

# Defining whether a building material is "green"...

is not an exact science. But there is still a role for objective analysis, comparison of materials and the discussion of testing methods. The Vinyl Institute ([www.vinylinfo.org](http://www.vinylinfo.org)) has compiled a list of the benefits of vinyl.

## Facts About Vinyl

### **Vinyl adds value to everyday life**

Vinyl is the leading plastic material in the construction market. Vinyl requires less maintenance, frequently outlasts competitive materials and often outperforms them, making quality housing more affordable. It contributes to a higher standard of living by making critical products more affordable, more durable and more dependable.

### **Vinyl is a highly efficient user of natural resources**

Only 43 percent of vinyl comes from non-renewable petroleum feedstocks. The balance (57 percent) comes from salt. World-wide vinyl production represents less than .3 percent of all annual oil and gas consumption.

### **Vinyl saves resources and energy during its life cycle**

In a study of construction applications, vinyl was one of three plastic materials with the lowest energy requirements, saving more than 34 million BTUs per 1,000 pounds made. In the construction market, it saves about 44.2 million barrels of oil per year.

### **Vinyl can be recycled**

Upward of 20 million pounds of post-consumer vinyl is recycled in the United States yearly. The industry supports efforts to expand recycling for construction and demolition scrap.

### **Vinyl's fire performance is well-known and well-tested**

Vinyl products are inherently flame-retardant due to their chlorine base, do not readily ignite and most will not continue to burn once a flame source is removed. The products of vinyl combustion are no more hazardous than those produced by other materials, both natural and synthetic.

### **Vinyl additives have been carefully researched**

Vinyl performance additives are closely regulated by a number of agencies, including the Environmental Protection Agency, the Food & Drug Administration and the Consumer Products Safety Commission.

### **The vinyl industry subscribes to strict standards**

Vinyl products meet a demanding range of health and safety standards established by numerous agencies, including the Food & Drug Administration, the National Sanitation Foundation and the National Fire Protection Association, all three model building codes and the Consumer Products Safety Commission.

Proud members of



**VEKA Inc.**  
100 Veka Drive  
Fombell, PA 16123  
724-452-1000  
800-654-5589

**VEKA West**  
14250 Lear Boulevard  
Reno, NV 89506  
775-972-4090

**VEKA Canada**  
4794-94 Avenue  
Edmonton, AB T6B 2T3  
780-440-3888

**VEKA South**  
107 Metrocrest Way  
Terrell, TX 75160  
972-551-2030

[www.vekainc.com](http://www.vekainc.com)

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## What makes a product green?

Certain products, particularly those that deal with energy, are not inherently green but can be used in ways that enhance the environmental performance of a building. For example, a dualpane, low-E vinyl window may not be green in terms of its material components or manufacturing process, but if used strategically it can reduce energy use (*heating & cooling*) by maximizing the collection of winter sunlight and blocking out the summer sun.

## There is no perfect green material.

Building materials have multiple impacts on the environment, both positive and negative. One common way to assess these impacts is through Life Cycle Assessment (LCA), which considers the full range of a product's environmental impacts, from resource extraction to manufacture and then through installation and ultimate disposal. This type of analysis allows for comprehensive and multidimensional product comparisons.



# Green Building with VEKA Vinyl

## Vinyl and its place in the promotion of environmentally responsible building products.



## From our beginnings in 1967...

**...VEKA has focused on efficiently producing high quality vinyl profiles while minding our responsibility to the local community as an accountable steward toward the environment.**

VEKA is a German based, privately held, multi-national corporation with 25 extrusion facilities in 20 countries. We are careful to mind not only the profitability of the business but to act as a responsible member of the communities in which we live and operate. We have found that economic health and environmental/social concerns are not mutually exclusive.

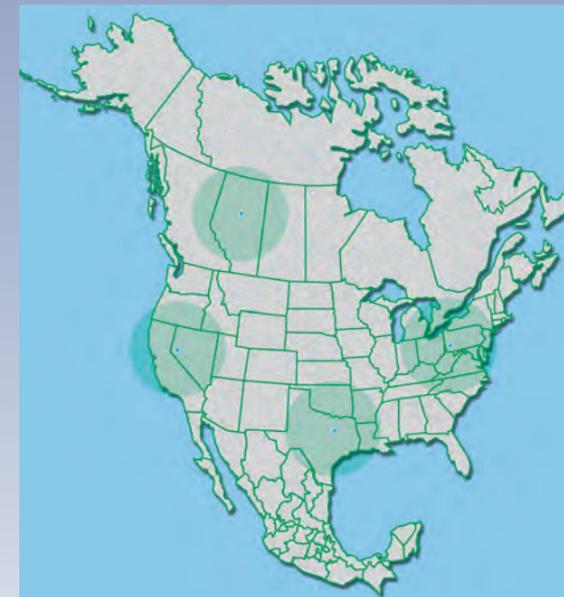
VEKA has created the dedicated position of Safety & Environmental Manager with the responsibility to constantly review our operations for safety concerns and process efficiency. We have found that improved safety, productivity and resource use can and does reduce overall operating costs while minimizing strain on local infrastructure and ecosystem.

VEKA recycles some in house vinyl scrap into products produced for our outdoor living products division and into non-critical PVC shapes, such as our bundle box packaging for smaller shapes.

VEKA ships finished profile in returnable steel racks. These racks safely transport product to and serves as a convenient storage system for our vinyl lineals at the customer's fabrication facility.



*Built in 1987, VEKA Inc. was heralded as the first state-of-the-art computer controlled extrusion plant in the country. The facility now is just over 600,000 square feet. Nothing is discharged from the plant without first being filtered, treated or safely contained.*



As shown on the left, VEKA North America currently has facilities located near Pittsburgh, Pennsylvania, Reno, Nevada, Dallas, Texas and Edmonton, Alberta Canada. The locations of these manufacturing facilities ensure that VEKA products are within a one or two day truck trip of 90% of the North American population.



*VEKA's low maintenance decking material can add value and comfort to your home.*

## VEKA's expanding capacity...

**...is our commitment to serve all customer needs. To that end the long term plan is to establish plants throughout North America so customers are no more than a single day away.**

## VEKA vinyl is a versatile material...

**...because PVC resin can be combined with many performance additives and modifiers.**

Vinyl is the world's most versatile plastic. Vinyl is chosen over other materials because of its low cost, versatility and performance properties. Vinyl is strong, durable, abrasion and moist resistant; withstands rust and corrosion; is electrically non-conductive and has excellent fire performance properties. Because it has been used for more than half a century, it is one of the world's most analyzed and tested materials.

Utilizing the latest computer technology and detailed dimensional drawings, VEKA engineers are able to produce new and innovative products to satisfy the building needs in any geographic region from this amazing material.

VEKA's worldwide network is a tribute to the acceptance of VEKA's high quality vinyl products. An aggressive plan to be the major force in all principal window, door, fence, deck and rail markets has created an impressive record of accomplishments. Market demands differ from region to region. VEKA has been able to meet these demands through a unique combination of design flexibility, superior materials and high production standards.

Efficiency is the key to maintaining competitive pricing. A constant search to improve and streamline every aspect of the operation has lead to the most efficient lineal extrusion process available today. Every lineal produced at the various extrusion facilities is backed by a warranty and an expertise that can't be found in any other vinyl producer. It is easy to see why the name VEKA has become synonymous with high quality extruded vinyl products.



1. VEKA vinyl conserves forests: Made from relatively inexpensive PVC means that VEKA vinyl products save our precious forest resources.

3. VEKA vinyl saves oil and gas: Polyvinyl chloride is a plastic with the lowest petroleum content about 43% the remainder is chlorine a common, inexpensive naturally occurring element.

2. VEKA vinyl conserves resources: Vinyl fence and deck board has a life cycle of 20 years versus wood 7 to 10 years and will outlast two or three conventional installations.

4. VEKA vinyl protects the air and soil: PVC never needs to be stained, painted, UV treated or water sealed. This not only saves time and money (estimated \$152 per year for a 10' x 20' wood deck) but also keeps potentially harmful fumes and chemicals from being introduced into the air and soil.



*VEKA West (top left) in Reno, Nevada, VEKA South (top right) near Dallas, Texas, and VEKA Canada (left) in Edmonton, produce high quality vinyl window and door extrusions for the North American market.*