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i2M's Sustainable Triumph: 2023 Recycling Award For ReNew Post-Consumer Plastic Recycling Program

*Breaking Ground: Revolutionizing
Sustainability and Recycling in the
Plastics Industry*



FOR IMMEDIATE RELEASE

MOUNTAINTOP, PA, 06 December 2023 – [i2M](http://www.i2M.com), a trailblazer in the plastics industry and proudly standing as the sole female-led manufacturer and gravure printer of vinyl films, has secured the prestigious 2023 Recycler of the Year Award for its groundbreaking ReNew Champions Post-Consumer Plastic Recycling Program, bestowed by the [Vinyl Sustainability Council](http://www.vinylsustainability.com) (VSC) on December 4th.

i2M's ReNew Champions Program, acknowledged by the VSC, is designed to address the environmental impact of end-of-life vinyl pool liners. This initiative redefines the industry's approach to end-of-life vinyl pool liners. It offers a unique solution to prevent these materials from contributing to landfills.

The VSC award committee commended i2M for the exceptional growth of the ReNew Champions program. "The company demonstrated a remarkable 228% increase in total bin count, strategically placing nearly 100 bins along the East Coast. The expansion to include recycling used vinyl liners and pool floats showcased i2M's commitment to advancing sustainable practices within the industry" said Jay Thomas, Executive Director of the VSC.

As one of the largest female-led privately held plastics manufacturing businesses in the United States, this prestigious award is a testament to the collaborative efforts of the company's visionary CEO, Alex Grover, and the entire i2M team. Alex's action-oriented perspective and pioneering approach to sustainability paired with the team's dedication are fundamental to i2M's core values of innovation, agility, and sustainability. Commenting on the award win Alex said;

"We are thrilled and honored to receive the 2023 Recycling Award for our ReNew Champions Post Consumer Recycling Program." This award demonstrates the i2M



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team's steadfast commitment to our sustainability projects. Our mission at i2M is to promote innovation and sustainability in the plastics sector, and this award is a testament to our dedication to that goal. In addition to being an acknowledgment, it represents our continued work and upcoming plans to change the perception of how our sector views environmental responsibility. As we work toward our objectives and make a constructive contribution to a more sustainable future, we feel privileged to be at the forefront of this transformation."

While celebrating this remarkable achievement, i2M's dedication to [sustainability](#), innovation, and employee-centric* initiatives comes to the forefront. Sustainability is an integral part of the company's identity and is evident in every aspect of its operations and product offerings. The 2023 Recycling Award serves as a testament to the enduring values that drive i2M, solidifying its position as a pioneering force in the plastics manufacturing industry.

i2M's swimming pool brand, [Swimmingly](#), takes a revolutionary approach to sustainability. It introduces the first and only high-performance, sustainable pool film, ReNew™. Sustainably produced with recycled content, ReNew™ not only contributes to a circular economy but also meets the growing demand for environmentally conscious pool products. This initiative aligns with i2M's broader goal to manufacture products that reduce plastic waste and demonstrate game-changing environmental stewardship.

Beyond pool films, i2M is committed to integrating sustainable practices across its entire product range. The company's diverse portfolio includes rotogravure printed decorative laminates, calendered heavy-duty films, and high-precision options—all purposefully manufactured in the U.S.A.; aligning with i2M's commitment to domestic production and reduced supply chain impact. To support these practices, formulations prioritize the incorporation of recycled content in products, actively diverting plastic from the waste stream.

Heading into 2024 and beyond, i2M will continue to take action by meaningfully reducing its carbon footprint by 2030, and executing targeted strategies that reduce plastic waste and preserve our Planet's valuable natural resources.

For more information on the ReNew Champions program, i2M products, or other sustainability initiatives please visit www.i2M.com

Notes to Editor:

About i2M

i2M, headquartered in Mountaintop, Pennsylvania is a leading United States manufacturer and gravure printer of flexible polymer films. Committed to a future driven by purposeful



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polymers, we're here to disrupt the plastics industry with sustainable product innovation that exceeds expectations.

i2M holds the prestigious Women's Business Enterprise National Council (WBENC) certification. This certification is widely recognized as one of the most difficult and rigorous to achieve, underscoring i2M's dedication to and leadership in true female operational ownership

About the Vinyl Sustainability Council

The Vinyl Sustainability Council (VSC), founded in 2016 in partnership with the Vinyl Institute, is a council created to advance the vinyl industry's efforts in addressing sustainability. The VSC is a collaborative platform for companies, organizations, and other industry stakeholders to come together to create a sustainable development path for the industry. For more information, please visit vantagevinyl.com/vinyl-sustainability-council/.

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