

Vinyl 2010 in numbers

1 – the only industry voluntary commitment of its kind that involves the entire upstream and downstream chain – from raw material production to post-consumer waste

7 - the number of times PVC can be recycled today

20% - the estimated loss of market share to the PVC industry (due to regulation and customers choosing alternatives to PVC) if Vinyl 2010 had not been established

50% – of total use PVC in Europe is in profiles and pipes and more than half of the waste from these sectors is now being recycled from a starting point of zero ten years ago.

75% - the reduction in the use of lead stabilisers used to produce PVC (as of 2010)

150 – recyclers working under the Recovinyl umbrella, created thanks to Vinyl 2010's focus on end-of-life that helped establish a new recycling industry

450 - the number of Empire State buildings that could be covered by all the PVC profiles that were recycled in 2009

4,500 - the equivalent weight in Airbus planes of post-consumer PVC waste recycled in 2009

21,000 - the number of European companies involved in Vinyl 2010

200,000 - Vinyl 2010's annual recycling target in tonnes for post-consumer PVC waste by 2010

500,000 - the number of people employed by the PVC industry

949,827 - the number of tonnes of post-consumer PVC waste which have been recycled since 2000

57,500,000 - estimated total spending in euro on Vinyl 2010 by member companies (as of 2010)

80,000,000,000 - the estimated market value in euro of all the PVC products produced in Europe each year