



# VinylPlus® Certificates

22 February 2021



## PROGRESS REPORT 2020

REPORTING ON 2019 ACTIVITIES



# Agenda

---

- VinylPlus Certificates in a Nutshell
- VinylPlus Certificates: Awarding Conditions
- Communication of the VinylPlus *Supplier* Certificate

# VinylPlus Certificates in a Nutshell

## VinylPlus *Membership Certificate*

- **Showcase commitment** to the VinylPlus programme
- **Demonstrate understanding** of the importance of sustainability in partner's products, industry and society
- **Proof of payment** of annual programme membership fees
- Open to companies having business in **the European PVC value chain**
- Valid for **1 year**
- **Cost:** VinylPlus partnership fees



# VinylPlus Certificates in a Nutshell

## VinylPlus *Supplier* Certificate

- Proof of compliance with **some selected criteria** of the VinylPlus® Product Label criteria scheme
- Compliance **audited** by **3<sup>rd</sup> party certification body**
- Audit covers **all products manufactured on one site relevant to PVC B&C products**
- Open to **all VinylPlus partners** supplying **compounds, stabilisers, plasticisers** and **pigments** to PVC converters manufacturing and selling PVC building and construction products in EU27+UK+NO+CH
- **Two** criteria schemes: for compounders, for stabilisers/plasticiser/pigment manufacturers
- Used as **evidence** by the VinylPlus® Product Label applicants during the Label audits
- Valid for **3 years**
- **Cost:** Cover audit and verification fees, ca. 5k€

# VinylPlus Certificates: Awarding Conditions

---

## VinylPlus *Partnership* Certificate

- Delivered by VinylPlus to a partner company upon a **valid proof a payment** of the annual VinylPlus partnership fees

## VinylPlus *Supplier* Certificate

- Delivered by VinylPlus to a partner company upon presentation of a **positive 3<sup>rd</sup> party audit report**

# Communication of the VinylPlus *Supplier* Certificate

---

## Rules for Communication Development

- Communication should fit into the **whole VinylPlus Communication Strategy**
- Communication efforts **should be proportionate** with the **communication resources** available for the full programme
- Communication developed for the VinylPlus® Product Label should **be used as benchmark**
- Communication (mainly digital) should be initiated only **after at least 2-3 companies** have been awarded the *Supplier* Certificate

# Communication of the VinylPlus Supplier Certificate

## ■ A Two-Fold Communication Action Plan

### ➤ 1<sup>st</sup> Step – communication & marketing tools

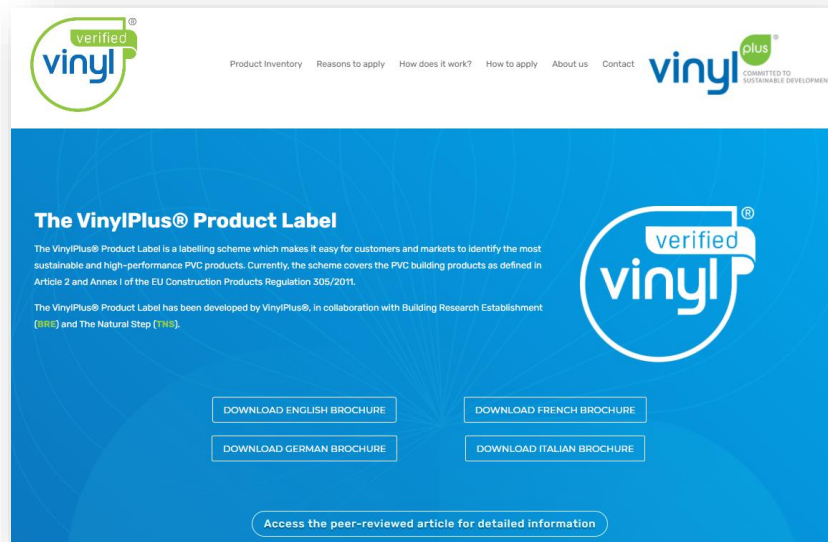
- Section on the **VinylPlus® Product Label** website (online)
- Creation of a **generic leaflet** (print + digital) in EN, DE, IT, FR.

### ➤ 2<sup>nd</sup> Step – promotion tools (starting with the 1<sup>st</sup> supplier certifications)

- **We need a story to tell**
- **VinylPlus®** and **VinylPlus® Product Label** websites
- **VinylPlus e-Newsletters** (sent to all VinylPlus partners & converters)
- **VinylPlus Product Label Community** Newsletter
- **VinylPlus social media** channels
- Benefit from **media outreach** on the Product Label

# Communication Action Plan - 1<sup>st</sup> Step: Tools

## VinylPlus® Product Label Website



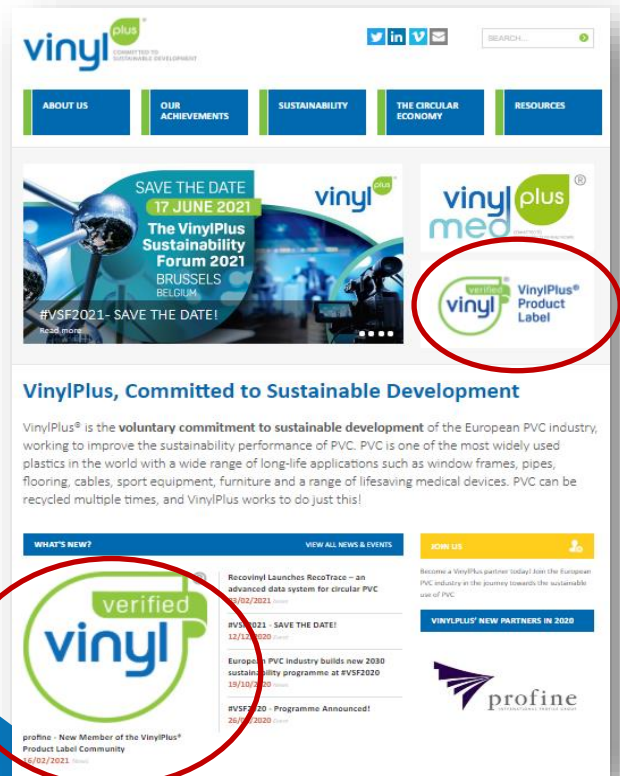
## VSC Leaflet



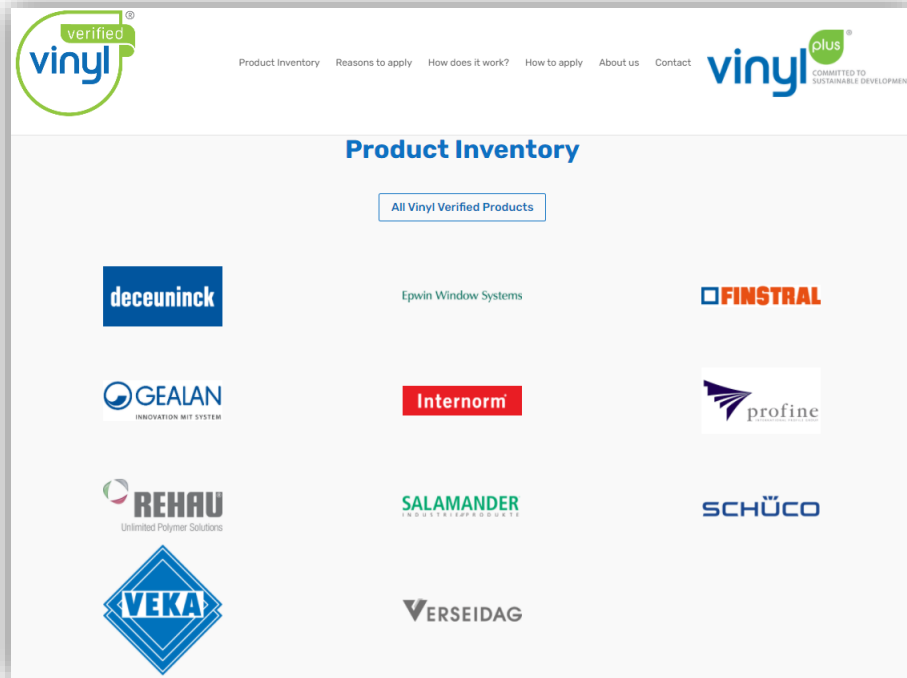


# Communication Action Plan – 2<sup>nd</sup> Step: Websites

## VinylPlus® Website



## VinylPlus® Product Label Website



# Communication Action Plan – 2<sup>nd</sup> Step: Newsletters

## Newsletter for PL Holders



January 2021

Welcome to The VinylPlus® Product Label Community newsletter, brought to you by VinylPlus® exclusively for the Product Label holders.

Here, we share all the news and developments you need to know about the VinylPlus® Product Label! This is a platform for you, as partners, at the forefront of VinylPlus' sustainability efforts. As the community grows, we hope to offer more regular updates and positive stories on Vinyl Verified®!



We are happy to announce that profine has become the 11<sup>th</sup> PVC converter joining the VinylPlus® Product Label Community, with 10 profile systems and the first 5 skin foam sheets certified with the VinylPlus scheme.

VinylPlus congratulates profine for the excellent work done during the audit despite the difficult conditions created by the COVID-19 pandemic, and hopes that the Product Label will help the company in its sustainability journey.

## Newsletter for VinylPlus partners



NEWSLETTER #7 - NOVEMBER 2020  
For VinylPlus® partners only

DOWNLOAD PDF



Growing Recognition as a Label  
for Green Public Procurement

The VinylPlus® Product Label not only helps converters to develop PVC products with higher sustainability performance but is also a tool to guide public and private buyers to select PVC products showing the best sustainability profile.



READ MORE

## Wonderful Vinyl - 2500 recipients

WonderfulVinyl



PVC in architecture  
and design

The European PVC industry's newsletter - November 2020

WonderfulVinyl is a magazine  
on innovative uses of PVC in architecture and design.

VIEW MAGAZINE



# Communication Action Plan – 2<sup>nd</sup> Step: Social Media

## TWITTER

**VinylPlus**  
@VinylPlus\_EU

"The VinylPlus® Product Label confirms effectively and efficiently our high product requirements on input components, product quality and used management systems."

– Joachim Oberrauch, Finstral AG

Learn more about the Label 📌

[productlabel.vinylplus.eu](http://productlabel.vinylplus.eu)

#sustainability



8:45 AM · Feb 5, 2021

👍 2 💬 2 🔗 Copy link to Tweet

**profine Group**  
@profineGroup

The sustainability seal for PVC building products: We are very happy about the certification with the @VinylPlus\_EU Product Label - Certified Vinyl. More info: [bit.ly/3b9ncq6](https://bit.ly/3b9ncq6) #VinylPlus #CertifiedVinyl #Sustainability #profineGroup #KBE #KÖMMERLING #TROCAL



11:35 AM · Feb 15, 2021

👍 3 💬 2 🔗 Copy link to Tweet

**L'Echo de la Baie**  
@echodelabaie

[Durabilité] Le Groupe profine obtient la certification "VinylPlus" :

[lechodelabaie.fr/actualites/le-...](https://lechodelabaie.fr/actualites/le-...) @profineGroup @VinylPlus\_EU



5:43 PM · Feb 17, 2021

👍 2 💬 1 🔗 Copy link to Tweet

# Communication Action Plan – 2<sup>nd</sup> Step: Media Outreach

## Trade Media



## Political Media





# PROGRESS REPORT **2020**

REPORTING ON 2019 ACTIVITIES



[www.vinylplus.eu](http://www.vinylplus.eu)



[info@vinylplus.eu](mailto:info@vinylplus.eu)



[vinylplus\\_eu](https://twitter.com/vinylplus_eu)



[vinylplus](https://www.linkedin.com/company/vinylplus)