



# VinylPlus<sup>®</sup> Product Label

Promote your company's  
sustainable PVC solutions



vinyl<sup>plus</sup><sup>®</sup>  
COMMITTED TO  
SUSTAINABLE DEVELOPMENT

# What is the VinylPlus Product Label?

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

The VinylPlus Product Label is a sustainability certification 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®, Building Research Establishment (BRE) and The Natural Step. The scheme is open to all VinylPlus Partners.

VinylPlus partners have the option of obtaining the BES 6001 certification together with the VinylPlus Product Label. Both certifications can be obtained through a single audit.



“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 Eingärtner, 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. Help 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 performance!

[Apply at productlabel.vinylplus.eu](https://productlabel.vinylplus.eu)

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

*Brigitte Dero, Managing Director, VinylPlus*



# 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 outlined below.

The scheme addresses eight core sustainability topics:

- 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](https://productlabel.vinylplus.eu)

# Transparency and impartiality

One or more levels of performance are defined for each criteria, ranging from compulsory to outstanding.

All compulsory criteria must be fulfilled in order to secure certification. Each criteria is given a score by an independent third-party auditor when an above minimum performance is achieved. A total of minimum 30 points should be achieved. To ensure consistency among the auditors, audit results are independently verified by BRE.

## Compulsory criteria:

- Legal compliance, Quality management system, Material traceability up the supply chain
- Registered partnership with VinylPlus
- Cadmium-, lead- and low molecular weight orthophthalate-free formulations, except as permitted by REACH in recyclates

## Non-compulsory criteria:

- Recycling content in products
- Living the VinylPlus programme in the whole organisation

A performance report attached to the Certificate of Approval shows achieved credits. It enables the label holder to identify and prioritise its areas for improvement.

# How to apply

## ○ APPLICATION

Any VinylPlus Partner can apply online.  
Performance can be self-assessed online.

## ○ VERIFICATION

VinylPlus verifies conformity and informs the applicant on how their application will be processed.

## ○ AUDIT PREPARATION

Applicant fills out the evidence assessment sheet and prepares the on-site audit with the auditor.  
A trained auditor undertakes a pre- assessment.

## ○ ON-SITE AUDIT

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

## ○ REVIEW OF REPORT

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

## ○ CERTIFICATION

After positive completion of the audit process, VinylPlus grants a Certificate of Approval to the applicant. It is valid for 3 years.

## ○ RE-APPLICATION

To apply, go to [productlabel.vinylplus.eu](http://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.

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## 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 is a global NGO with twenty-five years of experience helping organisations and individuals understand and make meaningful progress toward sustainability.



## CONTACT US

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