



# Press release

## Vynova pioneers production of circular-attributed PVC

12 November 2020

**Vynova has launched the world's first range of certified circular-attributed PVC resins. The innovative PVC portfolio is manufactured using circular ethylene which is produced from mixed plastic waste, helping close the loop on plastics recycling.**

The new circular-attributed PVC is produced using ethylene which is made from pyrolysis oil as feedstock. This feedstock is produced from mixed plastic waste streams via pyrolysis. This is a chemical recycling process in which plastic waste is heated without oxygen so that it breaks down into products that can be further processed into a chemical feedstock, in this case ethylene.

This approach contributes to sustainable management of difficult to recycle plastic waste streams, advancing the journey towards a circular economy. Furthermore, the pyrolysis oil replaces conventional fossil feedstock, resulting in a CO<sub>2</sub> emission reduction of 50%<sup>1</sup>. The circular ethylene is supplied to Vynova by SABIC<sup>2</sup> from the company's production facilities in Geleen (the Netherlands).

### VynoEcoSolutions

The circular-attributed PVC resins will be marketed under the VynoEcoSolutions brand, Vynova's new portfolio of circular and renewable products, which currently also includes the company's bio-attributed PVC range.

"With the launch of our new generation of PVC resins, we have reached another milestone in our journey towards circularity. By using circular feedstock in the production of PVC, we are enabling our customers to achieve their sustainability goals and helping to address the issue of plastics waste management", comments Jonathan Stewart, Vynova Vice President PVC Business Management.

### Same product quality and performance

The circular-attributed PVC resins meet the same rigorous product quality, specifications and material performance as Vynova's conventionally produced PVC grades. Converters will be able to process the new PVC resins with their existing equipment, under identical process conditions.

Vynova's circular-attributed PVC portfolio can be used in both rigid and flexible applications and includes an extensive range of K-values. The new range of PVC resins will initially be manufactured at the Vynova sites in Beek (the Netherlands) and Mazingarbe (France).

Vynova's circular-attributed PVC grades are certified under the ISCC PLUS framework according to a mass balance approach. ISCC is a globally applicable sustainability certification system that covers all sustainable feedstocks, including agricultural and forestry biomass, circular materials and renewables. The ISCC PLUS certification scheme requires strict traceability and is verified by independent third-party auditors.

### About Vynova

Vynova is a leading European PVC and chlor-alkali company. Our products play a key role in manufacturing numerous industrial products and consumer goods that improve our quality of life. With production sites in five countries and 1,250 committed employees, we generate annual sales of 1 billion euros.

Established in 2015, Vynova is the chlor-vinyls platform of the International Chemical Investors Group (ICIG). Our product offering comprises multiple grades of suspension PVC (S-PVC), KOH and other potassium derivatives, caustic soda (NaOH) and sodium hypochlorite (NaOCl).

For more information, visit [www.vynova-group.com](http://www.vynova-group.com).

### About ISCC

ISCC is a globally applicable sustainability certification system and covers all sustainable feedstocks, including agricultural and forestry biomass, circular materials and renewables. With currently over 4,000 valid certificates in more than 100 countries, ISCC is among the

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<sup>1</sup> Taking into account the CO<sub>2</sub> emission avoidance compared to incineration of end-of-life plastics (based on a recent peer-reviewed SABIC internal LCA study and the PlasticsEurope eco-profile study on VCM and PVC 2015).

<sup>2</sup> The circular ethylene forms part of TRUCIRCLE™, SABIC's complete portfolio of solutions that include design for recyclability, mechanically recycled products, certified circular products from feedstock recycling of plastic waste streams as well as certified renewables products from bio-based feedstock.



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world's largest certification systems. It has been developed through an open multi-stakeholder process and is governed by an association with more than 150 members, including research institutes and NGOs.

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