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

**Eco-Grip Flooring Named as Newest Member of
Vinyl Sustainability Council**

*Commercial Flooring Provider’s Product, Production Process
Demonstrate Commitment to Sustainability Initiatives*

**WASHINGTON, DC, November 15, 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 [Eco-Grip Flooring](http://www.eco-gripfloor.com/), an Allied Industries International Inc. company, as the newest member of the council. VSC membership is reserved for organizations committed to advancing sustainability throughout the vinyl industry.

“Eco-Grip’s firm commitment to sustainable solutions is evident across its enterprise. Take their commercial slip-resistant flooring, which is made of 98% recycled content,” said Jay Thomas, VSC executive director. “They also have perfected and implemented a production process that leads to the generation of nearly zero waste. Such advancements position the company at the forefront of its industry and as an important voice for positive change on the sustainability front.”

After years of research and extensive testing, Eco-Grip has engineered a state-of-the-art flooring formula that is transforming the industry. The combination of short staple fiber and a unique, 98%-recycled polyvinyl creates a fail-safe flooring solution. Slip-resistant, shock absorbent and extremely easy to clean, it is the perfect solution for food service, aquatic, athletic, veterinary, outdoor spaces, and healthcare industries. Eco-Grip’s nationwide network of distributors can provide timely stock, and its wide network of installers can retrofit or update new spaces across North America with virtually no downtime.

“We want to raise our profile so that companies are aware there’s a highly durable and highly sustainable product available in commercial flooring,” said Sarah Reidy-Jones, marketing manager at Eco-Grip. “Collaboratively, we can provide an eco-friendlier product that is both responsibly made and provides a durable long-term slip-resistant and bacteria- and chemical-resistant product for construction needs.”

For more information, visit [www.eco-gripfloor.com](http://www.eco-gripfloor.com)

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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/>.