**FOR IMMEDIATE RELEASE**

**October 4, 2022**

**Media Contact:**

Jeff Donaldson

412.347.8039

Jeff.Donaldson@bld-marketing.com

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

**Vinyl Sustainability Council Welcomes Trusscore As**

**Newest Member**

*Research and Design Paves Way to Join Industry Leaders
Focused on Sustainability Efforts*

**WASHINGTON, DC, October 4, 2022** – [The Vinyl Sustainability Council (VSC)](https://www.vinylinfo.org/vinyl-sustainability-council/), a self-funded business council advancing sustainability in the vinyl industry, is pleased to welcome [Trusscore](https://trusscore.com/) as the newest member of the council. VSC membership is reserved for organizations taking a leadership role to advance sustainability throughout the vinyl industry.

“With their focus on developing products that outperform what they replace, Trusscore joins more than 55 other VSC members demonstrating a commitment to sustainability efforts in their business practices,” said Jay Thomas, VSC executive director. “Trusscore is dedicated to driving innovation in the commercial and residential construction industry. We’re proud to have them join us.”

Trusscore makes a range of products for both residential and commercial construction applications. The company’s PVC-based wall and ceiling panels are easy to install and serve as high-performance replacements for traditional drywall and fiber-reinforced plastic (FRP) panels. The panels come with a durable appearance that is perfect for home garages and workshops, commercial projects, hospitality venues, restaurants and offices, agricultural applications, or any facility or room that requires a crisp, clean, water-resistant, long-lasting finish.

“We’re passionate about research and applying the very latest advancements in material science to our products to continually improve their performance,” says Chris Marshall, vice president of marketing at Trusscore. “Our aim is to drive innovation and ensure Trusscore products are incredibly durable, reusable, and recyclable so that we can be on the cutting edge of the industry.”

For more information, visit [www.trusscore.com.](https://trusscore.com/)

###

**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/>.

**About Trusscore**

Trusscore is changing how people construct buildings and the environmental footprint left behind when they do. Trusscore is focusing on R&D and bringing material science to its formulations – making its products functional and beautiful. Trusscore Wall&CeilingBoard is transforming the way the world builds interior walls with a material that installs four times faster than drywall and is incredibly durable, reusable, and recyclable. The company’s marketing and R&D teams are based at the Communitech Hub in Kitchener with manufacturing plants in Palmerston, Ontario, Calgary, Alberta, and Dayton, Ohio. For more information, visit [trusscore.com](https://trusscore.com/).