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**Photos:** <https://bldpressroom.com/vsc/2022-sustainability-report>

**Vinyl Sustainability Council Delivers Annual Sustainability Report, Details Ongoing Adoption of Council’s Verification Process**

*– +Vantage Vinyl® Verified Gaining Traction as Industry Standard –*

**WASHINGTON, DC, December 13, 2022** – [The Vinyl Sustainability Council (VSC),](https://vantagevinyl.com/) a self-funded business council advancing sustainability in the vinyl industry, today officially released the 2022 edition of its annual Sustainability Report, titled “[Connecting Our Industry to Reach Our Potential.](https://vantagevinyl.com/progress-report/)” The report chronicles the ongoing adoption of +Vantage Vinyl® verification across the industry. The +Vantage Vinyl sustainability initiative drives improvements by jointly identifying the most relevant potential performance improvement areas for companies operating within the vinyl supply chain and having company commitments verified by an independent third-party program.

“Since 2016, the Vinyl Sustainability Council has focused its efforts on bringing the vinyl industry’s supply chain together for the purpose of advancing sustainability. We are proud that over 60 organizations have joined the effort since our founding six years ago,” said Jay Thomas, VSC executive director. “Our effort to expand the reach of +Vantage Vinyl verified is critical to the industry’s forward momentum on sustainability, and our work has just begun.”

The +Vantage Vinyl initiative is comprised of five pillars: environmental stewardship, social diligence, economic soundness, collaboration, and open communication. Within each pillar are a series of Guiding Principles that set the direction and parameters for what a company will achieve over time on its journey of continuous improvement. The Guiding Principles support improved industry performance across three impact categories: resource efficiency, emissions, and health and safety.

 To read the 2022 annual Sustainability Report visit <https://vantagevinyl.com/progress-report/>

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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/>.