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**Photos:** [bldpressroom.com/vsc/cooley-group-new-member](http://bldpressroom.com/vsc/cooley-group-new-member)

**Vinyl Sustainability Council Welcomes Cooley Group as**

**Newest Member**

*High-Performance Polymeric Coated Fabrics Solutions Company Joins Industry Leaders*   
*Focused on Sustainability Efforts*

**WASHINGTON, DC, October 12, 2022** – [The Vinyl Sustainability Council (VSC)](https://www.vinylinfo.org/vinyl-sustainability-council/), a self-funded business council advancing sustainability in the vinyl industry, welcomes Cooley Group as the newest member of the council. VSC membership is reserved for organizations taking a leadership role to advance sustainability throughout the vinyl industry.

“We congratulate Cooley Group on their long-term commitment to sustainability and their advocacy of PVC as a sustainable polymer solution,” said Jay Thomas, VSC executive director. “We’re pleased to add Cooley Group to our list of more than 40 members who understand the importance of adopting and advancing sustainability practices in how they conduct business and in how they impact the communities they serve.”

Cooley Group is a worldwide leader in the development and manufacturing of innovative, sustainable, high-performance engineered membranes used in some of the world’s most high-profile outdoor advertising; environmental protection; water, fuel, and chemical containment; military; and roofing initiatives. Headquartered in Rhode Island, Cooley’s award-winning portfolio of highly diversified solutions is marketed and distributed worldwide across six business units: Healthcare, Print Media, Sign & Shade, Waterproofing, Containment, and Custom Solutions.

“At Cooley Group, we subscribe to three pillars of sustainable growth: economic prosperity, environmental sustainability, and social responsibility. Each priority contributes to our company's success,” said Jan-Pleun Lens, executive vice president, research and new business development. “Choosing to become a member of the Vinyl Sustainability Council is the latest example of this sustainable growth commitment. We look forward to joining fellow council members to advance the mission of sustainability across the vinyl industry."

Cooley Group currently reuses and repurposes all in-house-generated PVC waste as part of its award-winning sustainability program, in addition to purchasing externally sourced, recycled PVC for use in a variety of its polymeric coated fabric solutions.

For more information, visit [cooleygroup.com](https://cooleygroup.com/).

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**About the Vinyl Sustainability Council**

The Vinyl Sustainability Council (VSC), founded in 2016 in partnership with the Vinyl Institute, is a collaborative platform for companies, organizations, and other industry stakeholders to come together to advance the U.S. vinyl industry’s contribution to sustainable development. Through its +Vantage Vinyl™ verification program, the VSC aims to drive continuous improvement across all three aspects of sustainability – environmental, social and economic performance. For more information, please visit <https://vantagevinyl.com/>.