



altro

Altro partners with Norwich Plastics

A new stride towards Altro's sustainability vision

We're excited to announce that Altro has partnered with Norwich Plastics to start our first-ever North American vinyl flooring recycling program. Twenty rolls of discontinued Altro slip-resistant sheet vinyl flooring were successfully diverted from a landfill and recycled into pre-consumer recycled content that can be used in other industries in the future.

Norwich Plastics has been specializing in PVC recycling since the 1990's and has been recycling plastics since 1986. Working with vinyl product manufacturers like Altro, Norwich Plastics reclaims and reprocesses over 40 million pounds of PVC from waste each year.

Norwich Plastics removes the fiber glass scrim backing and then grinds up the flooring material into tiny pellets. These pellets are then stored and sold to other industries seeking recycled material. Currently they have around 6+ million pounds of pelletizing capacity available in Ontario and about the same in their Tennessee facility.

The recycled flooring material will be stored and sold to other companies looking for recycled material. While the customers will change overtime, the current markets to use these materials in are in hose and tubing applications and injection molding for automotive and consumer products.

Recycling technology like the kind used by Norwich Plastics proves that vinyl is a sustainable and recyclable plastic and demonstrates the capability to recycle PVC is here. At Altro we believe it is imperative that we continue to promote these benefits to the public and to our industry. We hope that this partnership begins a new chapter in Altro's sustainability vision, helps to expand vinyl recycling in North America and helps similar manufacturers to do the same.