

VIABILITY™

VINYL INSTITUTE
RECYCLING GRANT PROGRAM

CASE STUDY

AWARD: PEPA: \$100,000 (May 2023)

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).

Revinylize



The Revinylize Recycling Collaborative is an initiative launched by the Polymeric Exterior Products Association, also known as PEPA (formerly the Vinyl Siding Institute) in January of 2024 to increase the amount of recycled post-consumer rigid vinyl.

PEPA was one of the first six organizations to be awarded a VIABILITY recycling grant in May of 2023, and subsequently received second-round funding for Revinylize in November of 2023.

INTRODUCTION

In 2022, PEPA established a pilot program in Northeast Ohio to collect post-consumer residential vinyl siding. PEPA applied for the VIABILITY grant to expand that program, develop the Revinylize brand, and create an operational management system through a dynamic website. The grant also presented the opportunity for PEPA and Revinylize to develop broader partnerships in post-consumer recycling, drawing in other rigid vinyl sectors beyond siding to collaborate and improve understanding throughout the value chain.



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VIABILITY IN ACTION

The Northeast Ohio pilot program **helped drive the collection of over 400,000 pounds of post-consumer PVC recycling in one market in 2023**. Revinylize has been able to take the success of this pilot nationwide with the VIABILITY grant's help and will collect data on these efforts twice a year. **Without the grant, Revinylize estimates it would have taken three to four years to accomplish what it has achieved in just eight months.** VIABILITY has helped Revinylize scale up significantly from a single page on a website to an entire high-tech platform to grow and communicate the benefits of recycling. The Revinylize platform also allows consumers, builders and other key stakeholders throughout the vinyl value chain to find locations to recycle their post-consumer rigid PVC.

LOOKING FORWARD

Revinylize aims to recycle 5 million pounds of post-consumer rigid vinyl during 2025. The VIABILITY program has helped Revinylize achieve this goal and present prospective recyclers with tangible success.

CONCLUSION

Revinylize's top priority is to create stronger communication and organize a network where post-consumer rigid vinyl can be recycled more easily to the point that it becomes the norm. With the help of VIABILITY, Revinylize is taking the success of its pilot program to the national level with the goal of recycling 5 million pounds of post-consumer rigid vinyl by the end of 2025 and beyond. **VIABILITY has allowed PEPA and Revinylize to open new doors for innovation and has led to tangible solutions in post-consumer recycling.**