

RecoTrace™ Evolves with New Modules, a Redesigned Interface and Future-Ready Technology

Brussels, 23 October 2026 – The new RecoTrace is now live. Recovinyl's PVC data platform now includes sorting and pre-processing activities, alongside a clearer reporting interface and upgraded technology and infrastructure.

Recovinyl has introduced a significant update to RecoTrace, the platform at the heart of its PVC data collection and management across its European network. The update introduces two new modules, a fully redesigned user interface and important upgrades to the technology and infrastructure behind the system.

For recyclers, converters and now sorters and pre-processors, the updated platform offers a broader, clearer and more intuitive experience, designed to make submitting and managing data simpler and more efficient.



New Modules for Sorting and Pre-Processing

RecoTrace has expanded to include PVC sorting and pre-processing activities, enabling the platform to capture data from companies whose primary activity is sorting and/or pre-processing.

This development allows Recovinyl to collect information from a broader segment of the PVC value chain and better reflect the activities taking place before material reaches the recycling stage.

By incorporating sorting and pre-processing alongside recycling and converting activities, RecoTrace can provide a more comprehensive picture of the journey of PVC materials through the European value chain.

A Redesigned Interface for Easier Reporting

RecoTrace's data submission and management screens have been significantly redesigned around a new structured, table-based layout.

The new interface gives users a clearer overview of their submissions and makes it easier to enter, review and manage sorting, recycling and/or converting volumes.

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Press Release: The New RecoTrace is Now Live

The redesign is particularly useful for companies reporting activity across multiple plants or reporting periods, with information now organised and presented in a more structured and accessible way.

The objective throughout the redesign has been to reduce complexity, improve visibility and deliver a more user-friendly reporting experience.

Strengthening RecoTrace for the Future

Alongside the new functionality and redesigned interface, Recovynyl has carried out a comprehensive refresh of RecoTrace's technical foundations.

The technology behind the platform has been updated and modernised, while its hosting and deployment infrastructure has been reviewed in line with current best practices.

Building on RecoTrace's existing security measures, these upgrades add further resilience and protection, while helping to future-proof the platform as technology and security standards continue to evolve.

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Updated Platform Now Live

The new RecoTrace experience is now live. Members of the Recovinyl network are encouraged to log in, familiarise themselves with the redesigned interface and explore the platform's new functionality.

Recovinyl thanks everyone across its network who continues to contribute data through RecoTrace. Their participation enables the organisation to monitor and report PVC collection, recycling and recycled PVC use across Europe, helping to demonstrate the industry's contribution towards greater circularity.

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About Recovinyl

Recovinyl monitors, verifies and reports PVC recycling and the use of recycled PVC across Europe. Working with companies throughout the PVC value chain, it collects data through RecoTrace to provide a reliable picture of the industry's progress towards greater circularity. Recovinyl supports the objectives of VinylPlus®, the European PVC industry's commitment to sustainable development.

Media and General Enquiries

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