






## Join the Movement

The ReVinylize™ Recycling Collaborative is a coalition of dedicated installers, recyclers, distributors and manufacturers in partnership with the Vinyl Siding Institute and verified by GreenCircle Certified. We want to make it as easy as possible to recycle vinyl material.

Get ready to join the collaborative! Together, we can build connections between stakeholders at each step, helping to divert and reclaim as much rigid vinyl material as possible away from landfills and manufactured back into new rigid vinyl products.



### There's a place for everyone in Revinylize

-   
Collection Site
-   
Recycler
-   
Sponsor

Join Revinylize and become a place where rigid vinyl (including vinyl siding) can be dropped off and made into new products.

Join Revinylize and become a third-party verified recycler of post-consumer rigid vinyl (including vinyl siding).

Join Revinylize and commit your organization to help increase the amount of post consumer recycling of rigid vinyl (including vinyl siding) through annual financial support of the program.



As a member, you will **help us** take concrete steps to help meet our goal to **increase** the amount of post-consumer **vinyl material recycled** in the U.S. by **5 million pounds in 2025**. **Join today** and **help us close the loop** on the lifecycle of vinyl products.



## RECYCLERS & COLLECTION SITES

Recyclers and collection sites are the core to the success of the program. As these **networks** are **built**, the **movement** will continue to **grow** and recycling of rigid vinyl (including vinyl siding) will **become the norm!**

Help increase the amount of post-consumer vinyl material reclaimed from jobsites, and you can **be part of the movement to lower the carbon footprint by 47.5 kilograms** by keeping material out of landfills.<sup>1</sup> That's why the Vinyl Siding Institute, in partnership with GreenCircle™, founded the Revynylize Recycling Collaborative.

As a **key member** of the collaborative, **we'll help connect you to partners**. You'll have **access to and be listed in the Revynylize member directory** and the **directory of vinyl siding recycling sites**, as well as access to our **Verified Recycler logo** along with other marketing materials to use in your sales conversations. This co-op marketing will **drive awareness and bring foot traffic to your facilities**.

**Expand your recycling program using the Revynylize network!** To give the program credibility, **recyclers will be third-party verified through Green Circle**.

<sup>1</sup> Numbers adapted from EPA's Greenhouse Gas Equivalencies Calculator at <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator> 2023

## JOIN THE MOVEMENT

**Together**, let's take post-consumer rigid vinyl and place it back into the product stream. There's a **powerful business case for getting involved**. A 2020 survey of Americans<sup>1</sup> across the age spectrum found that a **majority of Millennial and Gen Z consumers prefer to buy sustainable brands, and they are willing to spend 10% more on sustainable products**.

**We'll help make it easy to recycle the scrap**, so you can help us complete the lifecycle. Select member recycling locations that offer pick-up and drop-off services for your rigid vinyl scrap.

<sup>1</sup> Based on "THE STATE OF CONSUMER SPENDING: GEN Z SHOPPERS DEMAND SUSTAINABLE RETAIL" by First Insight <https://www.firstinsight.com/white-papers-posts/gen-z-shoppers-demand-sustainability>