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**Photos:** <https://bldpressroom.com/vsc/brabender-new-member>

**Vinyl Sustainability Council Announces**

**Brabender as Newest Member of Council**

*Equipment Manufacturer Drives Sustainability Initiatives Through Research and Development*

**WASHINGTON, DC, October 18, 2022** – [The Vinyl Sustainability Council (VSC)](https://www.vinylinfo.org/vinyl-sustainability-council/), a self-funded business council advancing sustainability in the vinyl industry, has welcomed [Brabender](https://www.brabender.com/en/) as the newest member of the council. VSC membership is reserved for organizations committed to advancing sustainability throughout the vinyl industry.

“We’re proud to have Brabender join our commitment to sustainability through open collaboration on the industry’s most important initiatives,” said Jay Thomas, VSC executive director. “Brabender plays an important role in the industry in the continuous improvement and quality assurance of the vinyl products.”

Brabender is a renowned manufacturer and supplier of devices and equipment serving specialists and executives in industry research and development. Brabender’s product profile provides applications for numerous industrial segments of the food, chemical, and pharmacy sectors. With suitable products of measurement and process technology on a laboratory scale as well as application technology expertise, Brabender provides the right solution from selection of suitable materials and recipes to development of innovative processes.

“Joining the VSC helps us support the future of the vinyl industry, sustainability, and our customers,” said Pauline Day, marketing manager at Brabender. “We are looking forward to strengthening our partnerships with organizations in our industry, working closely with the vinyl community, and making a difference in global sustainability solutions.”

For more information, visit <https://www.brabender.com/en/>

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**About the Vinyl Sustainability Council**

The Vinyl Sustainability Council (VSC), founded in 2016 in partnership with the Vinyl Institute, is a collaborative platform for companies, organizations, and other industry stakeholders to come together to advance the U.S. vinyl industry’s contribution to sustainable development. Through its +Vantage Vinyl® verification program, the VSC aims to drive continuous improvement across all three aspects of sustainability – environmental, social, and economic performance. For more information, please visit <https://vantagevinyl.com/>.