

# NETWORKING – KNOWLEDGE – DIALOGUE

Activity Report  
VinylPlus Deutschland  
**2023-2024**

# BOARD

## VinylPlus Deutschland



**Dr. Oliver Mieden**

Westlake Germany GmbH & Co. KG,  
Ismaning, Head of Communications &  
Public Affairs, 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**

INOVYN 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., Interim General  
Manager



**Roland Pietz**

Evonik Oxeno GmbH & Co. KG, Marl,  
Vice President Oxo Alcohols &  
Plasticizers, Vice Chairman of the  
VinylPlus Deutschland e.V. Board



**Kathrin Steußing**

Vestolit GmbH, Marl,  
Commercial Director EAMEA  
Business Unit Specialty Resins,  
since 08/2024



**Thomas Zenger**

Baerlocher GmbH, Unter-  
schleissheim, Sales Manager  
Europe Key Accounts



...is retired:

**Hans-Christoph Porth**

Vestolit GmbH, Marl, Executive  
Vice President Commercial,  
Business Unit Specialty Resins,  
07/2024

## CONTENT

**SUSTAINABLE PVC** has a Future > p. 3

Overcoming **CHALLENGES**  
**TOGETHER** > p. 4

Focus on **SUSTAINABILITY** > p. 5

ECHA Investigation Report on  
**PVC AND PVC ADDITIVES** > 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

# SUSTAINABLE PVC HAS A FUTURE

*Let's start with the bad news: The economic environment for companies in the PVC value chain in Germany and Europe remained very difficult in 2023, with a pronounced weakness in demand that continued in the first half of 2024.*

*The reason for this is that more than 70% of PVC products, most of which are very durable, are used in the construction sector. The PVC industry is therefore directly affected by the sharp decline in new construction and renovation. The weak demand also has a direct impact on recycling and the demand for recyclates - here, too, the absolute quantities have fallen.*

*We have gained a little more clarity in the regulatory environment for PVC in recent months. The ECHA Investigation Report on 'PVC and PVC Additives' on behalf of the EU Commission has been available since November 2023 – there is no justification for restricting PVC as a material. It is therefore time to reconsider the previous blanket approach and remove the group entry on 'PVC and PVC Additives' from the Restrictions Roadmap. We will continue to work transparently and constructively with the European institutions on all outstanding issues and help to close existing data gaps in order to further strengthen the safe use of PVC products.*

*Another issue that is concerning the entire plastics industry is the ongoing negotiations on the Global Plastics Treaty, with the aim of creating a legally binding international instrument to combat plastic pollution. Here, too, we as VinylPlus Deutschland are working with our colleagues in Brussels to underline especially the role and benefits of voluntary commitments such as VinylPlus® to achieve global progress.*

*With the VinylPlus® programme, we have the most successful sustainability programme in the global PVC and plastics industry. We are on the way to transforming our industry towards more sustainable products and processes – in line with the ambitions of the European Green Deal.*

*The PVC industry offers innovative and high-performance products for many applications, especially in the construction sector. These products are already available today with a reduced CO<sub>2</sub> footprint, for example through the use of renewable electricity as well as bio- or circular-based raw materials and recyclates.*

*Now all that remains is to build.*

## MEMBERSHIP STRENGTHENS EUROPEAN PVC NETWORK

With more than 60 member companies, VinylPlus Deutschland represents the entire PVC value chain. Members benefit from top-class events and can network with experts from the industry in working groups. They also have access to decision-makers in politics, industry, authorities, the construction industry, journalists and key opinion leaders. The close co-operation between the European VinylPlus® sustainability programme and VinylPlus Deutschland is also reflected in the membership concept. New membership is only possible jointly at national and European level. The European networking creates synergies and recognises that most companies in the industry operate internationally.

Further information is available on the website and in person. Please contact us.  
You can reach us at: [www.vinylplus.de](http://www.vinylplus.de), [kontakt@vinylplus.de](mailto:kontakt@vinylplus.de), +49 228 91783-0.





Photo: VinylPlus®

At the VinylPlus® Sustainability Forum in Cologne on sustainable development in the PVC value chain, colleagues from Brussels and Germany worked hand in hand.

# OVERCOMING CHALLENGES TOGETHER

*VinylPlus®, the European PVC industry's sustainability programme, has been committed for over 20 years to sustainable development throughout the PVC value chain. The latest developments were presented at the VinylPlus® Sustainability Forum (VSF) in May 2024. The high-calibre event in Cologne was supported in its preparation and implementation by VinylPlus Deutschland.*

Under the motto 'Together Towards Higher Ambitions', more than 190 participants from 22 countries took part in the event. They included experts and decision-makers from the entire PVC value chain, science, architecture and design as well as from the German federal and state governments. Svenja Schulze, Federal Minister for Economic Cooperation and Development, and Mona Neubaur, Deputy Prime Minister and Minister for Economic Affairs, Industry, Climate Protection and Energy of the State of North Rhine-Westphalia, opened the European PVC industry's top event on sustainable development with a video message.

## 8.8 Million Tonnes of Recycled PVC Since 2000

An important goal of the sustainability programme is to increase the circular economy in the PVC value chain. Since 2000, 8.8 million tonnes of PVC waste have been mechanically recycled and the recyclate reused in new products

within the framework of VinylPlus®, the European PVC industry's commitment. This corresponds to a saving of 17.6 million tonnes of CO<sub>2</sub>. The developments of the sustainability programme are summarised annually in an independently audited Progress Report, which is presented at the VSF. In 2023, the industry faced unprecedented regulatory challenges and economic difficulties across Europe. As with all other materials, this also had an impact on recycling. For example, the recycling of PVC waste as part of VinylPlus® fell by around nine percent compared to the previous year to 737,645 tonnes.

*"I see VinylPlus Deutschland as an extremely active industry network that makes an effective contribution to achieving ambitious sustainability goals with its diverse activities. I therefore see our participation in the working groups as a matter of course. Involvement in this network is definitely worthwhile!"*

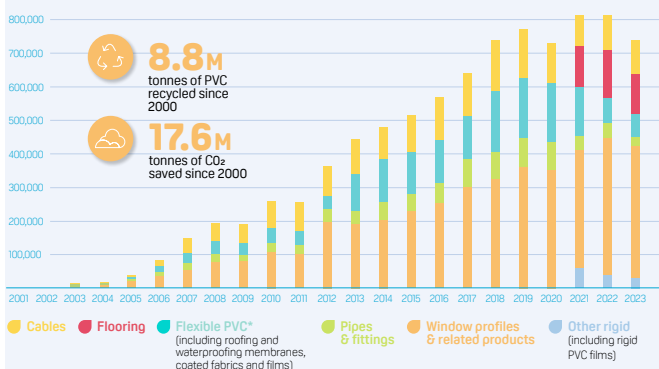


Karlheinz Schuster, Managing Director, KRAHN Chemie Deutschland GmbH

## Cooperation Between all Stakeholders is Crucial

In view of the economic challenges throughout Europe, effective cooperation between politics, business, science and civil society will become even more important in order to continue to achieve the ambitious sustainability goals. One of the conclusions from the VSF was that this also requires a systemic change in the EU strategy, which is also geared towards economic resilience.

### PVC RECYCLED WITHIN THE VINYLPLUS FRAMEWORK





Dr Oliver Mieden, Chairman of VinylPlus Deutschland, painted a picture of the challenges of the transformation process.

## FOCUS ON SUSTAINABILITY

*With the national sustainability forums, VinylPlus Deutschland offers a framework for discussing current developments and trends to experts from science, business and politics. The Sustainability Forum in summer 2023 focussed on the comprehensive transformation towards a circular economy and carbon neutrality and the associated challenges.*

Dr Karl-Martin Schellerer, Chairman of VinylPlus®, made it clear just how ambitious the task is. Growing burdens, such as high energy prices and a flood of regulations, were causing great uncertainty. 'But that is no reason for us to bury our heads in the sand. We continue to play an active role when it comes to sustainability issues.' At the presentation of the European VinylPlus® sustainability initiative, VinylPlus Deutschland Managing Director Thomas Hülsmann explained the progress made towards a circular economy and carbon neutrality. 'To close gaps, chemical recycling is also becoming increasingly important. We are convinced that every process must be utilised to close loops and further reduce the carbon footprint.'

### Current Developments in Recycling

Prof Dr Ing Matthias Franke (Fraunhofer UMSICHT) reported on the current state of research into the various physical and chemical recycling processes. Prof Dr Henning Wilts (Wuppertal Institute) presented possible transformation approaches for plastics as part of the National Circular Economy Strategy. Dr Jörg Rothermel (VCI) then explained the chemical industry's hydrogen strategy. Finally, Dr Vincent Stone (VinylPlus®) presented experiences with the

mechanical recycling of PVC medical products as part of the VinylPlus® Med project.



The panel discussion focussed on various aspects of sustainability and the circular economy.

### Panel Discussion on Recycling

Christian Fischer (Schüco Polymer Technologies) also took part in the subsequent panel discussion, reporting on the status of PVC window recycling. Impetus was also provided by financial expert Claudia Rankers (Rankers Family Office), who explained the benefits of specific sustainability and circular economy targets for corporate financing, and Dr Meriem Tazir (e-hoch-3 eco impact experts), who advises companies on their sustainability strategies and is currently developing a training concept for sustainability officers.

### Challenging Transformation

'The transformation of the chemical and plastics industry presents us with huge challenges. In our industry, we are aware of the goals and we have the path to get there in mind,' said Dr Oliver Mieden, Chairman of VinylPlus Deutschland, summarising the event. One area of conflict on this path is the question of the benefits, political acceptance and regulatory framework of chemical recycling.

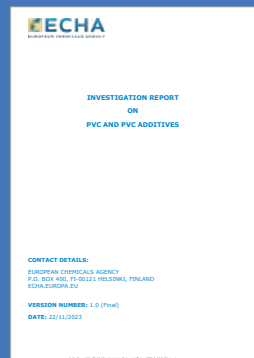


In his online presentation, Dr Karl-Martin Schellerer, Chairman of VinylPlus®, brought the guests up to date on the transformation towards a circular economy and carbon neutrality in the PVC industry.

## ECHA INVESTIGATION REPORT-WEBINAR

vinyl<sup>plus</sup>

In a webinar, ECHA and VinylPlus® provided information on the current status and the next steps with regard to the ECHA Investigation Report.



The ECHA Investigation Report of November 2023 considers the polymer PVC and PVC additives over their entire life cycle including recycling.

Source: ECHA – European Chemicals Agency

# ECHA INVESTIGATION REPORT ON PVC AND PVC ADDITIVES

*In November 2023, the European Chemicals Agency (ECHA) published an investigation report on PVC and PVC additives. It did not look at a single chemical, but at the polymer PVC and additives over their life cycle, including recycling, and all this in comparison to previous studies and in a very short period of time. Under the leadership of VinylPlus®, the European PVC industry has constructively supported the ECHA from the outset by providing enormous amounts of data and has also critically monitored both the approach and the implementation through dialogue with political decision-makers. VinylPlus Deutschland was extensively involved in this process in Germany.*

In 2022, the EU Commission gave ECHA a mandate to investigate PVC and PVC additives and to prepare a corresponding report. During the investigation period from May 2022 to November 2023, ECHA requested up-to-date information as part of three "calls for evidence" and other surveys. Coordinated by VinylPlus® (Brussels), the European PVC industry participated constructively and provided a considerable amount of data, studies and research. In addition to submitting specific data from the German market, VinylPlus Deutschland has kept its member companies up to date on current requirements and interim statuses in this process and provided support with ECHA enquiries.

### Exchange at a Political Level

At the same time, an intensive dialogue was initiated with authorities and ministries at both European and federal level. In March 2023, a total of 46 companies and associations – coordinated by VinylPlus Deutschland – sent a letter to Federal Ministers Lemke (BMUV), Habeck (BMWK) and Heil (BMAS), drawing their attention to the insufficient timeframe for the enormous collection of evidence for the study. An exchange of information with the ministries and authorities then took place in May. In addition to VinylPlus Deutschland, the CEOs and managing directors of companies in our industry were also involved.

### Comprehensive Information

Through reporting in the weekly PVC-Ticker newsletter and not least through expert presentations at our various events, such as the 'PVC and Environment' workshop organised twice a year together with PlasticsEurope Deutschland, VinylPlus Deutschland has also kept its member companies continuously up to date with the latest developments on this complex topic.

### Data Gaps in the ECHA Report

The report, which has been available since November 2023, shows that the risks associated with the production of PVC are adequately controlled and that many additives used in PVC do not pose a risk. It also recognises the extensive recycling of PVC in the EU. However, the ECHA also points out potential risks and suggests possible regulatory measures to the EU Commission. However, the study has some significant data gaps. The PVC industry will continue to work closely with regulatory authorities and political decision-makers at both European and national level - not least to close these gaps.



# 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®. In addition to events and personal dialogue with decision-makers, this also includes articles in various specialist media.*

With the 'PVC recyclers meet PVC converters' event series initiated in 2012, VinylPlus Deutschland, together with AgPR, Rewindo and IVK Europe, offers a proven and successful expert platform for PVC recycling. The aim is to promote PVC recycling in Germany and increase acceptance of products containing recycled material. In 2023, two events were held on site at Forbo-Novilon B.V. in Coevorden, Netherlands, and in Bad Dürkheim, attended by a total of over 60 recycling experts from the entire PVC value chain. In Bad Dürkheim, the focus was on the key topic of 'chemical recycling'. Stefan Strege from BASF ChemCycling provided insights into the current situation, including input materials and the mass balance approach. Chemical recycling is becoming increasingly important for the circular economy and is a useful complementation to mechanical recycling, which has been established for many years, for waste that has previously been incinerated with energy recovery or landfilled.

## Experience PVC Recycling Live

Under the motto 'Experience PVC recycling live', trade media and interested stakeholders are shown how recycling works in practice during company tours. The campaign kicked off in June 2023 with a day focussing on PVC flooring recycling in Troisdorf. Cooperation partners were Gerflor Mipolam GmbH and the Arbeitsgemeinschaft PVC-Bodenbelag Recycling (AgPR). Numerous media representatives visited Gerflor's production facility and AgPR's recycling plant to see for themselves how the PVC flooring industry closes the material loop from production to recovery and recycling and reported on it afterwards.

## Media Presence

To present the benefits of sustainable, energy- and resource-efficient PVC construction products to decision-

VinylPlus Deutschland regularly places advertorials in specialist media, such as 'KBD-Kommunaler Beschaffungsdienst' and 'hotelbau'.



makers in municipal administrations and companies, VinylPlus Deutschland has also 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 'Die Zukunft der Bauwirtschaft - Eine Branche im Wandel' ("The future of the construction industry - An industry in transition") in the Frankfurter Allgemeine Zeitung.

Photo: VinylPlus Deutschland



An action day at Gerflor Mipolam GmbH and the Arbeitsgemeinschaft PVC-Bodenbelag Recycling in Troisdorf showed how recycling works in practice.



These houses in Pijnacker in the Netherlands were fitted with window frames made from PVC based on renewable raw materials with an internal PVC recyclate core.



Photos: Kömmerling Niederlande

# INNOVATIVE AND RELIABLE

*Thermally insulating energy-saving windows, easy-care floor coverings, coated fabrics or durable PVC piping systems are very successful thanks to their impressive technical properties and attractive designs as well as their comparatively low purchase and maintenance costs. They demonstrate their performance and innovative strength particularly when it comes to one of the greatest challenges of our time, affordable building and living. New product developments also rely on renewable raw materials, are climate-friendly and reduce the CO<sub>2</sub> footprint.*

Energy-saving PVC windows now have a market share of almost 60 per cent in Germany. Today, innovative products based on renewable raw materials or made from recycled PVC offer the same high quality standards as profiles made from fossil-based virgin PVC, while at the same time enabling high CO<sub>2</sub> savings and promoting the circular economy. Both profile variants were used, for example, in the CO<sub>2</sub>-neutral Smart City in Harsefeld near Hamburg, a groundbreaking pioneering project consisting of 18 single-family homes of efficiency house level 40, which Viebrockhaus developed in close cooperation with Green Planet Energy and the Gesellschaft für innovatives Bauen. The

Kömmerling profiles used, which are based on renewable raw materials, replace 100 per cent of fossil raw materials with a renewable alternative, reducing the CO<sub>2</sub> footprint by over 90 per cent compared to conventional PVC products. The PVC profiles made from renewable raw materials, which vinyl manufacturer INEOS Inovyn offers under the product name BIOVYN™, were also used in projects in Steenwijk, Almere and Pijnacker in the Netherlands.

## Record in Organic Quality

Bio-based vinyl is also the material of choice outside of the construction industry. Take vinyl records, for example, which are making a welcome comeback. The new BioVinyl from optimal media is produced from bio-based PVC and therefore offers a more ecological alternative to conventional analogue vinyl records. To produce these LPs, the fossil raw materials previously used are replaced by renewable, non-fossil, biogenic raw materials such as recycled used cooking oil. ReVinyl, a product made from 100 per cent recycled PVC material, has also been successfully on the market for several years and, like the bio-based version, conserves valuable resources.

Jonas Haentjes, Managing Director of optimal media, presents the two record variants BioVinyl and ReVinyl, which conserve valuable resources.

Photo: optimal media GmbH







The 'PVC and Environment' workshops organised twice a year by VinylPlus Deutschland and PlasticsEurope Deutschland are a renowned industry get-together.

## THE INDUSTRY NETWORK

*VinylPlus Deutschland is the voice of the PVC industry in Germany and represents the entire value chain with more than 60 member companies - from raw material production to processing and recycling. The initiative offers its members access to an established and extensive industry network, which is constantly being consolidated and expanded, for example through event formats.*

In addition to the VinylPlus Sustainability Forum Deutschland, the 'PVC and Environment' workshop series, which VinylPlus Deutschland and PlasticsEurope Deutschland jointly organise twice a year, has developed into a renowned industry meeting place. The four workshops in 2023/24 offered the 70 to 90 participants in each case the best opportunity to find out about the industry's top topics and exchange ideas, whether at the annual 'New Year's Kick-off' in Bonn or at the summer event in Frankfurt.

### Consolidating the Network

VinylPlus Deutschland ensures that the network remains close-knit through visits and presentations at industry events. For example, Managing Director Thomas Hülsmann was one of the speakers at the 'PVC Formulation' conference in Cologne in September 2023. He also presented the voluntary commitment of the European PVC industry at the invitation of the FEB (trade association of manufacturers of resilient floor coverings) at its general meeting in October and gave a lecture at the new SKZ format 'Processing PVC' in Würzburg at the end of November. Andreas Arnold (VinylPlus Deutschland) was a speaker at the 'Forum Plastic Recyclates' organised by the Fraunhofer Institute for Structural Durability and System Reliability in Darmstadt in April 2023. At seminars held by member

Funke Kunststoffe GmbH in November, he presented the strengths of PVC construction products and the VinylPlus® sustainability programme to representatives from authorities and engineering firms, among others.

*“As a member of VinylPlus Deutschland, we are well informed, always one step ahead and well prepared for the future. Here, everyone works together to achieve our common goals. We help and support whenever there are questions and problems relating to vinyl.”*



*Uwe Lieber, Head of Development and Sales, Polymer-Chemie GmbH*

### Expanding the Network

Innovative products made from recycled materials are hugely important for the increasing demands on the design of the future. Young designers have also discovered the sustainable material PVC as a solution. The trade fair stand concept supported by VinylPlus Deutschland and others, which students from the Retail Design degree programme at Düsseldorf University of Applied Sciences presented on their stand at the Euroshop trade fair in March 2023, was correspondingly innovative and interactive. PVC pipes made from recycled PVC film served as the basis for the 'fortytwo' trade fair stand and the accompanying 'Retail Ball Game'. After dismantling the stand system, some of the pipes were reused for another study project, while the other part was returned to the material cycle. The stand followed on from the previous year's project 'Die gelbe Ecke' ('The Yellow Corner'), which used digital design technologies to create furniture from PVC construction products. It was developed under the direction of Professors Sabine Krieg and Bernhard Franken, one of the speakers at this year's VSF.



Andreas Arnold (VinylPlus Deutschland) during his presentation at the 'Forum Plastic Recyclates' organised by the Fraunhofer Institute for Structural Durability and System Reliability in Darmstadt.

# 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 experts - together with partner associations - regularly publish current studies and data on PVC in Germany. They also continuously evaluate media and legislative procedures on relevant topics and make these results exclusively available to their members in the weekly PVC-Ticker.*

## PVC-WIKI with a New Look

PVC-WIKI, the exclusive knowledge database for all members, has been growing continuously since its launch in June 2012. Using news items, facts and figures, results from daily media monitoring or working documents for the VinylPlus Deutschland committees, over 35,000 items of content can currently be retrieved. In April 2024, the PVC-WIKI was relaunched, which also resulted in a new look. This gives the almost 200 registered users a good and quick overview of new content on the platform as well as information on upcoming events. The WIKI thus follows the PVC-Ticker, which had already been given a new, more modern look.

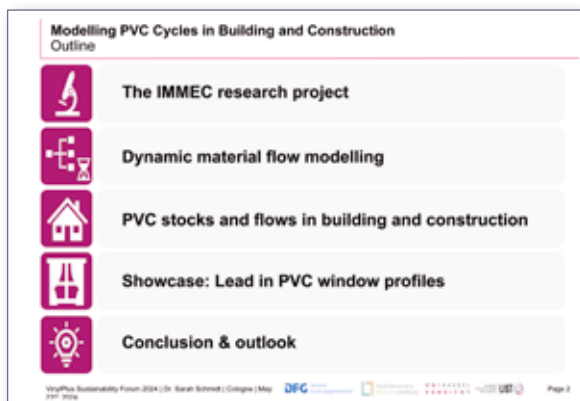
## Supporting Research Projects

VinylPlus Deutschland or its members also promote the transfer of knowledge in the industry by support-

ing external research projects. One example of this is the IMMEC project of the University of Kassel and the Luxembourg Institute of Science and Technology. IMMEC stands for Integrated Modelling of Material Efficiency and Environmental Impacts of building material cycles. The project, which is supported by VinylPlus Deutschland, is a case study modelling the use of plastics, including PVC products, up to the end of their life cycle in buildings and infrastructure. The aim is to analyse the recycling potential of plastics from buildings, the potential presence of contaminants and the health and environmental impact of the entire value chain. The client is the German Research Foundation.

After a total of five years of research work, the Circular Flooring project, which was supported by several of our member companies, was successfully completed in July 2024. On a pilot scale, solvent-based recycling processes were used to efficiently remove plasticisers that are no longer used in the EU from old PVC flooring and produce plasticiser-free PVC recyclates. The recovered PVC material thus fulfils the requirements of EU legislation (REACH) and can therefore be used for the production of new PVC flooring.

Eleven companies and research institutes from five European countries were involved in the project which was coordinated by the Fraunhofer Institute IVV in Freising. Supporters include VinylPlus Deutschland member companies Westlake Vinnolit and Akdeniz Chemson, flooring manufacturers Altro, Forbo, Gerflor and Tarkett via ERFMI, and our partner in building materials recycling, the Arbeitsgemeinschaft PVC-Bodenbelag Recycling (AgPR).



The IMMEC project supported by VinylPlus Deutschland analyses material efficiency and the environmental impact of material cycles in buildings and infrastructure, including PVC products.

Source: Chart from the presentation at the VinylPlus® Sustainability Forum 2024, Cologne, 23.05.2024; Modelling PVC Cycles in Building and Construction: Gaps and Opportunities; Dr. Sarah Schmidt, Dr. Thomas Gibon, Prof. Dr. David Laner

## WORKING GROUPS OF VINYLPLUS DEUTSCHLAND

**WG COMMUNICATION:** The working group focuses on defining communication goals, target groups and messages promoting PVC. Consistent, target group-orientated communication serves to position the material among decision-makers as future-oriented in terms of quality, cost-effectiveness and sustainability.

**WG KNOWLEDGE:** In addition to monitoring relevant specialist topics and publications and preparing and organising the "PVC and Environment" workshop, the tasks of the working group also include knowledge management in the PVC-WIKI. Regulatory requirements at federal and EU level continue to gain in importance.

**WG RECYCLING:** The circular economy with sustainable recovery routes and different recycling processes for all PVC waste is one of the top topics of this working group. Another is the intensive dialogue with relevant stakeholders and decision-makers in the waste management sector. The monitoring and evaluation of research projects and studies on PVC recycling make an important contribution to the VinylPlus® programme.

# OPEN DIALOGUE

*VinylPlus Deutschland is an associated member of VinylPlus® and promotes and communicates the goals and successes 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 and in the industry. This is why VinylPlus Deutschland has been officially registered as an interest group in the Lobbying Register of the German Bundestag since 2022.*

*The dialogue measures include statements and letters to the editor to the media, politicians and authorities, even if the material PVC comes under unjustified criticism. One example of this is the reporting on vinyl records made of PET based on chemically recycled raw materials, which were described as a recyclable alternative to PVC with significant CO<sub>2</sub> savings. VinylPlus Deutschland pointed out in a statement that the assessment was not based on PVC from Europe produced according to the latest standards, but on data on PVC from China. In addition, vinyl records are now produced not only with fossil-based standard PVC, but also with PVC based on renewable raw materials, which further improves the CO<sub>2</sub> balance significantly.*



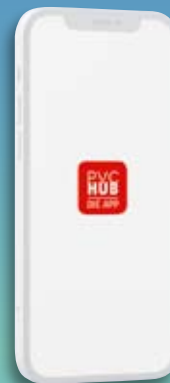
## MAGAZINE STARKE SEITEN

Since 1998, the magazine STARKE SEITEN has been published three times a year, currently with a circulation of 24,000 copies, also in English on special occasions such as the K Fair.



## 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

Over 85 publications are currently available in the PVC HUB app and can be accessed digitally at any time.



## Broad Online Offer

Newsletters, brochures and specific information materials complement the communication programme of VinylPlus Deutschland. There is also a wide range of online services such as the website [www.vinylplus.de](http://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. Since the launch of the PVC HUB app in 2012, this additional digital service has been used many times a day. In the HUB, interested parties can find all relevant publications such as themed brochures, activity reports and the STARKE SEITEN and BLITZ-INFO archives.

## BLITZ-INFO and STARKE SEITEN

BLITZ-INFO summarises the latest information on the sustainable development of PVC. It is sent out three times a year to around 7,800 environmental 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 publication, which also appears digitally, is published by AGPU MEDIA with a print run of 24,000 copies. It is aimed at a broad target group with a personalised distribution list that has been continuously growing and constantly updated for over 25 years and is not served by any other specialist medium in this composition. It is aimed in particular at 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 the scientific community, members of VinylPlus Deutschland and other companies from the PVC industry.





Photo: PROWINDO

VinylPlus Deutschland Managing Director Thomas Hülsmann presented the PROWINDO initiative and its current projects at the forum at Fensterbau Frontale.

# 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 published 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. It consists of the industry associations EPPA, Gütegemeinschaft Kunststoff-Fensterprofilesysteme, pro-K, Rewindo, SKZ and VinylPlus Deutschland. At the forum at Fensterbau Frontale in Nuremberg 2024, VinylPlus Deutschland Managing Director Thomas Hülsmann presented the initiative on behalf of the PROWINDO partners and gave an overview of current projects. He also outlined how the industry associations are helping to tackle climate protection, the circular economy and affordable housing as challenges on the road to sustainable development.

## 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. Campaign-PVC-Recycling is a joint initiative of AgPR,

IVK Europe, KRV, Rewindo and VinylPlus Deutschland in cooperation with the Europe-wide VinylPlus® sustainability programme. It offers a wide range of recycling solutions for PVC construction products in Germany, which are becoming increasingly popular. This was also evident at the 'Fachtagung Abbruch 2024' (demolition conference) at the end of March, where, as in previous years, the Campaign-PVC-Recycling informed conference participants about recycling solutions for PVC construction products. With 'Sustainability in demolition', the focus of this year's event could hardly have been more fitting, and interest in the various solutions was correspondingly high.

## Circular Economy for PVC Pharmaceutical Blisters

VinylPlus® PharmPack is a project to improve the sustainable development of PVC pharmaceutical packaging. The joint project of VinylPlus® and 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 pharmaceutical films to the packaging of medicines and the collection and recycling of used packaging.

Tests on the separation of aluminium and PVC have now been successfully carried out on both a laboratory and pilot plant scale. Laboratory tests with the PVC recyclates produced have yielded promising results. Further tests and investigations will follow in the second half of 2024.

Providing information about recycling solutions for PVC construction products at the 'Fachtagung Abbruch 2024' conference at the stand of Campaign-PVC-Recycling: (from left to right) Nadia Hellmons, Andreas Redman, Dimitri Stiben and Dr Jochen Zimmermann.



Photo: AgPR

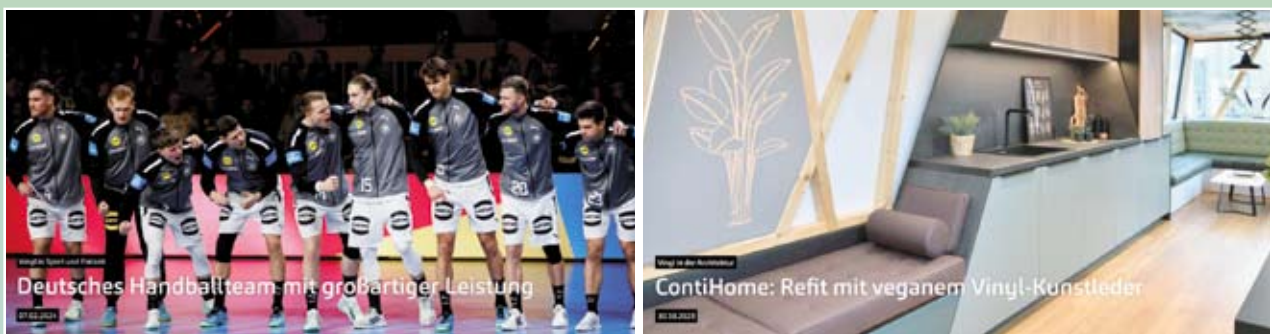
# EXPERIENCING VINYL

On the website [www.vinyl-erleben.de](http://www.vinyl-erleben.de), AGPU MEDIA presents an impressive collection of innovative PVC products – mostly made of flexible PVC – from the fields of architecture, healthcare, sport and leisure. The online platform was launched at the end of 2017 as part of the flexible PVC communication campaign.

High-quality upholstery cover materials for bedhead parts on cruise ships and VIP seats in football stadiums, resilient membranes in architectural projects, easy-care floor coverings in educational institutions, sports facilities and health-care buildings: The website with integrated news section was initiated as part of the campaign by several PVC and plasticiser manufacturers and PVC converters. It presents a constantly growing selection of innovative PVC products from a wide range of areas and is recording increasing numbers of hits. It is clear from the products presented that they combine outstanding functional properties with high aesthetic and haptic standards and are also safe, durable and economical. Articles with practical tips, for example on repairing membranes, laminating films and vinyl flooring, are very popular.



On the website [www.vinyl-erleben.de](http://www.vinyl-erleben.de), AGPU MEDIA shows a wide range of examples of the use of innovative PVC products in very different areas.



Whether architecture, healthcare or sport and leisure: the website [www.vinyl-erleben.de](http://www.vinyl-erleben.de) offers a comprehensive overview of modern 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 Kommunikations-Projekten zählt die Ende 2017 gelaunchte Webseite [www.vinyl-erleben.de](http://www.vinyl-erleben.de), die mit einer kontinuierlich steigenden Anzahl an Beispielen über die vielseitigen Einsatzmöglichkeiten von Weich-PVC in Architektur, Healthcare sowie Sport und Freizeit informiert. 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 Vinylprodukte unter anderem aus dem Architekturbereich.

## AGPU MEDIA

*AGPU MEDIA GmbH is a professional communications partner for the PVC industry. Among others, 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](http://www.vinyl-erleben.de), launched at the end of 2017, which provides information on the wide range of applications for flexible PVC in architecture, healthcare, sport and leisure with a continuously increasing number of examples. In addition to the established communication channels, AGPU MEDIA uses the LinkedIn business platform 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 architecture sector, among others.*



### Belastbare Vinylböden für Profi- und Breitensport

sind pflegeleicht und haben eine hohe Haltbarkeit. So werden Unterhaltskosten minimiert, um nachhaltige Ansprüche zu erfüllen.



### Hochwertig und pflegeleicht: Vinylprodukte für die Hotellerie

Vinylprodukte für die Hotellerie bieten vielfältige gestalterische Möglichkeiten, sind hochwertig und pflegeleicht.

AGPU MEDIA regularly placed advertorials in the Heinze newsletter about sustainable vinyl products, primarily from the architecture sector.

### EINLADUNG

Fachtagung  
„Sportstätten“  
11. September 2024,  
MHP Arena, Stuttgart



In ihrer Fachtagung „Sportstätten“ informierte AGPU MEDIA Architekten und Planer über die Möglichkeiten bei Neubau und Sanierung von Sportstätten.

Neben drei Veranstaltungen aus der etablierten Reihe „Fachtagung Gesundheitsbauten“, die Entscheider im Gesundheitssektor über aktuelle Entwicklungen bei Klinikbau und baulicher Hygiene informiert, führte AGPU MEDIA im Herbst 2024 eine weitere Fachtagung über Sportstätten in der MHP Arena Stuttgart durch. Die praxisnahen Vorträge samt Stadionführung gaben Architekten und Planern einen guten Einblick in den modernen Sportstättenbau. Im Rahmen der Kooperation mit der Hochschule Düsseldorf/Fachbereich Design stellten Studierende im Projekt „Systemmöbel-Konzepte für die Kö-Galerie in Düsseldorf“ Möbel u. a. aus recycelten Vinylplatten und wiederverwendeten Rohren her.

*In addition to three events from the established "Fachtagung Gesundheitsbauten" series, which informs decision-makers in the healthcare sector about current developments in hospital construction and structural hygiene, AGPU MEDIA held another symposium on sports facilities at the MHP Arena Stuttgart in autumn 2024. The practical presentations, including a tour of the stadium, gave architects and planners a good insight into modern sports facility construction.*

*As part of the cooperation with the Düsseldorf University of Applied Sciences/Design Department, students in the project "System furniture concepts for the Kö-Galerie in Düsseldorf" presented furniture made from recycled PVC sheets and pipes, among others.*

## AGPU MEDIA GMBH

Am Hofgarten 1-2, D-53113 Bonn

Tel +49 228 231005

[kontakt@agpu-media.de](mailto:kontakt@agpu-media.de), [www.agpu-media.de](http://www.agpu-media.de)



Thomas Hülsmann  
Geschäftsführer  
Managing Director



Ursula Losem  
Marketing  
Marketing



## MITGLIEDER VON VINYLPLUS DEUTSCHLAND E.V. IM JAHR 2024

### MEMBERS OF VINYLPLUS DEUTSCHLAND E.V. IN 2024

#### PVC / PVC

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

#### Weichmacher / Plasticisers

- + BASF SE
- + Evonik Oxeno GmbH & Co. KG
- + 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 \*
- + KRONOS INTERNATIONAL, Inc.
- + Omya International AG

#### Handel / Trade

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

#### Compounder / Compounders

- + BEGRA Granulate GmbH & Co. KG \*
- + BENVIC GmbH \*
- + PCW GmbH
- + Polymer-Chemie GmbH
- + Rottolin-Werk Julius Rotter & Co. KG \*
- + West-Chemie GmbH & Co. KG \*

#### Profile / Profiles

- + CF kunststofprofilen
- + GEALAN Fenster-Systeme GmbH
- + profine GmbH
- + Salamander Industrie-Produkte GmbH
- + Schüco Polymer Technologies KG
- + VEKA AG

#### Folien, Membranen / Films, Membranes

- + Konrad Hornschuch AG \*
- + Liveo Research GmbH
- + Perlen Packaging GmbH, Müllheim
- + RENOLIT SE
- + Sattler PRO-TEX GmbH

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

- + Altro Deutschland GmbH & Co. KG
- + Amtico International GmbH
- + 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
- + MIXACO Maschinenbau Dr. Herfeld GmbH & Co. KG \*

#### Recycler / Recyclers

- + Dekura GmbH
- + PreZero Kunststoffrecycling GmbH & Co. KG
- + Michael Girstenbrei Recycling GmbH

#### Sonstige / Other Partners

- + Funke Kunststoffe GmbH
- + Hundhausen Kunststofftechnik GmbH
- + KURO Kunststoffe GmbH
- + Nissen Plast GmbH
- + Polysecure GmbH \*
- + Repa Boltersdorf GmbH \*
- + SKZ – Das Kunststoff-Zentrum
- + WEMAS Absperntechnik GmbH

#### 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: September 2024

## 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  
 assoziiertes Mitglied von VinylPlus® / an associate member of VinylPlus®



Thomas Hülsmann  
Geschäftsführer  
Managing Director



Andreas Arnold  
Referent  
Projects



Michael Friedrichs  
Redaktion  
Editing



Julia Gogos  
Events  
Events



Iris Pohl  
Mitgliederservice  
Member Support



Michael Vetter  
Recycling  
Recycling