



PRESS RELEASE

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Vinyl 2010: The main item on the PVC Industry's Agenda.

A European initiative with the well-being of future generations in mind.

Worms, 17. November, 2008. Reducing the environmental impact of society is the basis of all Sustainable Development initiatives. The European PVC industry is gradually transforming itself to meet this fundamental objective through a value chain initiative called the Vinyl 2010 voluntary commitment.

A voluntary, and serious, commitment to sustainability

In the year 2000, amongst a whole range of environmental impact reduction measures, PVC manufacturers, as well as converters of this popular plastic material agreed to stimulate the recycling of at least 200,000 tonnes a year of post-consumer PVC waste by the end of 2010, in addition to the quantities already being recycled. Last year amount of material being recycled had already reached nearly 150,000 tonnes, rapidly approaching the goal figure. Furthermore, as an integrated part of the voluntary commitment, companies involved in Vinyl 2010 are continuously supporting the research and development of new procedures and technologies for PVC recycling.

The cost of the Vinyl 2010 PVC recycling programme is shared by both the resin manufacturers and the European PVC product converters. The converting industry contributes to the scheme through a funding mechanism called the Vinyl Foundation administered by KPMG Fiduciary. Through this system funds are collected from PVC converters based on the volume of PVC being used by each individual company. In this way the cost of PVC recycling across Europe can be shared equitably by the whole PVC value chain.

**RENOLIT: A central pillar of the Vinyl 2010 initiative**

The principles of the voluntary commitment are key to the future development of the PVC industry, which Michael Kundel (member of the Advisory Board) considers an essential element in negotiations with international clientele. "Taking into account the increasing importance of sustainable development, it is beyond doubt that this important evidence of corporate social responsibility provides benefits to our company," explains the CEO of **RENOLIT AG**, located in Worms (Germany). The company sets a good example: it is among the the founding members of the Vinyl Foundation which provides the financial support necessary for the Vinyl 2010 recycling programme, and Michael Kundel is highly committed to his role within the Foundation. **RENOLIT** also takes its financial responsibility very seriously by sharing its precious know-how to partners within the initiative.

"As a family-run business, responsibility and transparency are decisive factors underpinning our economic activity," insists Michael Kundel. The Vinyl 2010 programme incorporates measurable targets, interim deadlines and target dates, publications of yearly reports, and an independent Monitoring Committee. The programme is also registered with the Secretariat of the UN Commission on Sustainable Development.

The company

RENOLIT AG is an international leader in the manufacture of high-quality thermoplastic films and products. This independent family-run business, which has been setting benchmarks for quality and innovation for over 60 years, now employs a workforce of approximately 4,300 employees at its 35 production sites and sales companies. The **RENOLIT** brand enjoys a worldwide reputation for technical expertise, modern product design and customer-orientated service.

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