

Sustainable bio-attributed PVC is a winner

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PVC is long lasting and readily recyclable, which are words that are not normally associated with plastics. But PVC is much more durable than other common plastics, retaining its qualities for decades. The material can be recycled several times, which is why it has a key role to play in a circular economy. Now Vynova has launched bio-attributed PVC with ISCC PLUS certification, so it can also be part of a sustainable, low carbon, bio-economy. By using renewable raw materials in place of petrochemicals, Vynova states that its bio-attributed PVC reduces CO₂ emissions by more than 90% compared to conventionally produced PVC, with no loss of properties. This allows customers to significantly lower the carbon footprint of their end products, such as building products, medical devices or vehicles.

Vynova's bio-attributed PVC can be traced back to ISCC PLUS certified waste biomass, with guaranteed transparent sourcing and ethical production. This biomass is chemically broken down into building blocks, which are tracked and accounted for along the processing journey, through intermediates ethylene and vinyl chloride monomer to the final polyvinyl chloride (PVC).



Vynova's site in Beek, the Netherlands

The bio building blocks are allocated to the PVC according to a mass balance accounting system.

Jonathan Stewart from Vynova explains; "PVC is one of the most widely used polymers in the world and Europe's third most popular plastic. We are proud that our bio-attributed PVC has gained ISCC PLUS certification, which provides the most credible framework to certify our bio-attributed PVC grades according to a mass balance

approach. Three of our sites have become certified and they are all connected by a dedicated pipeline or train, which facilitates traceability within our mass balance."

Working with ISCC is the latest step in the company's sustainability journey. Vynova is also an active member of VinylPlus, the European PVC industry's voluntary sustainable development programme, which has publicly pledged to recycle at least 900,000 tonnes of PVC per year into new products by 2025. In fact, in Europe, PVC has one of the most advanced levels of mechanical recycling of all plastics.

PVC products are sold into a wide range of markets. Building products such as window frames and flooring provide hardwearing, fire-resistant, low maintenance options at a reasonable cost. PVC is also used in vehicles, for example for dashboards. Both of these markets are looking for more sustainable PVC options to reduce their environmental impact.



PVC also plays an important role in sports. In stadiums and sport centres it is used for roofing, façades, piping, flooring and seating. PVC was used extensively in the 2012 Olympic Games because it could meet the 30% recycled content and end-of-life recycling conditions imposed by the organisers. That same PVC was reused in the 2014 Glasgow Commonwealth Games and in the 2014 Brazil FIFA World Cup stadiums. It still lives on as school flooring and gym mats all over the UK.

Vynova is now working with converters from industry sectors that cover the whole range of PVC products, to support them in their efforts to gain ISCC PLUS certification. The aim is a fully certified supply chain within a year. So, there is more than a sporting chance that customers will be able to choose ISCC PLUS bio-attributed PVC products before the starting pistol is fired for the next Olympics.

For more information on ISCC PLUS certification please contact ISCC at info@iscc-system.org.