



The VinylPlus[®] Product Label

Promote your company's
sustainable PVC solutions



What is the VinylPlus® Product Label?

The VinylPlus Product Label is the best way to promote your company's sustainable PVC solutions.

It is a labelling scheme which makes it easier for your customers and markets to identify the **most sustainable** and **high-performance PVC products** for the building and construction sectors. The VinylPlus Product Label is easy to recognise and reliable.

The VinylPlus Product Label was developed by VinylPlus, in collaboration with Building Research Establishment (BRE) and The Natural Step (TNS). The scheme is open to all VinylPlus Partners.



“To qualify for the VinylPlus Product Label, PVC products must meet a set of criteria, which evaluate the overall policy and performance of the company and the sustainability of the product’s components. Gaining the label is a true game changer for sustainable PVC products!”

Stefan Eingartner, VinylPlus Technical Director

What's in it for your company?

Top 5 reasons to apply for the VinylPlus Product Label

1. Showcase your sustainable PVC solutions
2. Increase your sales for sustainable PVC solutions
3. Set yourself apart and attract buyers and specifiers
4. Make it easy for your customers to identify your products based on sustainability performance
5. Benefit from the Label promotion done by VinylPlus

The VinylPlus Product Label helps you promote your sustainability!

Apply at productlabel.vinylplus.eu

“The VinylPlus Product Label confirms our commitment to strengthen the positive social, economic and environmental impact of PVC.”

Brigitte Dero, VinylPlus General Manager



How does the scheme work?

The VinylPlus Product Label is a voluntary scheme. All VinylPlus Partners can choose to apply for the label for a PVC product or product family.

The label has been developed to ensure a company's overall policy and performance, as well as the component materials used for product, are aligned with sustainability criteria as listed below.

The label comprises eight key criteria:

- 1.** VinylPlus partnership and programme support
- 2.** Organisational management requirements
- 3.** Supply chain management requirements
- 4.** Controlled loop management and recycling
- 5.** PVC resin from sustainable sources
- 6.** Responsible use of additives
- 7.** Sustainable energy and climate policies
- 8.** Sustainability awareness and communication

For more information on the VinylPlus Product Label criteria, visit productlabel.vinylplus.eu

Transparency and impartiality

Each criterion covers one or more levels of performance, ranging from compulsory to exemplary/outstanding.

All compulsory criteria must be fulfilled in order to secure certification. Each criterion is given a score or number of credits by an independent third-party auditor. To ensure transparency and impartiality the audit results are then independently verified by BRE.

Compulsory points:

- Legal compliance, Quality management systems
- Registered partnership with VinylPlus
- Cadmium and lead-free formulations, except as permitted in recyclates

Additional points:

- Recycling content of products, design for better recycling
- Living the VinylPlus programme in the whole organisation
- Waste management systems

The performance report attached to the accredited label will show details of where the credit points were achieved.

How to apply

○ APPLICATION

Any VinylPlus Partner can apply online.
You can self-check your score online!

○ VERIFICATION

VinylPlus verifies conformity and informs the applicant how their application is processed.

○ AUDIT PREPARATION

Applicant fills out audit information and undertakes preparation for the auditor's on-site visit. BRE undertakes a pre-assessment.

○ ON-SITE AUDIT

The on-site audit takes place and the auditor prepares the performance report.

○ REVIEW OF REPORT

BRE verifies the results of the performance report. Comments from the applicant can be requested if necessary.

○ CERTIFICATION

After positive completion of the audit process, VinylPlus grants the label certificate to the applicant, which is valid for 2 years.

○ RE-APPLICATION

To apply, go to productlabel.vinylplus.eu

Who is who



VinylPlus®

VinylPlus is the Voluntary Commitment to sustainable development of the European PVC industry. It aims at creating a long-term sustainability framework for the entire PVC value chain across Europe and beyond.

BRE

Building Research Establishment (BRE) is an independent and impartial, research-based consultancy, testing and training organisation, offering expertise in every aspect of the built environment and associated industries.



The Natural Step



The Natural Step (TNS) is a global NGO organisation with twenty-five years of experience helping organisations and individuals understand and make meaningful progress toward sustainability.



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