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

**Vinyl Sustainability Council Welcomes Novalis As**

**Newest Member**

*Innovative Flooring Industry Sets Sustainability Transparency Standard*

**WASHINGTON, DC, November 10, 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 [Novalis](http://novalisinnovativeflooring.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.

“Novalis is continually innovating to provide customers with the highest-quality products in luxury vinyl flooring, and a key focus area is on the product’s sustainable attributes – from raw material extraction to end-of-life expectations,” said Jay Thomas, VSC executive director. “Novalis is committed to complete transparency when it comes to products’ ingredients and environmental impacts of products and their efforts to improve them.”

Novalis Innovative Flooring is an industry leader in designing and manufacturing sustainable and innovative Luxury Vinyl Tile (LVT). With more than 30 years of experience, Novalis continues to develop designs and products that set the global benchmark for LVT quality and performance. Established in 1984, Novalis has grown worldwide with sales offices and distribution partners in North America, Europe, Asia Pacific, and Africa. Novalis continues to be a private, family-owned company.

“Novalis joined VSC to participate in and learn from sustainability efforts within the vinyl industry. Making more sustainable and circular products is a critical endeavor, and one we’re committed to advancing,” said Graham Capobianco, sustainability manager at Novalis. “The VSC gives us an opportunity to network with other vinyl manufacturers and further our commitment to sustainability in the resilient flooring industry.”

For more information, visit [novalisinnovativeflooring.com](http://novalisinnovativeflooring.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/>.