

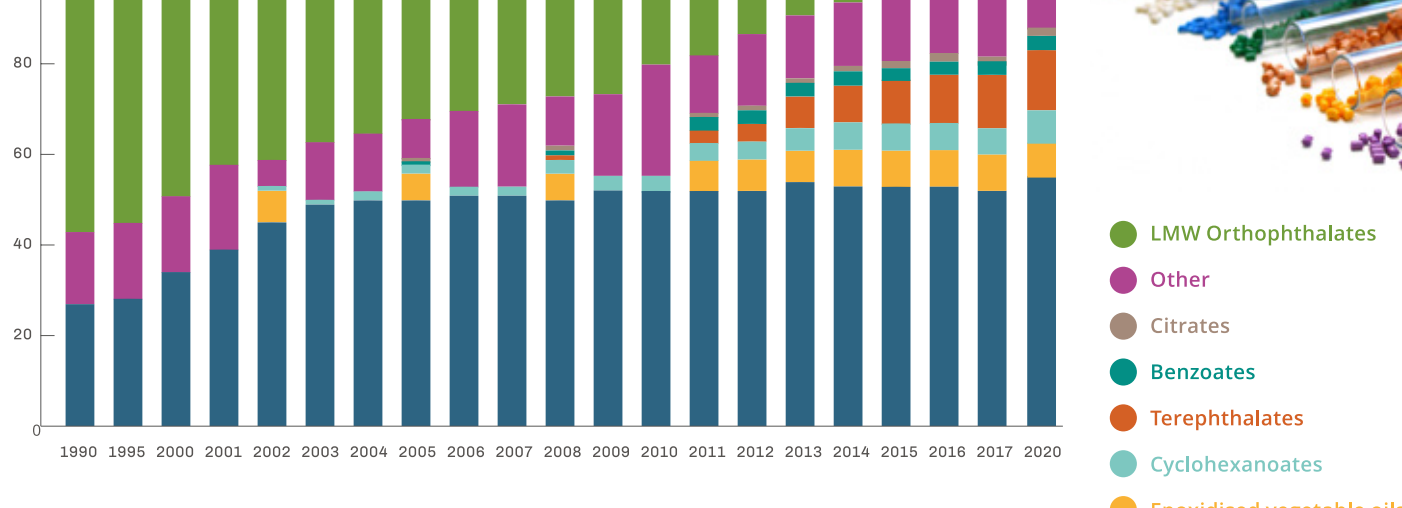
# Sustainability: the European Plasticiser industry commitment

With its strong commitment to sustainability while maintaining high performance of flexible vinyl and other applications, the plasticisers industry has been at the forefront of developing sustainable solutions for the European society. One of the major success stories of the industry has been the continuous and extensive research on existing and new technologies over the past 25 years. This allowed the European plasticiser industry to spearhead the substitution of SVHC substances with plasticisers that can be used safely.

*\*Substances of Very High Concern:*  
[www.echa.europa.eu/substances-of-very-high-concern-identification](http://www.echa.europa.eu/substances-of-very-high-concern-identification)

This transition was possible thanks to major industry investments in innovation and development, process technology, production, distribution, applications, and value chain support to ensure a smooth transition. Today we have many different plasticisers providing a wide range of solutions for a myriad of applications, meaning Infinite Opportunities! These Infinite Opportunities enabled many manufacturing sectors, from construction to automotive, healthcare and even solar and wind power to in turn enhance their own sustainability solutions. The transformation occurred in parallel with major EU regulatory assessments and REACH, CLP and EU regulatory compliance, with involvement of all EU stakeholders via public consultations and involvement in regulatory assessments. Truly, a European Union success story!

## European market trends (2020)



Major EU regulatory safety assessments by **EU regulatory** bodies and national and international competent authorities with input from European Plasticisers

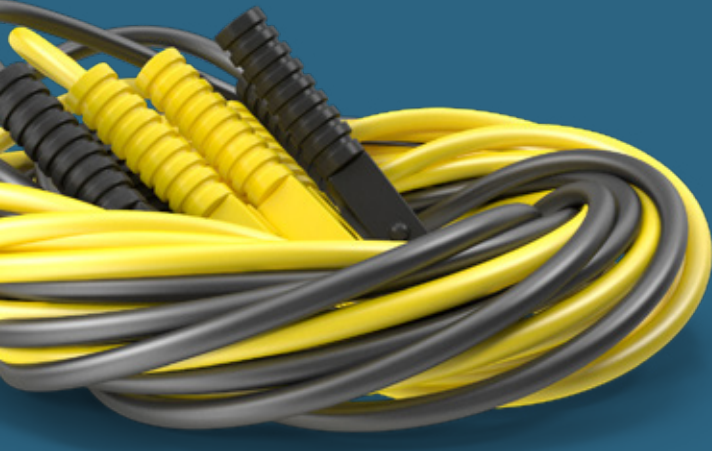
**6 BILLION EUROS** of industry investment

Over **25 YEARS** investing in the transformation

**Assessment** of over ~30,000 substances for plasticizing properties with over 50 REACH registered substances

The sustainable use of additives is one of the key objectives of the vinyl industry represented by VinylPlus. The functional benefits of the additives enable vinyl products to support sustainable development, including the UN SDGs (United Nations Sustainable Development Goals). Vinyl products can play a role in achieving many of the 17 goals and 169 targets within the SDGs.

## Durability a key to sustainability & circularity

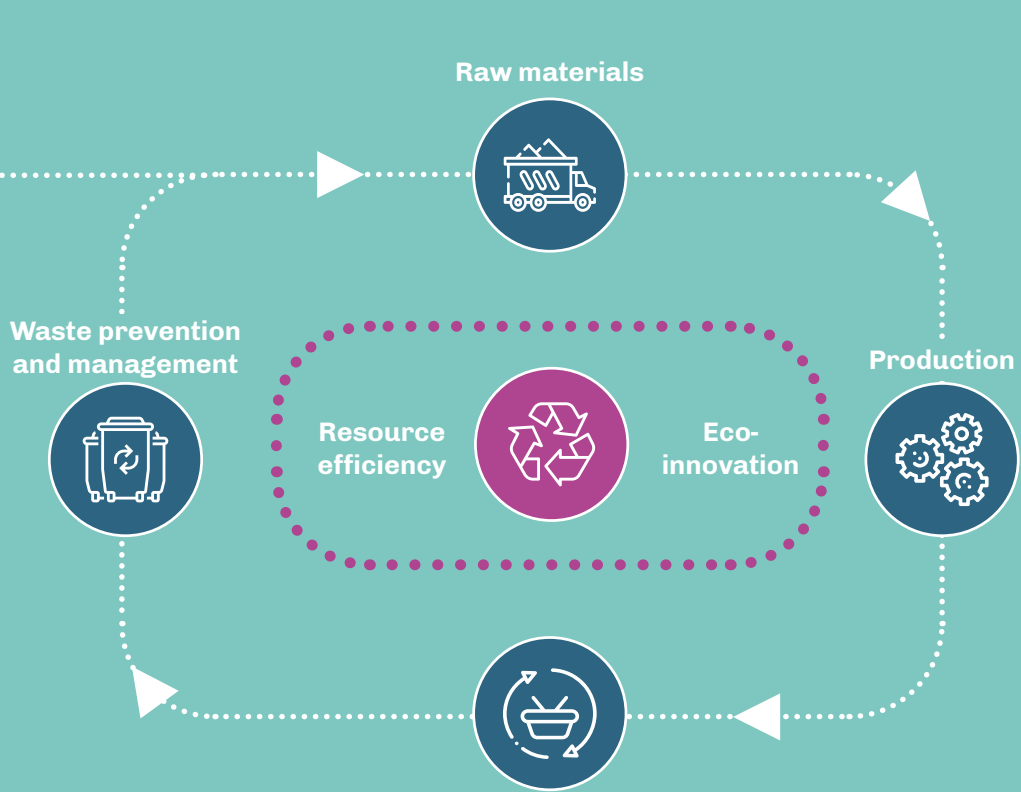


Flexible vinyl is **resistant to:**

- Weathering
- Microbial degradation
- Mechanical shocks
- Abrasion

Flexible vinyl is the preferred choice for many different long-life indoor and outdoor products. For example, in applications such as cable insulation, studies indicate that over 60 % of these flexible vinyl uses will have working lives of over 40 years.

Durability is a key aspect in creating a resource efficient economy since it means products have a long life span and then with repeated recycling the circular economy is achieved.



## Recycling: Infinite opportunities



**6.5 MILLION** tonnes of vinyl recycled since 2000

For each kg of vinyl recycled, 2 kg of CO<sub>2</sub> are saved. This means CO<sub>2</sub> savings in Europe amount to ~**1.5 million tonnes of CO<sub>2</sub>** saved per year from PVC recycling.

**13 MILLION** tonnes of CO<sub>2</sub> saved since 2000

Up to **92% CO<sub>2</sub>** savings are achieved when vinyl is recycled.

Source: [vinylplus.eu/progress/annual-progress](http://vinylplus.eu/progress/annual-progress)

### Where does recycled flexible PVC go?

When rigid and sorted, flexible articles are recycled, it is first separated and stored, shredded and granulated with addition of new resin, plasticisers and other additives that can then be reformed by the usual thermal processing into a variety of applications (so called "mechanical recycling"):

- **Filler in the production of floor coverings**
- **Traffic cones**
- **Traffic separators**
- **Soundproof walls**
- **Fences**
- **Flexible hoses and tubes**
- **Fashion: footwear, bags, clothing**

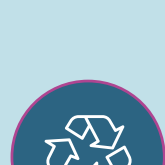


Source: [Recovinyl](http://Recovinyl)

## Innovative recycling

European Plasticisers is one of the founding members of VinylPlus® together with the resin producers (ECVM), the stabilizer producers (ESPA) and the European Plastics Converters (EuPC). The commitment and major investment of VinylPlus® over the last 21 years and looking forward, ensure sustainable use of vinyl, including an important focus on the sustainable use of additives. This is where European Plasticisers has been playing a role in supporting recycling, collaborating on additive reviews, conducting life cycle assessments, conducting research, partnering on technical and communications projects and providing information on plasticisers to the vinyl value chain and other stakeholders.

In 2020 VinylPlus® started a new collaborative project called VinylPlus® Med. The project is aimed at developing a recycling scheme for single-use vinyl medical devices in Europe, to help hospitals sort their vinyl medical devices for eventual recycling. This includes recycling of flexible vinyl masks, tubing and many other types of medical equipment. The commitment and major investment of VinylPlus over the last 21 years and looking forward, ensure a sustainable use of vinyl including an important focus on the sustainable use of additives. This is where European Plasticisers has been playing a role in supporting recycling, collaborating on additive reviews, conducting life cycle assessments, conducting research, partnering on technical and communications projects and providing information on plasticisers to the vinyl value chain and other stakeholders.



**900,000 TONNES** of vinyl recycled per year by 2025

**1 MILLION TONNES** of vinyl recycled per year by 2030

More info: [plasticisers.org](http://plasticisers.org)

Rue Belliard 40, Bte 15, 1040 Brussels, Belgium  
 T: + 32 2 436 94 64 | E: [info@europeanplasticisers.eu](mailto:info@europeanplasticisers.eu)  
[www.europeanplasticisers.eu](http://www.europeanplasticisers.eu)

A sector group of Cefic®  
 European Chemical Industry Council - Cefic 1988  
 EU Transparency Register n° 64879142323-90  
[www.cefic.org/about-us](http://www.cefic.org/about-us)