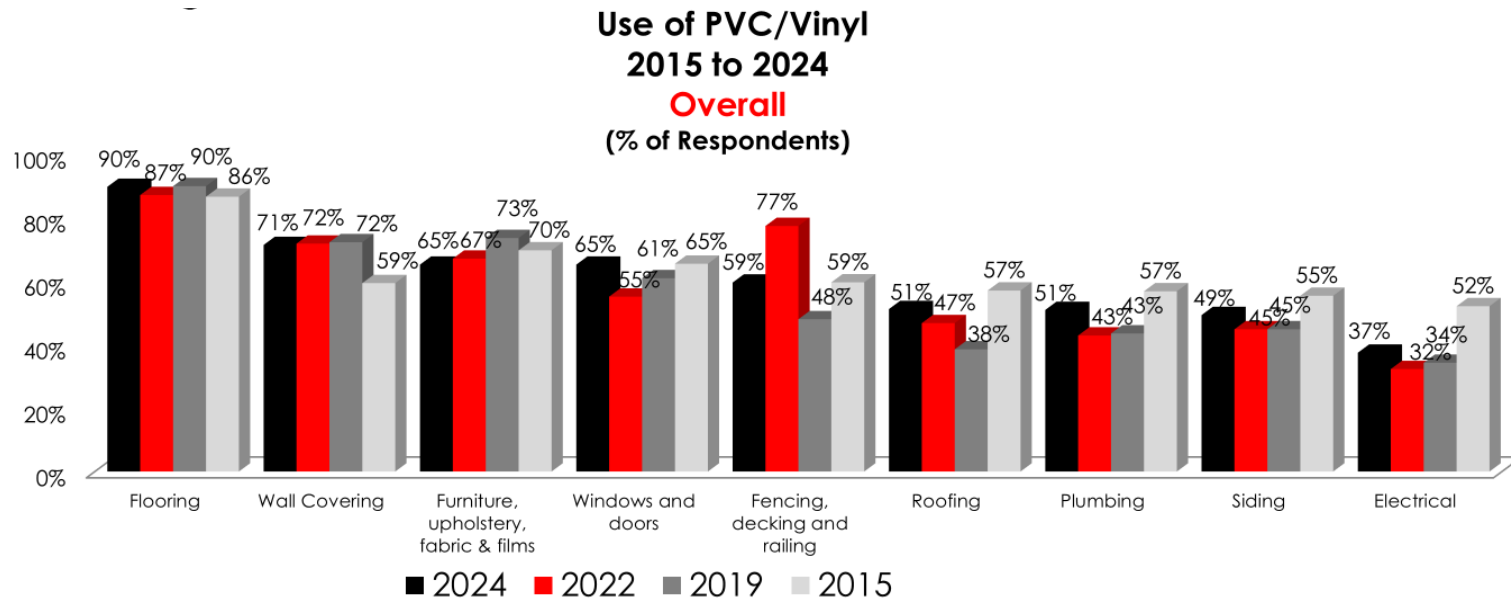
VI is 'working it out', collaborating with stakeholders to share information

Perception of Vinyl

- PVC pipe market share continues to increase in US and Canada
- Luxury vinyl tile (LVT) volume continues growth
- Vinyl records continue massive revival in perception and volume
- New applications are emerging



Perception remains positive



"For many years I have specified and personally used PVC based building products because of versatility, aesthetics and availability. Although I do have environmental concerns, in general I feel like the industry is working to improve PVC building products and environmental concerns." — Architect

Regulatory Pressure

- Chemical management and risk assessments
 - US EPA, under Toxic Substances Control Act (TSCA) – focus on intermediate chemicals used in the production of PVC
- Emissions to air and water
 - US EPA tightening limits on hazardous organics, while increasing reporting requirements, under the HON and AERR rules
- Solid waste
 - US EPA recently finalized a decision to deny a petition from the Center for Biological Diversity to characterize discarded PVC as ‘hazardous’

Chemical Management under TSCA

TSCA Risk Evaluation Process



VI is working with EPA to provide information and address data gaps

How VI is informing EPA data gaps

- Addressing Assumptions
 - Educational webinars to give overviews of process and potential exposures
 - Site visits planned for EPA staff to see how vinyl chloride is made and used
- Gathering Industry Data
 - Worker exposure
 - Fenceline monitoring
 - Test orders are unlikely for this round of priority substances

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Legislative Focus on Plastics

- International plastic waste treaty (UNEP)
 - Continued debate on scope
- Canadian Plastics Registry
 - Intended to track flow of all plastics through economy
- State and provincial restrictions
 - Primarily for food service packaging
- Recycling mandates
 - California EPR, Canada recycled content
- Consensus standards
 - New standards at ASTM and CSA characterizing vinyl recycled content

UNEP INC-5 in Busan, Republic of Korea



- Regular communication between VI, the Global Vinyl Council, several member state delegations, and UNEP staff
- Developing formal positions and general principles related to the treaty, emphasizing an application-specific approach
- “Common Ground Conversations” event in Ottawa with member states, NGOs, IGOs, UNEP staff, and industry was successful in that attendees agree that a systems-thinking approach to the treaty is needed
- VI is doing whatever we can to help governments reach an agreement at INC-5 so that we can move to the next steps to eliminate plastic pollution

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Vinyl Sustainability Council

- 5-year review of +Vantage Vinyl verification standard
- Decarbonization roadmap reports
- Water footprint roadmap
- Life Cycle Inventory for PVC resin
- **ScoreWISE™ additives sustainability tool**
- **VIABILITY recycling grant program**



ScoreWISE Sustainability Assessment Tool

- Assess and compare product formulations and evaluate design tradeoffs in the product development and improvement processes
- Measure and communicate the sustainable attributes of products
- Vinyl Sustainability Council members have been using the new ScoreWISE tool for identifying ingredients that lead to improved sustainability outcomes

Go to www.VantageVinyl.com to learn more

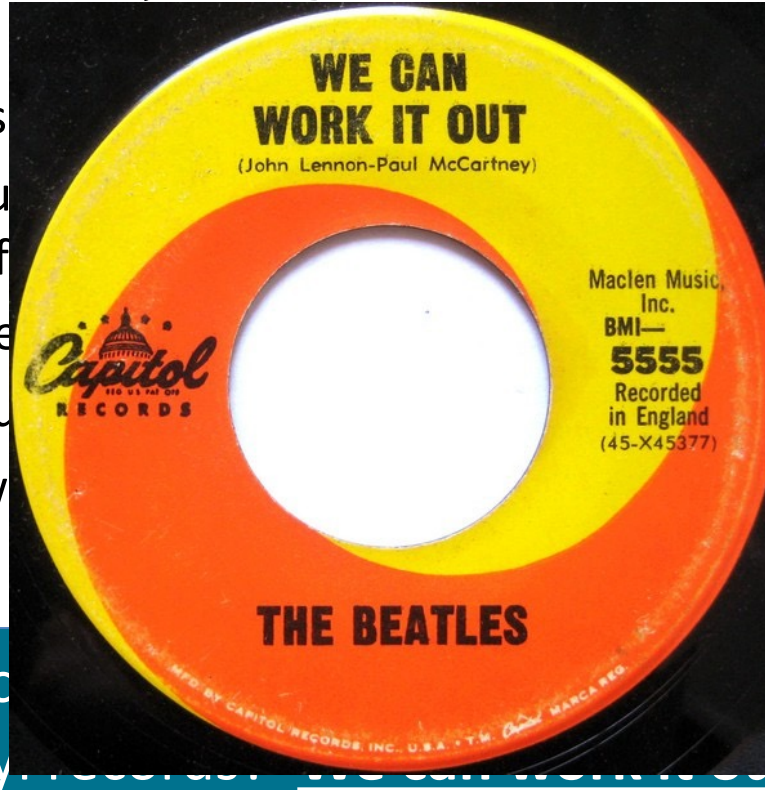
Investments in recycling and reuse

- Primary members of VI providing \$3 million USD recycling grant fund
- Reuse, post-consumer collection, sorting, chemical recycling technology, and market-specific program development
- Several approaches to remediating legacy additives under development
- Vinyl Siding Institute expanding Revinylize program across US
- VI collaborating with AEPW and HPRC on medical recycling in Texas
- Trending increase in total reported recycling volume

Have a recycling program idea for used or unsold vinyl records? **We can work it out!!**

Investments in recycling and reuse

- Primary members
- Reuse, post-consumer and market-specific
- Several approaches
- Vinyl Siding Institute
- VI collaborating with
- Trending increase



cling grant fund
 cycling technology,
 under development
 cross US
 cycling in Texas

Have a record
 vinyl record

or unsold
 it!!





**Thank you
for joining us!**

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