

The Vinyl Institute of Canada is the authoritative voice for the Canadian Vinyl industry. The institute promotes the use of vinyl in building and construction, both commercial and residential applications, and sports, medical, and institutional applications.

A fact based organization, the institute works with two of the world's top scientists; Greenpeace Co-founder, and leader of the Sensible Environmentalist Movement, Dr. Patrick Moore, and toxicologist Dr. Ron Brecher who specializes in chemicals management. The VIC also provides a Public Service website which helps to educate the public and government about the many benefits of vinyl in our society, and can be found at: www.letstalkvinyl.com.

With these experts, The Vinyl Institute of Canada reviews and evaluates research papers from around the globe, studies Canadian, U.S., and European REACH legislation, and gathers intelligence on the best environmental and production practices, all with a view to ensuring that our Canadian vinyl value chain are up to date on compliance, codes and standards, and the newest technologies. A further strength behind the VIC is their alignment with the Vinyl Institute in Washington, DC. Both associations work seamlessly across the border, and as such, provide a powerful, consistent, and collective voice for our industry throughout North America.

The Vinyl Institute of Canada has established a hard-working, dedicated, and solid membership roster, including some of the largest and most influential vinyl manufacturers in the world, all of whom are committed to advancing the business and corporate social responsibility interests of our industry. Whether participating on panels, committees, or working with regulators, the VIC has attracted an impressive roster of engaged, proactive and dynamic members in the plastics professions, making it the most well respected organization in the Canadian plastics industry.

In true Canadian fashion, the Vinyl Institute of Canada uses a constructive and collaborative approach in shaping the future of the Vinyl industry, and its leaders are constantly encouraging the members to think outside of the box. We appreciate that energy and drive, and most important since becoming a member, Gerflor has learned and connected with new opportunities that have proven to be a direct benefit to how we approach the marketplace.

Gerflor Canada is pleased to be an active member of the Vinyl Institute of Canada, and we are very proud to be the Co-Chair for the Institute's National Recycling Committee whose mission is to "Promote a more sustainable and prosperous world by stimulating the Vinyl industry's capacity to recycle." To that point, The Vinyl Institute of Canada is currently working with all levels of government on environmental and sustainability initiatives which specify recycled content in Vinyl products.

At Gerflor Canada we appreciate the opportunity to provide this testimonial letter about the Vinyl Institute of Canada, and would highly recommend membership to all professional vinyl product companies across Canada. Once you join, you will understand immediately why the VIC is the most dynamic industry association in Canada!

Robert Coveney
General Manager, Gerflor Canada