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Press Release

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Deceuninck North America Recertified by GreenCircle for Recycled Content, Closed Loop Products

Company Remains Only GreenCircle Certified Window Lineal Provider

[Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors and outdoor living, is pleased to announce it was recertified for “Recycled Content” and “Closed Loop Products” for the fourth year by GreenCircle Certified, LLC, a third-party analyst that provides independent evaluations of sustainable products and operations. Deceuninck North America is the only window lineal provider certified by GreenCircle.

“Third-party certification demonstrates that our products and operations are in compliance with our claims,” said Filip Geeraert, president and CEO of Deceuninck North America. “GreenCircle helps us establish brand integrity and develop consumer confidence, which is key to building our brand, and the brands of our customers.”

Deceuninck North America earned its certifications by developing and maintaining a comprehensive recycling program that collects end cuts and other scraps from fabricator partners and reintroduces the content back into the manufacturing process. In this way, Deceuninck North America is reclaiming unused product that might have otherwise ended up in the waste stream.

“Today’s consumers are more informed, so there is an increasing demand for sustainable practices,” said Tad Radzinski, certification officer for GreenCircle and a leading expert on corporate responsibility and environmental management. “With more and more misleading claims polluting the marketplace, certification ensures consumers that they are receiving a product that was manufactured responsibly – not simply marketed that way.”

GreenCircle evaluated the Deceuninck North America’s PVC window lineals and manufacturing operations in Monroe, Ohio to verify sources of recycled materials and distinguish recycled content within the supply chain. The company’s claims were independently verified to adhere to ISO 14021, Definition of Recycled Content, and the FTC Green Guides. GreenCircle also analyzed the life cycle of the PVC window lineals and verified the products as closed loop according to CFR 261.4(a)(8).



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About Deceuninck

Deceuninck North America, LLC is part of the Deceuninck Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of uPVC window systems and composite applications for the building industry. The company is active in more than 75 countries, and is supported by 2,700 personnel worldwide. In 2013, Deceuninck Group achieved consolidated sales of €536.5 million Euros worldwide (approximately \$710 million USD). In 2014, Deceuninck strengthened its top 3 market position through the acquisitions of 'Pimapen,' the most recognized brand for PVC windows in Turkey adding approximately \$75 million of annual sales. (Turkey is Europe's 2nd largest PVC window market.) Deceuninck North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit www.DeceuninckNA.com.

About GreenCircle Certified, LLC

GreenCircle Certified, LLC was established to ensure specificity in third-party certification after many misleading or unsubstantiated sustainability claims were encountered in the green marketplace. GreenCircle's rigorous evaluation process provides trusted transparency that a manufacturer's product claims are authentic. In today's discerning market, third-party certification is a valuable asset in establishing brand integrity and developing consumer confidence.

The certifications offered by GreenCircle include: Certified Energy Savings, Carbon Footprint Reduction, Certified Environmental Facts (Multi-Attribute), Closed Loop Products, Life Cycle Assessment Optimized, Renewable Resource Content, Recyclable Material, Recycled Content, Renewable Energy Use, Sustainable Manufacturing Processes, Supply Chain Auditing Services, HPD Verification-Pilot and Waste Diversion from Landfill.

GreenCircle provides verification and assurance to manufacturers, suppliers, regulators, and consumers that products labeled with the GreenCircle mark consistently meet our specific certification standards. GreenCircle is recognized by the USGBC Leadership in Energy and Environmental Design (LEED) and Home Innovation Research Labs' NGBS Green Certification program. For more information on GreenCircle Certified, visit www.GreenCircleCertified.com.