

VMA Certification Program



How is VMA adding value for the Vinyl Fence and Railing market?

From the day that vinyl extrusion company leaders founded the VMA in 2004, VMA has worked to strengthen and improve the industry.

VMA has done this by continuing to work on product acceptance through model codes. The VMA monitors building codes and offers modifications when needed. VMA also delivers quarterly webinars for code officials and architects/specifiers to promote acceptance and specification of vinyl products.

VMA continues to foster relationships with other industry organizations and collaborate as necessary to appropriately influence industry issues.

VMA continues to develop member communications that highlight accomplishments and endeavors.

VMA delivers a quarterly electronic newsletter, regular features in Fencepost and more.

VMA is proud to announce that it has implemented and marketed a comprehensive certification program whose purpose is to provide verification to customers (specifiers, distributors, contractors, code officials and customers) that the products of the certified companies meet or exceed industry standards and are produced through quality process. The member companies have their plants and processes audited by approved third party testing labs. After the audit is passed, they receive a Certificate of Conformance. Afterwards the member company is authorized to use the VMA Certified Products seal on their packaging and in their advertising.

The final step, after the manufacturers' processes are certified, is to market a program where the fabricators and contractors are licensed. Once licensed, these companies utilize the seal in their advertising which promotes their company over competing companies that cannot offer the added security that comes with certified products.

The Vinyl Manufacturers Association has completed the process to certify their members' products to differentiate the quality of its members' products in the marketplace. Being a part of the VMA adds value to the fabricators, distributors and contractors that become licensed to sell VMA members' certified products.

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For more information about the program please reach out to AFA at memberservices@americanfenceassociation.com or 800-822-4342.

VMA Dues Structure

TIER 1:

VINYL EXTRUDERS AND EXTRUDER-FABRICATORS VOTING MEMBERSHIP

- Annual Sales: \$3 million or less
DUES are \$750 per \$1 million in sales (\$750 minimum)
- Annual Sales: \$3 million - \$8 millions
DUES are \$2,250 + \$315 per \$1 million in sales over \$3 million
- Annual Sales: More than \$8 million
DUES are \$3,825 + \$205 per \$1 million in sales over \$8 million

TIER 2A:

VINYL MOLDERS AND THERMO FORMERS, EQUIPMENT MANUFACTURERS AND SUPPLIERS OF ALL TYPES VOTING MEMBERSHIP

- DUES: Use Tier 1 Dues Calculation Above

TIER 2B:

VINYL MOLDERS AND THERMO FORMERS, EQUIPMENT MANUFACTURERS AND SUPPLIERS OF ALL TYPES NON-VOTING MEMBERSHIP

- DUES: \$1,000 Flat Fee

TIER 3A:

VINYL FABRICATOR, DISTRIBUTOR, DEALER AND INSTALLER LICENSEE NON-VOTING MEMBERSHIP

- Annual Sales: up to \$1 million
DUES are \$500 Flat Fee
- Annual Sales: \$1 million - \$2.5 million
DUES are \$750 Flat Fee
- Annual Sales: \$2.5 million - \$5 million
DUES are \$1,000 Flat Fee
- Annual Sales: \$5 million - \$7.5 million
DUES are \$1,500 Flat Fee
- Annual Sales: More than \$7.5 million
DUES are \$2,000 Flat Fee

TIER 3B:

VINYL FABRICATOR, DISTRIBUTOR, DEALER AND INSTALLER NON-LICENSEES NON-VOTING MEMBERSHIP

- DUES are \$350 Flat Fee

TIER 4:

SUPPORT AGENCIES AND GROUPS NON-VOTING MEMBERSHIP

- DUES are \$500 Flat Fee

For more information, please contact:

VMA at AFA
800-822-4342



Why The VMA?



VINYL MANUFACTURERS ASSOCIATION

A DIVISION OF

 **AFA American Fence Association**



VMA

Vinyl Manufacturers Association

"The Voice of the Vinyl Fence, Deck & Rail Industry"

The VMA is the voice of the vinyl fence and railing industry. Membership with the VMA offers extensive industry networking, a strong platform in reforms, and advances your company's reputation in all markets.

The VMA is now proud to announce that it has implemented and is actively marketing a comprehensive certification and licensee program whose purpose is to offer a verification process to customers (distributors, specifiers, code contractors, code officials and consumers) that the products of certified companies meet or exceed industry standards and are produced through a quality manufacturing process.

What does this mean to you? With the VMA Certified Seal prominently displayed, you will have the confidence that you are receiving the highest quality products in the market because certified companies' products meet or exceed industry standards. These companies, their products, processes and facilities have been audited by approved third party test labs and inspection agencies.

Adding Value to Fabricators,

Distributors & Contractors

Why VMA Certification: Because Not All Vinyl Is Created Equal!

VMA Manufacturer:

Membership as a Tier 1 or 2 Voting Member will position your firm to receive the following benefits:

1. Eligibility to hold office, vote and steer the direction of the organization.
2. Ability to offer certified products to fabricators, contractors and more in your own marketing programs.
3. Be listed as a certified manufacturer and allow your customers to become a Licensee under the VMA Certification Program.
4. Assist in the development of standards and programs within the VMA organization.
5. Be listed on VMA Web Sites and Directories as a voting member.
6. Utilize the VMA Certified Seal.
7. Set yourself apart from other manufacturers with the VMA Certification Program



Fabricators:

Membership in the VMA will position your firm to receive the following benefits:

1. Become licensed under the VMA Certification Program.
2. Support from an AFA to focus specifically on vinyl issues with access to the latest information regarding Code and Technical issues.
3. The opportunity to help develop standards for the vinyl fence and railing industry.
4. Access to marketing data, training and educational information pertaining to the vinyl industry.
5. A partnership with the AFA as a division that focuses specifically on vinyl issues.
6. The ability to network with vinyl manufacturers, suppliers and other fabricators through involvement in committees and division activities.
7. The capability to promote and become a licensee under the VMA certification program.

Contractors:

Membership in the VMA will position your firm to receive the following benefits:

1. Become licensed under the VMA Certification Program.
2. Contribute to the development of industry performance standards which will advance the positioning of vinyl programs to the design and consumer communities at large.
3. The opportunity to develop an effective network of industry peers, vendors, and potential customers to support and advance individual business needs.
4. Participate in an educational platform to promote the VMA's strategic objectives and to collectively advocate for needed building code and trade reforms.
5. Advance your firm's reputation through the promotion of you active participation as a licensee via the association with all market communications.
6. Be listed as a member in good standing in the association directory and web site.
7. Join a platform to voice your ideas, concerns and issues in both formal and informal settings.

Homeowners:

VMA Certified Seal shows Homeowners that product meets or exceeds industry standards:

Homeowners will seek out the VMA Certified Seal for the assurance that this business only carries the highest quality vinyl products which are consistent in quality, color, strength and longevity. VMA Certified Seal offers consumers the peace of mind that their purchases made today will withstand the test of time due to the high quality manufacturing and process verified by VMA.

Simply put, the VMA Certified Seal shows that the vinyl products sold and the licensed distributors who sell them are NOT like the others, and they are third party audited to prove it.

The VMA was formed with a mandate to advance the following strategic objectives:

1. Develop product performance standards to govern all manufacturers and establish a comprehensive certification program to ensure ongoing compliance with the established standards. The VMA has spent the past 3 years creating a Certification Program. The primary purpose of the VMA standards is to provide assurance to the contractor and the home owner that the vinyl extrusions they are purchasing, from an certified manufacturer, are produced to the quality levels as written in the VMA standards.

2. Collectively influence the development of product code requirements for fence and railing products.

3. Develop a marketing campaign to promote the use of vinyl fence and railing products.

4. Develop and research market intelligence in order to solicit, assemble and disseminate market information to members.

<http://americanfenceassociation.com/certification-program/>

5. Monitor the activities of consumer and environmental advocacy groups and deploy counter measures to advance the public perception of vinyl fence and railing products.

6. Develop trade and consumer educational programs to demonstrate the engineered performance of vinyl fence and railing products.



Third Party Audited

Meets or Exceeds Standards

Product Quality