



NETWORKING – KNOWLEDGE – DIALOGUE

Activity Report
VinylPlus Deutschland

2021-2022



vinyl plus[®]
COMMITTED TO
SUSTAINABLE DEVELOPMENT

BOARD

VinylPlus Deutschland



Dr. Oliver Mieden

Westlake Germany GmbH & Co. KG, Ismaning, Head of Environmental Affairs & Communications, Chairman of the VinylPlus Deutschland e.V. Board



Mailin Bode

RENOLIT SE, Worms, General Manager Corporate Development, Vice Chairwoman of the VinylPlus Deutschland e.V. Board



Uwe Dietsch

NOVYN Europe Ltd., Rheinberg, Commercial Manager General Purpose Vinyls, Treasurer of VinylPlus Deutschland e.V.



Jörg Frömming

Dekura GmbH, Höxter, Managing Director



Reiner Gerlach

Perlen Packaging GmbH, Müllheim, Managing Director and Site Manager



Volkmar Halbe

FEB - Fachverband der Hersteller elastischer Bodenbeläge e.V., Münster, Chairman



Roland Jahn

GEALAN Fenster-Systeme GmbH, Oberkotzau, Advocacy Manager



Dr. Alexander Kronimus

PlasticsEurope Deutschland e.V., Frankfurt a.M., Head Business Segment Climate Protection and Circular Economy



Roland Pietz

Evonik Operations GmbH, Marl, Head of Market Segment Oxo Alcohols & Plasticizers, Vice Chairman of the VinylPlus Deutschland e.V. Board, since 07/2022



Hans-Christoph Porth

Vestolit GmbH, Marl, Executive Vice President Commercial, Business Unit Specialty Resins



Thomas Zenger

Baerlocher GmbH, Unterschleissheim, Sales Manager Europe Key Accounts

...are retired:

Dr. Dieter Polte

Vestolit GmbH, Marl, Managing Director, Vice Chairman of the VinylPlus Deutschland e.V. Board, 05/2022

Dr. Ingo Sartorius

PlasticsEurope Deutschland e.V., Frankfurt a.M., Director General (interim) and Managing Director Consumer and Environmental Affairs, 11/2021

CONTENT

ADVANCING **CIRCULAR ECONOMY** AND **CARBON NEUTRALITY**

› p. 3

COMMITTED TO **SUSTAINABILITY**

› p. 4

Circular Economy **IN THE PVC INDUSTRY**

› p. 6

PROJECTS within the Framework of VinylPlus

› p. 7

INNOVATIVE AND RELIABLE

› p. 8

THE INDUSTRY **NETWORK**

› p. 9

A Vast Pool of **EXPERTISE**

› p. 10

OPEN Dialogue

› p. 11

Strong **COOPERATIONS**

› p. 12

EXPERIENCING Vinyl

› p. 13

AGPU MEDIA

› p. 14

MEMBERS

› p. 15



DR. OLIVER MIEDEN

Chairman of the VinylPlus
Deutschland e.V. Board

ADVANCING CIRCULAR ECONOMY AND CARBON NEUTRALITY

First the global Covid 19 pandemic, then the Russian war of aggression on Ukraine: both events are causing great suffering, ruining livelihoods and putting significant pressure on economies and health systems. Industry is also struggling with extreme challenges such as exorbitant price increases for energy, raw materials and financing costs, as well as severe supply shortages and a lack of specialists. Regardless of the current situation, companies along the PVC value chain continue to drive their transformation processes towards a circular economy and carbon neutrality at a fast pace: from raw material production to polymer manufacturing and conversion to recycling.

This is noticeable in the development of more sustainable technologies for PVC production and conversion and through the increasing use of renewable energies. The growing use of bio-based raw materials contributes to the gradual de-fossilisation of the industry. Continuous improvements in energy efficiency of production processes are reducing the carbon footprint of products with the long-term aim to reach carbon neutrality. The long service-life of many end products, mainly from the construction sector, also saves energy as well as raw materials and reduces CO₂ emissions.

VinylPlus Deutschland, with more than 50 member companies and partners, plays a pioneering role in the circular economy and recycling, as the entire life cycle of the products is planned from the very beginning. The most important building products made of PVC, such as window and door profiles, pipes and flooring, have already been recycled for many years and processed into new durable products. More and more products are made entirely or partly from recycled materials in order to conserve resources. For sustainable raw material recovery, the industry also promotes developments in chemical recycling.

The "Arbeitsgemeinschaft PVC und UMWELT e.V." changed its name to "VinylPlus Deutschland e.V." in February 2021. This is a clear commitment to the targets of the joint European sustainability commitment, which launched "VinylPlus 2030" for this decade in the summer of 2021. As part of the European PVC industry we will contribute to achieve the very ambitious targets of this trend-setting programme towards circularity and carbon neutrality.

MEMBERSHIP STRENGTHENS EUROPEAN PVC NETWORK

With more than 50 member companies, VinylPlus Deutschland represents the entire PVC value chain. Members benefit from top class events such as workshops and training courses and can network with colleagues from the international PVC industry in working groups. They also have access to decision-makers in politics, industry, public authorities, the building and construction industry, journalists and important opinion leaders.

The close cooperation between the European VinylPlus® sustainability programme and VinylPlus Deutschland offers also a new concept for membership. From now on, the membership is only possible at national **and** European level. This intensified European networking creates synergies for members and takes into account that most companies in the PVC industry operate internationally.

For further information on membership and the comprehensive service package, please visit our website or contact us personally. You can reach the VinylPlus Deutschland office at: www.vinylplus.de, kontakt@vinylplus.de, +49 228 91783-0.



Talking about the amended restriction proposal for lead in PVC at window system supplier profine (from left to right): Thomas Hülsmann (VinylPlus Deutschland), Hildegard Bentele (MEP), Dr Jan-Marco Luczak (Member of the German Bundestag) and Christian Amling (profine).

COMMITTED TO SUSTAINABILITY

Sustainability and circular economy have already been very important in recent years. Considering the current situation at the energy and raw material markets they are now gaining even more significance. The PVC industry is working intensively on new solutions to set the industry on a more sustainable development path throughout the entire value chain in order to meet the enormous challenges.

This includes the continuous optimisation of processes in the production of raw materials as well as the manufacture and conversion of products, for example by increasing energy efficiency to achieve significant CO₂ reductions. Furthermore, the increased use of renewable energies and bio-based raw materials saves fossil resources. The long service-life and low life cycle costs also prove to be advantageous in terms of sustainable development. So does the recyclability of the products. The development of circular-oriented PVC-products that are recycled after use, extend materials usage which helps saving scarce resources.

Pioneer in Sustainable Development

The PVC industry in Germany and Europe began early on to develop a "low carbon" circular economy and has already created recycling opportunities for the most important PVC building products. In this way it contributes to the European "Green Deal" to make Europe climate neutral by 2050. It is also contributing to the Circular Economy Action Plan (CEAP) for a resource-efficient circular economy, which aims to further increase the share of recycled materials in the coming years. Together with more than 300 companies and associations from the entire plastics value chain, VinylPlus® has also joined the Circular Plastics Alliance.



Certification of Sustainable PVC Building Products

For PVC building and construction applications, the VinylPlus® Product Label for high-performance and sustainable products was introduced in 2018. It is only awarded to companies that pursue a holistic sustainability strategy. This includes responsible procurement of PVC raw materials and additives, closed material cycles and recycling, a sustainable energy strategy and active communication by the company with all stakeholders. By mid-2022, eleven companies have received the VinylPlus® Product Label for 130 PVC building products manufactured at 22 European sites.

The VinylPlus® Product Label is the sustainability label for PVC building products.



Photo: VinylPlus Deutschland

Thomas Hülsmann in conversation with Ricarda Lang (Federal Chairwoman of BÜNDNIS 90/DIE GRÜNEN) about the new ten-year "VinylPlus 2030" programme and current progress of the industry in sustainable development.

The European sustainability programme is thus committed, among other things, to the EU Commission's goal of using 900,000 tonnes of recycled PVC in new products by 2025: a contribution to achieving the target of ten million tonnes of recycled plastics.

Dialogue at Political Level

With regard to the amended restriction proposal for lead in PVC, VinylPlus Deutschland together with EPPA, KRV, QKE and Rewindo is in regular dialogue with policy makers and politicians in Germany. To promote direct dialogue selected MEPs were invited to visit member companies. For example VinylPlus Deutschland Managing Director Thomas Hülsmann met Hildegard Bentele (MEP) and Dr Jan-Marco Luczak (Member of Parliament) at window system supplier profine in Berlin and at the PVC manufacturer VYNOVA in Wilhelms- haven Tiemo Wölken (MEP) and Marten Gäde (Member of Parliament in Lower Saxony). In addition, there was an intensive dialogue on the EU Commission's "Restrictions

Roadmap – PVC and its Additives" in the form of statements and discussions with the Ministries of Environment, Economics and Labour.

Thomas Hülsmann presented the contribution of the PVC industry to sustainable development during the federal party conference of BÜNDNIS 90/DIE GRÜNEN in Bonn and took the opportunity to explain the new ten years programme "VinylPlus 2030" and current progress such as the use of bio-based raw materials along the PVC value chain to the Federal Chairwoman Ricarda Lang.

VinylPlus Deutschland is involved in many regulations and legislative processes and engages in dialogue with politicians in the Bundestag or federal ministries. Therefore, in 2022 the sustainability initiative has registered in the lobby register as an official interest group. In addition, VinylPlus Deutschland has developed a Code of Conduct for Responsible Lobbying. The document is available on the VinylPlus Deutschland website.

FROM AGPU TO VINYLPLUS DEUTSCHLAND

In February 2021 the "Arbeitsgemeinschaft PVC und Umwelt e.V." (AGPU) was renamed into "VinylPlus Deutschland e.V.". This name change is a clear signal of the German PVC industry for its joint European commitment to sustainability. The network of currently more than 50 member companies and partners - in Germany alone - will be further strengthened and the dialogue with the public and the commitment to the sustainable development of PVC, which began more than 30 years ago, will be consistently continued.



VinylPlus Deutschland is the voice of the PVC industry in Germany. It pools the knowledge of many experts and promotes their exchange. It also maintains a dialogue with decision-makers and opinion leaders. Member companies have access to an established and extensive industry network, including the annual general assembly, the workshops "PVC and Environment", the VinylPlus® Sustainability Forum Deutschland and the working groups.



Source: VinylPlus®

The annual Progress Report summarises the achievements of the European PVC industry's sustainability programme.



Photo: VinylPlus®

As part of the VinylPlus® Sustainability Forum, the European PVC industry's new commitment to sustainable development "VinylPlus 2030" was launched in summer 2021.

CIRCULAR ECONOMY IN THE PVC INDUSTRY

VinylPlus®, the sustainability programme of the European PVC industry, has been committed to sustainable development throughout the PVC value chain for over 20 years. At the VinylPlus® Sustainability Forum in summer 2021, the achievements to date and the renewed "VinylPlus 2030" commitment with ambitious targets for this decade were presented.

With the renewed sustainability programme, VinylPlus® aims to contribute proactively to addressing global sustainability challenges. Three "pathways" have been identified embracing the PVC value chain's circularity, its advancements towards carbon neutrality and minimisation of the environmental footprint of the PVC production and products, contributing to the United Nations 2030 Agenda for Sustainable Development by global coalitions.

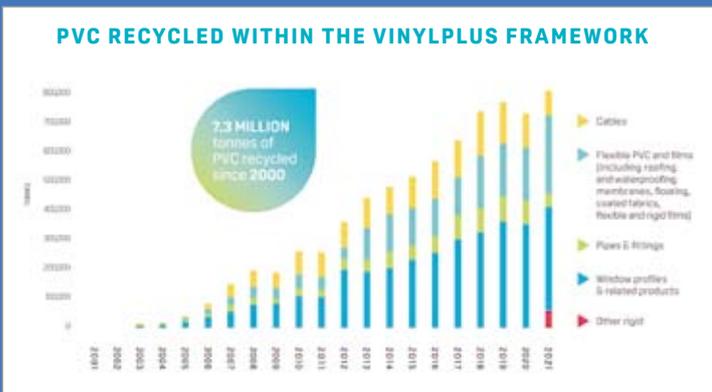
7.3 million Tonnes of Recycled PVC since 2000

Looking ahead, VinylPlus® confirms its strong commitment and dedication to recycle 900,000 tonnes of PVC per year by 2025 in line with the Circular Plastics Alliance targets, and one million tonnes of PVC annually by 2030. Since 2000, 7.3 million tonnes of PVC have been recycled and

converted into new products as a part of the sustainability programme. 810,775 tonnes were recycled in 2021 alone: an amount that provides savings of more than 1.6 million tonnes of CO₂, reduces primary energy demand by about 90 percent compared to virgin material, and creates more jobs in the recycling industry. European PVC recycling tonnages and the use of this material are verified by the RecoTrace™ data collection system, which complies with the EU Circular Plastics Alliance's monitoring requirements. VinylPlus® summarises the achievements and progress of the sustainability programme annually in independently audited Progress Reports.

Less Energy and Raw Materials

During the last VinylPlus® decade, the industry achieved overall savings of 9.5 percent in PVC resin production and between 16 and 26.5 percent in main applications of PVC converting, with increasing use of renewable energy. In addition, the service life of products is the main factor influencing energy and raw material consumption. In this respect, the vinyl industry offers mature resource- and energy-efficient solutions with particularly durable building products that are part of a functioning circular economy: a good solution in view of the tight energy and raw material markets.



Source: VinylPlus®

PROJECTS WITHIN THE FRAMEWORK OF VINYLPLUS

VinylPlus Deutschland communicates the goals and successes of the European sustainability programme in Germany and implements various projects in close cooperation with VinylPlus®. These include events and personal dialogue with decision-makers, as well as articles in various specialist media.

With the series of events "PVC recyclers meet PVC processors" initiated in 2012, VinylPlus Deutschland, together with AgPR, Rewindo and IVK Europe, offers a proven and successful expert platform around PVC recycling. The aim is to promote PVC recycling in Germany and to increase the acceptance of products made with recycled material. After a two-year break due to the Covid-pandemic, two events were held again for the first time on site in 2022 in Lüneburg and Worms. The second regional meeting at the member company RENOLIT SE brought together more than 40 recycling experts from the entire PVC value chain: a clear sign of the importance and high significance of PVC recycling.

Sustainable raw material recovery is also the focus of the multi-stakeholder research project "ChemRecPolymer" on chemical recycling of selected mixed plastic waste. Coordinated by the BKV, VCI and KIT, the project is to be funded by the Federal Ministry of Education and Research.

Media Presence

In order to present the advantages of sustainable, energy- and resource-efficient PVC building products to decision-makers in municipal administrations and companies, VinylPlus Deutschland has regularly published articles in various specialist media since 2015. These include the "KBD-Kommunaler Beschaffungsdienst" (magazine for public procurement), the decision-maker magazine "forum Nachhaltig Wirtschaften" (magazine for sustainability management) published in cooperation with B.A.U.M., the magazine "hotelbau" (hotel construction) and the special publication "Bauwirtschaft – Nachhaltiges Bauen" (construction industry – sustainable building) in the Frankfurter Allgemeine Zeitung.



VinylPlus Deutschland regularly communicates the goals of the European sustainability initiative in Germany in the form of articles, such as here in "KBD-Kommunaler Beschaffungsdienst" (magazine for public procurement).

Events with Decision-Makers

In addition to articles in specialist media, VinylPlus Deutschland regularly uses events with decision-makers from politics, authorities and the construction industry for dialogue. For example, at the online "Kongress-kommunal 2021" (municipal congress) of the Association of Local Authorities of the CDU and CSU in Germany (KPV – Kommunalpolitische Vereinigung der CDU und CSU Deutschlands), where Thomas Hülsmann discussed sustainability for climate protection and the economy with Dr Timm Kehler (Zukunft GAS e.V.) and Ingbert Liebing (VKU). He also presented the role of the European PVC industry and sustainable PVC building products in achieving the climate targets as well as the actual "VinylPlus 2030" Commitment.



At the waste management company GFA-Lüneburg, 20 recycling experts from the entire PVC value chain met to exchange experiences at the event "PVC recyclers meet PVC processors".





Perlen Packaging AG was honoured at the INOVYN Awards for its PERLALUX PVC Mono-Blister, which is made exclusively of PVC and is 100 per cent recyclable.

INNOVATIVE AND RELIABLE

Modern PVC products with their diverse properties and attractive designs are integral parts of our daily life. Especially when it comes to the major challenges of our time, such as reliable and safe healthcare or construction and housing, they have been demonstrating their performance and innovative strength in an impressive way for decades.

Healthcare Products Made of PVC

Whether pharmaceutical blister packs for blisters for medicines, infusion tubes, blood bags, respiratory masks, disposable protective gloves or components of medical devices: Vinyl products have been used successfully in the healthcare sector for decades. They demonstrated their performance recently during the Covid 19 pandemic. In particular, simple products such as face shields, distance mats and spit guards made a major contribution to infection prevention. Thanks to their good price-performance ratio and low maintenance costs vinyl products are widely used in the healthcare sector. The same applies to particularly durable floor coverings or easy-to-clean surface coatings, which have been established in the healthcare sector for years.

The innovative power of PVC products is regularly demonstrated at the INOVYN Awards ceremonies. This year, a member company of VinylPlus Deutschland was awarded for a healthcare product. Gold winner of the Circularity award is Perlen Packaging AG with the PERLALUX PVC Mono-Blister that allows the company to deliver a highly innovative 100% recyclable blister made of PVC only. A newly developed product, committed to a sustainable future. Also, VinylPlus® Med was awarded the bronze medal



Photo: HUM Gesellschaft für Homecare und Medizintechnik mbH

Disposable PVC breathing bags and respiratory masks are used for manual ventilation of patients not only during the Corona pandemic.

in this category. The healthcare project organises the collection and recycling of used disposable medical products such as respiratory masks and infusion tubes in selected hospitals in Belgium.

Innovations in Building and Construction

Highly efficient windows and façade systems, easy-care vinyl floor coverings, coated fabrics in modern sports arenas or extremely durable piping systems above and below ground are just a few examples of extremely successful and innovative PVC building products that have gained acceptance due to their convincing performance. With their comparatively low purchase and maintenance costs as well as their long service life, they make living more affordable without compromising on comfort and sophisticated aesthetics. Through the further development of modular construction with standardised production processes, construction times can be shortened, burdens on construction sites reduced and quality standards improved. Here, the federal government also sees a great opportunity to implement building projects quickly and efficiently and to apply such techniques in subsidised renovation. Reason enough for VinylPlus Deutschland to keep focussing on modular construction.



The best innovations in the PVC industry were honoured at the INOVYN Awards 2022.

THE INDUSTRY NETWORK

VinylPlus Deutschland is the voice of the PVC industry in Germany and represents the entire value chain with more than 50 member companies – from raw material production to conversion and recycling. The initiative offers its members access to an established and wide-ranging industry network, including various event formats.

VinylPlus Sustainability Forum Deutschland

In October 2021, the second VinylPlus® Sustainability Forum Deutschland took place as a hybrid event in Bonn with around 80 participants from the entire PVC value chain as well as stakeholders from politics and science. The focus was on the new "VinylPlus 2030" Commitment, which builds on more than 20 years of progress and achievements by the European PVC industry. Prof. Dr. Andreas Pinkwart, then Minister for Economic Affairs, Innovation, Digitalisation and Energy of the State of North Rhine-Westphalia, highlighted the innovative power of the PVC industry and its contribution to the circular economy in his video message.

Trade Fair K 2022 and Innovation Awards

The world's leading trade fair for plastics and rubber took place in Düsseldorf in 2022 as a face-to-face event. During the trade fair, Thomas Hülsmann presented the new "VinylPlus 2030" programme at the special show "Plastics shape the future". The INOVYN Awards ceremony also took place during the trade fair. From a total of 130 projects from all over the world, the best innovations of the PVC industry were honoured in the new categories

Responsible Care, Carbon Neutrality, Circularity and Value to Society. VinylPlus Deutschland had supported the submitted project of the Düsseldorf University of Applied Sciences "Die gelbe Ecke" (The Yellow Corner), in which students had developed and produced extremely comfortable seating modules from pipes made of recycled PVC, truck tarpaulins and foils. Even if the project did not win an award, it is another excellent example for the diverse innovative uses of PVC.

PVC Workshop: Stay Connected

The Workshop "PVC and Environment", which VinylPlus Deutschland and PlasticsEurope Deutschland jointly organise twice a year, has become a renowned industry meeting. After two and a half years of web meetings, the event took place in August 2022 in Frankfurt/Main face-to-face again: around 70 participants were very happy to take the opportunity for direct knowledge exchange and networking.

Face-to-face again: Around 70 participants attended the PVC workshop organised by VinylPlus Deutschland and PlasticsEurope Deutschland in August 2022 in Frankfurt.



The VinylPlus® Sustainability Forum Deutschland took place in 2021 as a hybrid event and focused on the new "VinylPlus 2030" Commitment and its Pathway 1 "Circular Economy".



Photo: VinylPlus Deutschland

A VAST POOL OF EXPERTISE

One of the core tasks of VinylPlus Deutschland is to bundle the knowledge of many experts and to promote their exchange. In addition, the sustainability initiative – also together with partner associations –, regularly publishes current studies and data on PVC in Germany, continuously evaluates media and legislative procedures on relevant topics and makes these results exclusively available to its members in the weekly PVC-Ticker.

Material Flow Analysis for Plastics in Germany 2021

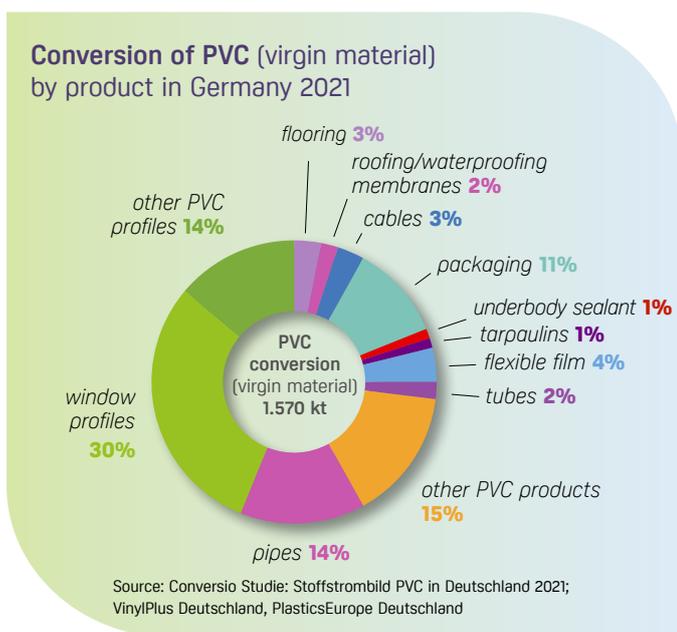
The results of the biennial study "Stoffstrombild Kunststoffe in Deutschland 2021" (Plastics material flow analysis

in Germany 2021) and the detailed analysis for PVC ("Stoffstrombild PVC in Deutschland" – PVC material flow analysis in Germany) for the year 2021 with production and conversion data including recycling are available. More than 2,000 companies from the plastics production, conversion and recycling industries were surveyed and available statistics and studies were evaluated. These studies enjoy high reputation among politicians, authorities and specialists. On the basis of actual recycling data they show, that circular economy has been a central topic for the German plastics industry for long. The studies were carried out on behalf of the BKV (Plastics Study) and PlasticsEurope Deutschland and VinylPlus Deutschland (PVC Study) and in cooperation with other associations and organisations.

PVC-WIKI: Many Minds Know More

Whether news, data and facts, results from daily media monitoring or working documents for the committees of VinylPlus Deutschland: The PVC-WIKI is an exclusive knowledge database for all members and has been growing continuously with additional information since its launch in June 2012. Currently, more than 32,000 documents can be accessed. In addition to the continuous expansion of the content, regular performance improvements and security updates ensure a high acceptance of the knowledge database among the approximately 250 registered users.

Conversion of PVC (virgin material) by product in Germany 2021



In 2021, 1,570 kt of virgin PVC were processed in Germany, as well as a further 340 kt of PVC recyclates, the latter, however, in a different percentage distribution with regard to the product groups.

WORKING GROUPS OF VINYLPLUS DEUTSCHLAND

WG COMMUNICATION: Decision-makers perceive PVC as a future-oriented material. To achieve this goal, VinylPlus Deutschland positions the plastic among stakeholders as the preferred material in terms of quality, economy and sustainability. The working group members ensure consistent communication within the framework of VinylPlus Deutschland's strategy, identify relevant topics and define communication goals and target groups in consultation with the board. One of the main topics was the change of name from AGPU to VinylPlus Deutschland and the associated changes in external presentation.

WG KNOWLEDGE: In addition to monitoring relevant specialist topics and publications, preparing and conducting the biennial workshop "PVC and the Environment" in cooperation with PlasticsEurope Deutschland, the tasks of the working group also include networking with internal and external experts on all aspects of the PVC life cycle. Regulatory requirements from the European Chemicals Agency (ECHA) and the EU Commission are becoming increasingly important. As knowledge management is the indispensable prerequisite for targeted and fact-based communication, the working group also deals with the expansion of the PVC-WIKI database.

WG RECYCLING: Sustainable recovery routes and recycling processes for all PVC waste are among the top topics in this working group. The same applies to the intensive dialogue with relevant stakeholders and decision-makers in the waste management sector. The recycling experts receive direct insights and first-hand information during excursions to important recycling plants and at the regular working group meetings. Further tasks are the evaluation of research projects and studies on PVC recycling as well as the professional support of events and online services such as the PVC-Recycling-Finder. In this way, the working group actively contributes to the fulfilment of the recycling commitments of the VinylPlus® programme.

OPEN DIALOGUE

VinylPlus Deutschland is an associated member of VinylPlus® and promotes and communicates the targets and achievements of the European sustainability programme in Germany. In addition, an intensive dialogue is conducted with decision-makers and opinion leaders. The aim is to create transparency and trust in the sustainable development of the material.

Active dialogue include for example statements and letters to the media, politicians and authorities, even when the material PVC comes under unjustified criticism. One example is a major fire in a huge housing complex in Essen at the end of February 2022. PVC was initially blamed for the extremely fast spread of the fire. VinylPlus Deutschland directly communicated and insisted on that PVC is difficult to ignite and self-extinguishing. Later, it turned out that the balcony cladding that caught fire had not been made of PVC, but of a normally flammable plastic material.



MAGAZINE STARKE SEITEN

Since 1998, the magazine STARKE SEITEN has been published three times a year, currently with a circulation of 25,000 copies, on special occasions such as the K Fair also in English.

Broad Online Offer

Further communication services of VinylPlus Deutschland are newsletters, brochures and specific information material as well as a broad online offer: the website www.vinylplus.de and other platforms such as the interactive PVC-Recycling-Finder, a bilingual recycling portal where more than 60 companies present their recycling options. In the app PVC HUB (formerly PVC-PARTNER App) for mobile devices, which has already been installed on more than 25,000 smartphones and tablets, VinylPlus Deutschland provides important information about the material PVC. Brochures, the Activity Report as well as issues of BLITZ-INFO and STARKE SEITEN are available here digitally at any time.

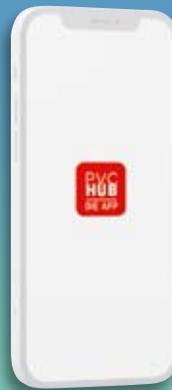
BLITZ-INFO and STARKE SEITEN

BLITZ-INFO summarises current information on the sustainable development of PVC. It is sent three times a year to around 7,800 sustainability decision-makers from politics, administration, industry and trade as well as architects and planners and is enclosed with the magazine STARKE SEITEN. This high-quality print publication is published by AGPU MEDIA with a circulation of 25,000 copies. It is aimed at a highly diversified target group with a personalised and unique distribution list that has grown continuously for more than 25 years and is constantly updated. It addresses decision-makers for the use of PVC such as architects, employees from building and environmental authorities, from the housing industry, but also members of parliament and ministry officials, representatives from science, members of VinylPlus Deutschland and other companies from the PVC industry.



NEWSLETTER BLITZ-INFO

BLITZ-INFO is published in printed form three times a year and informs around 7,800 environmental decision-makers from politics, administration, industry and trade about the sustainable development of PVC.



APP PVC HUB

More than 25,000 readers use the PVC HUB app, which summarises all relevant publications such as brochures, the Activity Reports, BLITZ-INFO, STARKE SEITEN and THE VINYL EDGE.



FENSTERBAU FRONTALE FORUM

The PROWINDO team (from left) at Fensterbau Frontale: Thomas Hülsmann (VinylPlus Deutschland), Charlotte Röber (EPPA), Götz Schmiedeknecht (Salamander), Michael Vetter (Rewindo), Gerald Feigenbutz (QKE), Christoph Schrader (SKZ).



Photo: PROWINDO

STRONG COOPERATIONS

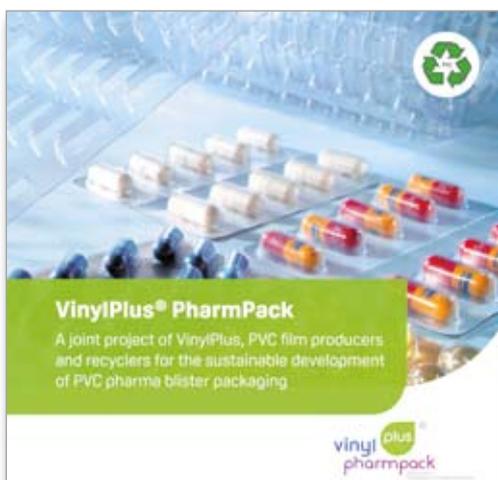
VinylPlus Deutschland is a recognised partner of the German plastics industry and the European PVC network. Together with other industry associations and strong partners such as PlasticsEurope Deutschland and VinylPlus®, the German sustainability association has realised important position papers on PVC issues, participated in consultations for directives and legislative initiatives, and has actively contributed to numerous research and communication projects.

PROWINDO at Fensterbau Frontale

PROWINDO, the alliance for PVC windows, bundles both the technical and political expertise of the industry and addresses decision-makers from politics, authorities, the construction and the housing industries. At the trade fair FORUM at Fensterbau Frontale in Nuremberg, Götz Schmiedeknecht, Co-CEO of the PVC window system supplier Salamander Industrie-Produkte and, inter alia a shareholder in Rewindo, presented PROWINDO's current projects and activities of VinylPlus Deutschland for sustainable development in the PVC industry. He considers an increase of the actual renovation rate of about one percent to be urgently necessary to reduce greenhouse gas emissions in buildings to meet the climate target.

Circular Economy in Practice

A functioning circular economy is an elementary prerequisite for climate protection and is becoming even more important in view of the growing raw material shortages and rising energy costs. Campaign-PVC-Recycling, a joint initiative of AgPR, IVK Europe, KRV, Rewindo, Roof-collect and VinylPlus Deutschland, offers a wide range of recycling solutions for PVC building products in Germany, which are becoming increasingly popular. The pioneer here is Rewindo GmbH Fenster-Recycling-Service with Michael Vetter, Managing Director of the recycling initiative since the beginning and recycling expert of VinylPlus Deutschland. The nationwide initiative has been successfully providing recycling solutions for PVC windows for 20 years.



Circular Economy for PVC Pharmaceutical Blisters

In May 2022, VinylPlus® PharmPack was launched, a project to improve the sustainable development of PVC pharmaceutical packaging. The joint project of VinylPlus® with PVC film producers and recyclers, led by VinylPlus Deutschland, aims to further develop the recycling of PVC pharmaceutical blister packs along the value chain from the production of the pharmaceutical films to the packaging of the medicines and the collection and recycling of used packaging. VinylPlus® PharmPack works closely with other already established recycling projects in the healthcare sector, such as VinylPlus® Med, which recycles used disposable PVC medical products in selected hospitals.

EXPERIENCING VINYL

On the website www.vinyl-erleben.de, AGPU MEDIA presents an impressive collection of innovative flexible PVC products from the fields of architecture, healthcare as well as sports and leisure. The online platform was launched at the end of 2017 as part of the flexible PVC communication campaign.

High-quality artificial leather in trendy tiny houses, extremely durable membranes in architecture and art projects, easy-care floor coverings in day-care centres and hospitals, blood bags, infusion tubes and respiratory masks in medical care: The website, which was initiated by several companies in the PVC value chain as part of the campaign, presents an impressive selection of flexible PVC products from very different sectors. It becomes clear that products made of this material combine excellent performance characteristics with high aesthetic and haptic demands, and are also safe, durable and economical.

Not only has the number of hits from interested readers been rising steadily since the launch, but the content of the website is also being continuously expanded. Every month, new editorial articles are added to make the advantages of the presented products better known and to further emphasise them to the relevant target groups. A news section, which has been integrated in the meantime, also increases the outreach.



As here in the section about vinyl products in sport and leisure, AGPU MEDIA has compiled a wide range of examples of innovative PVC products at www.vinyl-erleben.de



Whether architecture, healthcare or sports and leisure: the website www.vinyl-erleben.de offers a comprehensive overview of modern flexible PVC products in all these areas.

AGPU MEDIA

Die AGPU MEDIA GmbH ist professioneller Kommunikationspartner für die PVC-Branche. Sie gibt unter anderem das Magazin STARKE SEITEN heraus und koordiniert seit 2011 im Auftrag mehrerer Unternehmen aus der PVC-Wertschöpfungskette ausgewählte Projekte rund um das Thema Weich-PVC.

Zu den Kommunikationsprojekten zählt die Ende 2017 gelaunchte Webseite www.vinyl-erleben.de, die mit zahlreichen Beispielen über die vielseitigen Einsatzmöglichkeiten von Weich-PVC in Architektur, Healthcare sowie Sport und Freizeit berichtet. Zusätzlich zu den etablierten Kommunikationskanälen nutzt AGPU MEDIA die Business-Plattform LinkedIn, um Inhalte zum Thema Weich-PVC zu teilen. Regelmäßige Advertorials im Heinze-Newsletter und im Magazin „KBD-Kommunaler Beschaffungsdienst“ präsentieren nachhaltige Vinyl-Produkte aus dem Architekturbereich. Die Veranstaltungsreihe „Fachtagung Gesundheitsbau-



In ihren meist als Web-Konferenzen durchgeführten Fachtagungen „Gesundheitsbauten“ informierte AGPU MEDIA Entscheider im Gesundheitssektor über die Themen Klinikbau und bauliche Hygiene.

ten“ für Entscheider im Gesundheitssektor wurde aufgrund der Covid 19-Pandemie als Web-Konferenz fortgesetzt und wird ab November 2022 wieder in Präsenz stattfinden. Das etablierte Forum zu den Themen Klinikbau und bauliche Hygiene erfreut sich von Beginn an einer positiven Resonanz.

Im Rahmen der Kooperation mit der Hochschule Düsseldorf im Fachbereich Design haben Studierende im Sommersemester 2022 ein Projekt zum Thema Kreislaufwirtschaft entwickelt, das zur EuroShop 2023 als Teil des Messestands der Hochschule umgesetzt wird.

AGPU MEDIA

AGPU MEDIA GmbH is a professional communications partner for the PVC industry. Among other things, it publishes the magazine STARKE SEITEN and has been coordinating selected projects around flexible PVC on behalf of several companies from the PVC value chain since 2011.

The communication projects include the website www.vinyl-erleben.de, launched at the end of 2017, which reports about the versatility of flexible PVC in architecture, healthcare as well as sports and leisure with numerous examples. In addition to the established communication channels, AGPU MEDIA uses the business platform LinkedIn to share content on the topic of flexible PVC. Regular advertorials in the Heinze newsletter and the „KBD-Kommunaler Beschaffungsdienst“ (magazine for public procurement) present sustainable vinyl products from the architectural sector.

The "Fachtagung Gesundheitsbauten" series of events for decision-makers in the healthcare sector, a conference about healthcare buildings, was continued as a web conference due to the Covid 19 pandemic and is to be held again face-to-face from November 2022. The established forum about hospital construction and structural hygiene has enjoyed a positive response from the very beginning. As part of the cooperation with the Düsseldorf University of Applied Sciences in the design department, students developed a project on the topic of circular economy in the summer semester 2022, which will be implemented at EuroShop 2023 as part of the university's trade fair boot.

AGPU Media GmbH

Am Hofgarten 1-2, D-53113 Bonn
Tel +49 228 231005

kontakt@agpu-media.de, www.agpu-media.de



Thomas Hülsmann
Geschäftsführer
Managing Director



Ursula Losem
Marketing
Marketing

Screenshot from the website: www.heinze.de



Advertorials – such as this one in the Heinze newsletter about the "ContiHome" Tiny House – regularly provide information about sustainable vinyl products in architecture.

Mitglieder von VinylPlus Deutschland e.V. im Jahr 2022

Members of VinylPlus Deutschland e.V. in 2022

PVC / PVC

- + INOVYN Deutschland GmbH
- + Shin-Etsu PVC B.V.
- + Vestolit GmbH
- + VYNOVA Wilhelmshaven GmbH
- + Westlake Vinnolit GmbH & Co. KG

Weichmacher / Plasticisers

- + BASF SE
- + Evonik Operations GmbH
- + ExxonMobil Chemical Central Europe – A division of ESSO Deutschland GmbH
- + Perstorp Oxo AB

Stabilisatoren / Stabilisers

- + Akdeniz Chemson Additives AG
- + Baerlocher GmbH
- + IKA Innovative Kunststoffaufbereitung GmbH & Co. KG
- + REAGENS Deutschland GmbH

Andere Additive / Other Additives

- + ARKEMA GmbH *
- + BYK-Chemie GmbH *
- + Emery Oleochemicals GmbH *
- + KANEKA Belgium NV *

Handel / Trade

- + KRAHN Chemie Deutschland GmbH *
- + Werner Hollbeck GmbH *

Compounder / Compounders

- + BEGRA Granulate GmbH & Co. KG *
- + Benvic Europe GER GmbH *
- + Polymer-Chemie GmbH
- + Rottolin-Werk Julius Rotter & Co. KG *
- + West-Chemie GmbH & Co. KG *

Profile / Profiles

- + GEALAN Fenster-Systeme GmbH
- + profine GmbH
- + Schüco Polymer Technologies KG
- + VEKA AG

Folien / Films

- + Konrad Hornschuch AG *
- + Liveo Research GmbH
- + Perlen Packaging GmbH, Müllheim
- + RENOLIT SE

Bodenbeläge über FEB – Fachverband der Hersteller elastischer Bodenbeläge e.V. / Flooring via FEB

- + Amtico International GmbH
- + debolon dessauer bodenbeläge GmbH & Co. KG
- + Forbo Flooring GmbH
- + Gerflor Mipolam GmbH
- + IVC bvba
- + objectflor Art und Design Belags GmbH
- + PROJECT FLOORS GmbH
- + Tarkett Holding GmbH
- + Windmüller GmbH

Maschinen / Machines

- + hamos GmbH
- + Hans Weber Maschinenfabrik GmbH *
- + MIXACO Maschinenbau Dr. Herfeld GmbH & Co. KG *

Recycler / Recyclers

- + Dekura GmbH
- + PreZero Kunststoffrecycling GmbH & Co. KG

Sonstige / Other Partners

- + Hornschuch Stolzenau GmbH *
- + Hundhausen Kunststofftechnik GmbH
- + KURO Kunststoffe GmbH
- + Omya International AG
- + Polysecure GmbH *
- + Repa Boltersdorf GmbH *
- + SKZ – Das Kunststoff-Zentrum

Europäische Verbände/Organisationen

European Associations/Organisations

- + ECVM – The European Council of Vinyl Manufacturers
- + ESPA – European Stabiliser Producers Association
- + European Plasticisers – Sector Group within Cefic; represented in VinylPlus Deutschland by PlasticisersPlus, the legal entity registered in Belgium
- + VinylFoundation – The funding mechanism run by EuPC to collect PVC converters' contribution to VinylPlus®

* Mit diesem Symbol gekennzeichnete Unternehmen sind ausschließlich nationale Mitglieder von VinylPlus Deutschland und nicht gleichzeitig internationale Mitglieder von VinylPlus®.

* Companies marked with this symbol are exclusively national members of VinylPlus Deutschland and are not at the same time international members of VinylPlus®.

Status: Dezember 2022

Mitarbeiter Vinylplus Deutschland / STAFF Vinylplus Deutschland

Am Hofgarten 1-2, D-53113 Bonn, Tel +49 228 91783-0, Fax +49 228 53895 94, kontakt@vinylplus.de, www.vinylplus.de
assoziertes Mitglied von VinylPlus® / an associate member of VinylPlus®



Thomas Hülsmann
Geschäftsführer
Managing Director



Andreas Arnold
Referent
Referent



Michael Friedrichs
Redaktion
Editing



Julia Gogos
Assistenz
Assistant



Iris Pohl
Veranstaltungen
Events



Michael Vetter
Recycling
Recycling