

VIABILITY™

VINYL INSTITUTE
RECYCLING GRANT PROGRAM

CASE STUDY

AWARD: \$288,000 (February 2024)

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.)



Exeon Processors, an Imperial Group Company, is a recycling company located in Jonesboro, Indiana, which focuses on material recovery in the wire and cable industry. Exeon entered the marketplace in 2006 with no external suppliers and has since grown into one of the largest scrap metal processors in the Midwest. Exeon applied and was selected as a recipient of a VIABILITY recycling grant in February of 2024, and received \$288,000 in funding, which was matched by the Indiana Department of Environmental Management (IDEM).

WHY VIABILITY

Exeon specializes in copper and aluminum wire and cable processing and identified that the mixed plastics used in insulating these metals often ended up in landfills post-processing. To address this problem, Exeon applied for a VIABILITY grant to improve their ability to separate the post-consumer PVC from the other plastics to create a reusable material stream. With the help of VIABILITY and IDEM funding, Exeon purchased an electrostatic separator to produce a cleaner stream of recycled PVC from wire and cable insulation.



CASE STUDY



VIABILITY IN ACTION

Before the purchase of the electrostatic separator, Exeon was recycling about a truckload of PVC every one to two months. With the new machinery installed, Exeon now has the capacity to recycle about 550,000 pounds per month, which is expected to yield 6.6 to 7 million pounds per year of recycled post-consumer PVC. The separator also enables Exeon to deliver cleaner streams of recycled PVC, helping to meet more stringent requirements of reuse in various applications.

LOOKING FORWARD

With upgraded technology and expanded capacity, Exeon is now working to identify new supply streams to continue to recycle PVC back into the marketplace and away from landfills. The company will partner with wire manufacturers and recycling networks to continue their upward trend of post-consumer PVC recycling. Exeon will also serve as a model for other recyclers across the country, demonstrating the impact of technology like the electrostatic separator in accelerating post-consumer recycling.

CONCLUSION

Exeon's success exemplifies the importance of investing in recycling operations. The VIABILITY grant, paired with funds from the IDEM, allowed Exeon to significantly increase their recycling capacity by millions of pounds per year while simultaneously reducing waste and promoting sustainability. Exeon identified a problem, and with VIABILITY and IDEM's help, has found a solution. Exeon is a shining example of the reason the VIABILITY program came into existence—building a more circular economy one project, one grant, and one company at a time.