

SK Capital's GEON Receives Green Circle Certification from Vinyl Sustainability Council

AVON LAKE, Ohio-([BUSINESS WIRE](#))-GEON® Performance Solutions (“GEON,” “GPS” or the “Company”), a global leader in the formulation, development and manufacturing of performance polymer solutions, recently received its Green Circle Certification as part of the +Vantage Vinyl™ initiative launched June 3, 2019, by the Vinyl Sustainability Council. The initiative was created to advance sustainable development throughout the supply chain, focusing on three targets selected from the United Nations’ 17 Sustainable Development Goals.

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Those three targets are:

- Pushing recycling efforts beyond the 1.1 billion pounds of vinyl recycled annually in the U.S. and Canada.
- Increasing emphasis on workplace health and safety initiatives and product stewardship policies designed to minimize user exposures.
- Identifying ways to continue reducing direct emissions from production plants.

+Vantage Vinyl is the first industry-wide sustainability initiative that engages companies across the entire vinyl value chain, from raw material manufacturers to retailers. Participating companies select at least one goal annually in each of the initiative’s three priority areas. Those who receive Green Circle Certification have undergone verification by a third party to confirm they met all sustainability goals and key performance indicators required of the initiative.

“As the world’s population continues to grow and the need for more buildings and infrastructure increases, vinyl will become even more essential for durable construction applications, as well as other applications, like healthcare and transportation, that improve consumers’ lives,” said Larry Shaw, Chief Commercial Officer. “GEON is proud to be part of this important initiative to help reduce emissions and landfill use and protect the health and safety of people.”

ABOUT GEON

Performance Solutions

GEON Performance

Solutions is a global leader in the formulation, development and manufacture of performance polymer solutions. With a portfolio of highly adaptable vinyl and polyolefin polymer technologies as well as a full-service manufacturing business, GEON combines three powerful traditions into a single, customer-focused business. GEON is a leading innovator in the development of performance material solutions for a broad range of markets including appliances, building & construction, electronics, healthcare, transportation, wire & cable and more. GEON has 1,100 global associates and 11 world-class manufacturing plants with headquarters in a western suburb of Cleveland, Ohio. Please visit us at www.geon.com to learn more. GEON is a portfolio company of [SK Capital Partners](#).

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