

**A Collaborative, Eco-Friendly Vision.
A Home Transformed.
A Community Inspired.**

Revynylize Launches in Louisville
with an Uplifting Recycling Story:
Residing a Local Mission's Home

CASE STUDY



Summary

Revinylize entered the Louisville, KY market with an innovative idea for a greener, stronger community – identify a home clad with vinyl siding that had reached its end of useful life and was ready for residing. This project would demonstrate how the Revinylize Recycling Collaborative’s national recycling program makes it easy to recycle vinyl building products and raises awareness among businesses and consumers, highlighting specific metrics and data to further educate the industry. Revinylize reclaims post-consumer materials from landfills, recycles these materials into beautiful, new products and recreates more sustainable communities with homes clad with the highest-performance vinyl siding.

Introduction

The Revinylize Recycling Collaborative launched in December 2023 with programs initially established in Cleveland, parts of Northeast Ohio and Toronto. It has since expanded to Nashville, Philadelphia, Pittsburgh and Louisville.

To promote the Louisville launch, Revinylize organizers tapped into their nonprofit contacts in the community to find a worthy home for the first recycling project. The charitable support notwithstanding, the project’s purpose was to create awareness for the recycling initiative and educate key stakeholders in the trades, municipalities, green and consumer sectors on how the process of post-consumer vinyl siding recycling works and its numerous benefits, including recyclability, durability and affordability.

Revinylize: A Powerful Story of Sustainability and Growth

Revinylize was founded by the [Polymeric Exterior Products Association \(PEPA\)](#) with generous support from the Vinyl Institute’s VIABILITY™ Recycling Grant Program and continues to recruit and connect more dedicated recyclers, distributors, collection sites and other advocates. Key partners include the nation’s leading rigid vinyl recyclers (*JP Industrial, Viking Recyclers, Lastique and Return Polymers*), *PVC Pipe Association* and *PPFA (Plastic Pipe and Fittings Association)*.

The program’s mission is to make recycling vinyl material as easy as possible. The goal is to recycle five million pounds of post-consumer rigid vinyl by the end of 2025. Revinylize was preceded by a pilot program, the Northeast Ohio Vinyl Siding Recycling Coalition, which recycled 500,000 pounds of vinyl siding from 2021-2023. To qualify, participating recyclers must be certified by a quality third-party agency, [GreenCircle Certified](#).



“ We’re all working together to bring hope to people in our community and Revinylize and their many partners are a perfect fit. It’s just super exciting.”

Maura Cautilli
Executive Director,
Hand in Hand

“ We use vinyl siding on 98% of our projects. The opportunity to show the homeowner that all the used vinyl siding being removed will be recycled and used to make other products and not go into landfills is priceless. We are making a greener future.”

Victor Rocha

Owner, American Home Exteriors, LLC



The initial goal for Revynlize was for national and continental coverage, or at least in regions where the vinyl siding market has already reached critical mass (the Northeast, the Midwest and Canada). Revynlize continues to expand, with its latest launch in Louisville and Nashville. Revynlize is also close to getting a commitment from the New England region in 2025.

The Challenge

Recent PEPA data identified a potential 300 million pounds of post-consumer vinyl siding ready for recycling each year. To date, there has yet to be a system in place in key markets across North America where vinyl siding is present to prevent this material from entering landfills.

In the proverbial sustainability scorecard, this is a double whammy when you consider that the most recyclable exterior is being dumped into the landfills as waste material. It's also a wasted opportunity when you consider that vinyl siding is America's most popular exterior.

A Solution – and an Opportunity

To effectively manage its growth and achieve a more immediate impact with each new market launch, Revynlize invested in a residing project in Louisville by funding a local contractor that works primarily with vinyl siding and whose site manager is a VSI-certified installer (a PEPA training and certification program offering). Revynlize organizers are grateful that PEPA member company *Westlake Royal Building Products* and *Mueller Distributors* donated the vinyl siding and other necessary polymeric exterior products.

Before installing the new siding and exterior products, the existing (post-consumer) vinyl siding materials were removed by the contractors' team and placed in a collection bin specially designed by the recycler, *Lastique*, which was then collected by *Mueller Distributors* and delivered. *Lastique* is a Revynlize- and GreenCircle-verified recycler that grinds these materials into pellets, powders and other forms that manufacturers like *Westlake Dimex* use to make new rigid vinyl products. Thanks to the opportunity, stakeholders at the most local levels are empowered to **reclaim** sustainable vinyl siding materials from the landfills, **recycle** these post-consumer materials into new quality products and **repeat** this “green” process for generations to come.

Revinylize in Action: The Results

- **A local mission experiences more “rebirth.”**

The New Leaf Clinic owns different homes in Louisville that allow patients in recovery to transition into more independent living with continuing support. The residing of one of the non-profit organization’s homes with new vinyl siding while recycling the existing aligns with its mission of “rebirth.” Revinylize, Westlake Royal and Mueller Distributors funded the project to demonstrate the intention of becoming true community partners, emphasizing that the recycling program can serve as a motivating resource for every home in the metropolitan area that wants to reclaim, recycle and repeat.
- **A local vinyl siding contractor had the opportunity to complete an eco-friendly project with a viable recycling component.**

American Home Exteriors, LLC, which uses vinyl siding on 98% of its projects has the chance to recycle post-consumer vinyl siding on a remodeling project for the first time in its 20+ year history.

 - They note that using this approach could save an estimated \$400-\$1,000 on renting a dumpster (or trailer) and significant labor and transportation costs to remove the materials and deliver them to a collection site.
 - The contractor now has the confidence in diverting post-consumer vinyl siding from the landfill.
 - American Home Exteriors now has a unique selling point as a Revinylize partner that will help them recruit the growing number of Millennial and Gen Z homeowners.
 - The New Leaf house project resulted in **2,000 – 3,000 lbs. of post-consumer vinyl siding being sent to the recycler.** A contractor the size of American Home Exteriors is expected to perform 15-20 projects annually. **This contractor alone can help recycle an estimated 30,000 – 60,000 lbs. of post-consumer vinyl siding annually.**
- A regional distributor expands its recycling footprint. Mueller Distributors, a family-owned leader in roofing, windows and siding distribution for over 149 years, operates 10 locations across Ohio and Kentucky. The company is a prominent distributor for Westlake Royal Building Products,

“ We are a mental health and substance abuse treatment program, and providing secure housing during our clients’ recovery is a critical component of our mission. We are so excited for this house to be blessed with new siding from Revinylize.”

Bethany Kaestner
Director of Housing, New Leaf

“ Number one, we can put it back out in the market as another PVC item rather than have it go into the landfill. And number two, we can make a better community here in Louisville and ensure it doesn’t go to waste. We’re giving it another chance at life.”

Brian Eisenmeyer
General Manager, Lastique



which is dedicated to incorporating more recycling into its sustainability efforts. Rather than using a traditional dumpster that typically ends up in a landfill, *Lastique* provided a recycling collection bin to the *New Leaf* house for collecting tear-off materials. The key difference between this bin and standard containers is that Revinylize recycling bins open from the ends, allowing materials to be poured directly into processing machinery at recycling facilities. If this pilot project in Louisville proves successful, it could inspire *Mueller* and other distributors to partner with certified recyclers, opening new business opportunities within this expanding collaborative effort.

- **A recycler has a new promotional tool for more projects in the Louisville market.**

Lastique has built its business by recycling rigid vinyl, like siding and pipe, into pellets, powders and other forms and distributing them to its manufacturer customers (like *Westlake Dimex*), who make vinyl siding and other PVC-based products (including electrical conduit, rails, fencing and more).

- **Local government agency expresses interest in Revinylize partnership.**

Two representatives from the City of Louisville’s Waste Management District came to the *New Leaf Clinic* home site to learn more about Revinylize and how the program works. They noted they were impressed with the initiative and would like to explore opportunities for mutual growth through partnership.

- **New products with recycled materials reduce overall carbon footprint.**

Recycling vinyl siding decreases the overall carbon footprint of the process as it reduces the energy use involved in manufacturing. The process of raw material extraction and processing is much more intensive than the process of collecting and grinding down recyclable material. Recycling vinyl siding and reintroducing it into the manufacturing process is known as “closed-loop recycling” because the material can be continuously reused, thus reducing the amount of energy used, which in turn reduces the carbon footprint. **It has been estimated that for every 10% recycled material used in new vinyl siding, the overall carbon footprint is reduced by 5%.**

- **Lower carbon footprint thanks to product quality and performance.**

In addition to the closed loop recycling that Revynylize enables, vinyl siding products have a long performance life estimated to last on the home for at least 50 years. Vinyl siding does not require painting or finishing, which reduces its use-phase impact as it relates to Life Cycle Inventory.

- **Promising continued community engagement.**

The *New Leaf* opportunity was referred to Revynylize by another local mission, *Hand in Hand*, whose offices are located across the street from the *New Leaf* home. *Hand in Hand* helps meet the housing, education and health-care needs of the economically vulnerable. They have an extensive network of homeowners, property management groups, and business and government professionals, including their 18-member Board of Directors comprised of business and community leaders who could help promote the Revynylize mission.



“ We’re excited to participate in the Revynylize initiative in Louisville. We want to be a part of the business moving forward and are excited to be working with Mueller and American Home Exteriors. I’ve been in the homebuilding industry for 24 years and have never seen a recycling program of this scale. Revynylize helps existing relationships like Westlake and Mueller work together to identify more opportunities to expand the greener footprint.”

Scott Via
Territory Manager, Westlake Royal Building Products

“ Vinyl siding is constantly evolving, resulting in the introduction of new products to the market. As vinyl’s market share grows, so does the amount of post-consumer waste, with contractors traditionally sending these materials to landfills. By providing a Revynylize recycling bin at our branch or job site, contractors can save both time and money by avoiding landfill disposal. Revynylize not only opens new opportunities for us, but also helps contractors reduce costs while contributing to a more environmentally friendly and sustainable industry.”

Mike Byrka
Branch Manager, Mueller Distributors



Together, Let's Bring Sustainability and Innovation to Life

- Utilize video, case study and local/regional partners to promote Revynylize Louisville to key stakeholders, including contractors, distributors, recyclers, homeowners, community leaders
- Continue a public relations campaign that leverages video and case study, as well as local partners, to create greater awareness of Revynylize Louisville and its multitude of benefits for the community
- Consider segmented campaigns using email marketing (if possible) that targets contractors, distributors, recyclers, government officials, homeowners, realtors, green businesses, NGOs (non-government organizations) and advocates, with specific messaging for each

" We are so excited to be in Louisville because we have been able to partner with several groups locally who understand the importance of recycling and can help us create more recyclable products and a more sustainable environment. PEPA research has identified an estimated 300 million pounds of post-consumer vinyl siding that could be recycled each year. The success we have here in Louisville could be an invaluable model for future markets to help us someday reach this volume."

Matt Dobson

Vice President, PEPA (Polymeric Exterior Products Association)



" We are proud to audit Revynylize Recycling Collaborative's partners in supporting the recycling of vinyl siding and other rigid vinyl building materials. This initiative promotes a circular economy and creates new opportunities for sustainability and economic growth. Verified by GreenCircle Certified, Revynylize is leading the way in ensuring vinyl products are recycled responsibly and efficiently."

Cara Vought,
Certification Officer, GreenCircle Certified

- Continue Revynlize social media campaigns (driven by PEPA) with support from Revynlize sponsors, PEPA's manufacturing members, the Vinyl Institute and *Vinyl Sustainability Council*, with a focus on the Louisville launch targeting the stakeholders
- Continue Revynlize social media campaigns with an added layer that draws more national attention and a focus on new market opportunities in New England, Washington, D.C., the Carolinas, the Southeast and the Southwest
- While Revynlize is proud to support Louisville with the *New Leaf* home residing project, program organizers emphasize that Revynlize is also accessible to middle-income and affluent neighborhoods and communities that are either building new homes or remodeling existing homes

Looking Ahead

The Revynlize Louisville project has allowed Revynlize, PEPA and all partners involved in this effort to open new doors for innovation and has led to tangible outcomes in post-consumer recycling.

Companies interested in Revynlize can learn more at www.revynlizenow.org.

“ Fantastic! Thank you to all for such great collaboration on this project. And thank you for the team on the ground in Louisville for taking the time to make this project a reality!”

Jay W. Thomas
*Vice President of Sustainability,
 The Vinyl Institute
 Executive Director,
 Vinyl Sustainability Council*

