

PRETTY PLASTIC

# SUSTAINABILITY STATEMENT



Pretty  
Plastic

building from waste

# PRETTY PLASTIC: SUSTAINABILITY STATEMENT

At Pretty Plastic, we are dedicated to transforming PVC waste into sustainable building materials. By recycling PVC scraps from window frames and gutters, we create durable wall cladding tiles that support a circular economy. Our mission is to eliminate plastic waste, reduce CO2 emissions, and avoid virgin material usage. Our tiles, with a lifespan of over 40 years, are fully recyclable and designed for easy disassembly, contributing to a zero-waste economy.

## CIRCULARITY

We pride ourselves on leading the transition towards circular construction. With a 98.21% circularity score, our products reflect our dedication to creating innovative, eco-friendly solutions that prioritise resource efficiency and waste reduction. As we continue to refine our process, we aim to maintain full circularity and reduce the environmental impact of the construction industry, supporting EU and Dutch targets for a waste-free future by 2050.

**% CIRCULARITY 98.21%**

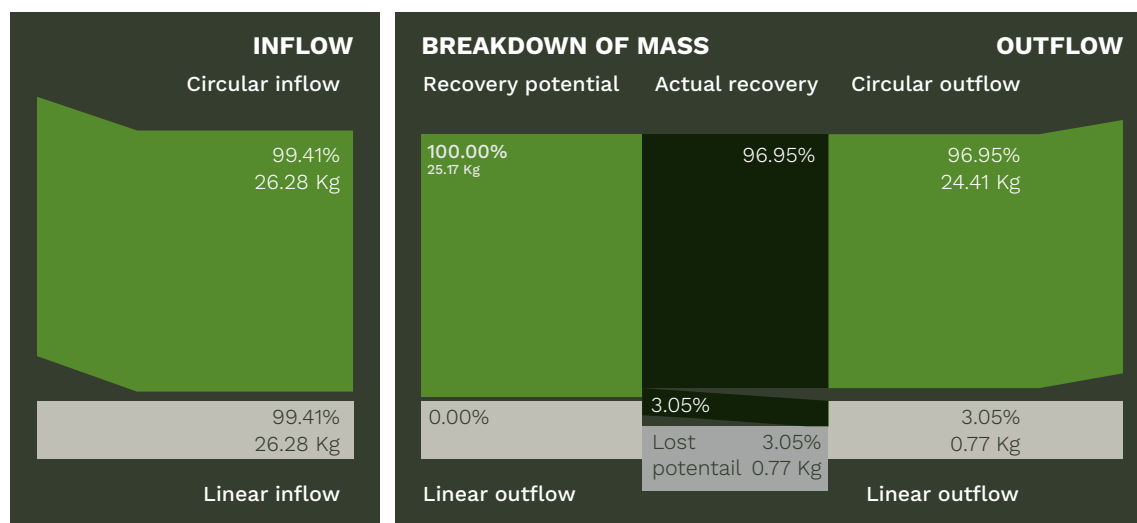
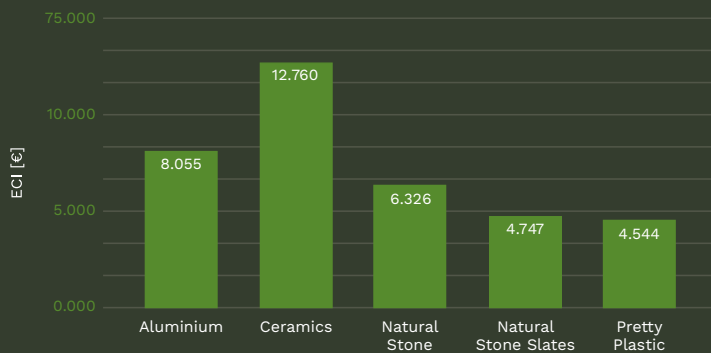


Figure 1, Circular Transition Indicator (CTI) result Pretty Plastic First One

## SUSTAINABILITY

Using Life Cycle Assessment (LCA) and Environmental Product Declarations (EPD), we measure and optimise our products' environmental impact. Our recycled PVC tiles significantly reduce CO<sub>2</sub> emissions - just 0.2 kg per kilogram produced compared to 2.6 kg for virgin PVC. Our commitment to sustainability also includes a robust return policy, ensuring that our tiles are recycled and reused instead of ending up in landfills.

Environmental Cost Indicator (ECI) Scores common Building Materials Compared to Pretty Plastic



### Building Materials

Comparison of ECI scores based on LCA First One (Pretty Plastic)

Global Warming Potential (GWP) Scores common Building Materials Compared to Pretty Plastic



### Building Materials

Comparison of GWP scores based on LCA First One (Pretty Plastic)

## OUR CIRCULAR EFFORTS AND LCA PERSPECTIVE

Pretty Plastic is committed to reducing waste and maximising material utilisation within each tile, ensuring long-term benefits through PVC recycling. However, LCAs primarily focus on minimising material usage, which contributed to a less favourable rating for our products in this aspect.

While LCA and EPD scores don't fully capture the benefits of recycling PVC - particularly in preventing landfill or incineration - they do highlight areas for improvement in our production processes. This feedback guides our journey towards greater circularity and sustainability, as we continue to refine our tiles for optimal environmental performance.

Through Pretty Plastic, we demonstrate that sustainable materials can be beautiful and functional. From trash to tile, we are redefining the possibilities of upcycling in modern construction, offering architects and builders a sustainable choice for cladding that blends aesthetics and eco-consciousness.



[info@prettyplastic.nl](mailto:info@prettyplastic.nl)  
[prettyplastic.nl](http://prettyplastic.nl)  
[@we\\_are\\_prettyplastic](https://www.instagram.com/we_are_prettyplastic)