

An Introduction to CARE and California Carpet Stewardship Plan

RMDZ Zone Works Planning Session I:
Commodity Focus - Carpet Industry
November 30, 2011

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Why Recycle Carpet?



- Over 400 Million lbs of carpet are discarded in California landfills every year
- Carpet will not degrade in the landfill
- Discarding carpet wastes valuable resources



Who is CARE?

Since 2002, CARE has been THE
resource for **carpet recycling**



FOR US, IT'S NOT JUST OLD CARPET. IT'S A CAUSE.

Real-world solutions
for the recycling
and reuse of
post-consumer carpet.

www.carpetrecovery.org
706-428-2127



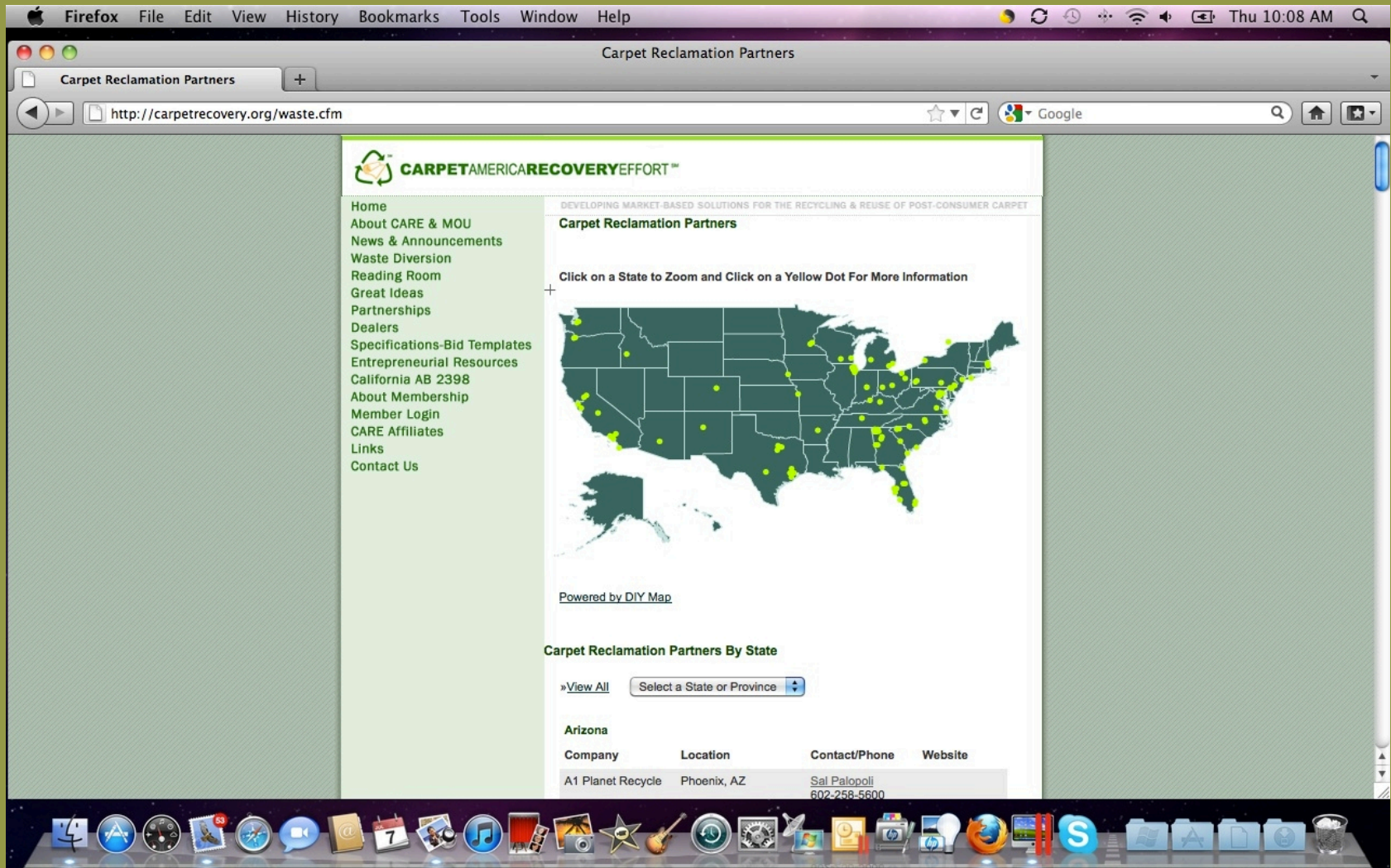


The Reality

**Over 2 Billion lbs of
Carpet kept out
of the landfill**

It took 6 years to divert the first 1 Billion lbs
It took only 3+ years to divert the 2nd 1 Billion lbs





100+ Collectors and Processors Nationwide
18 in California

www.carpetrecovery.org



2010 Results for Carpet Diversion and Recycling in California



- California Diverted 46.7 Million lbs, or 11.4% of Carpet Discards
- Recycled 28.6 Million lbs or 7%

CARE Annual Survey, 2010





Carpet Recycling/Recovery Creates Jobs in California

- 200 Jobs in California in 2010
- Expect to exceed 350 jobs by the end of 2011!



AB 2398 Stewardship Plan

Legislation to increase carpet
recycling in California



A large display of carpet samples in various colors and textures, arranged in a grid. The samples are labeled with numbers and text, including "2" and "3". The display is organized into rows and columns, with each sample showing a different color and texture. The colors range from light beige to dark brown and red. The textures vary from fine, short-pile to coarser, shaggy styles. On the left side, there is a label with the number "2" and three circular icons showing different carpet patterns. Below this, there is a label with the number "3" and a circular icon showing a carpet pattern. The display is set against a dark background, and the lighting is focused on the carpet samples.

- [illegible]



Carpet Stewardship Organization

- CARE is the sole Carpet Stewardship Organization for AB 2398, until April 1, 2015
 - 75 Carpet Manufacturers are participants in CARE Plan
 - An individual manufacturer may also submit a stewardship plan
 - After April 1, 2015, a carpet stewardship organization appointed by one or more manufacturers, may submit a plan.



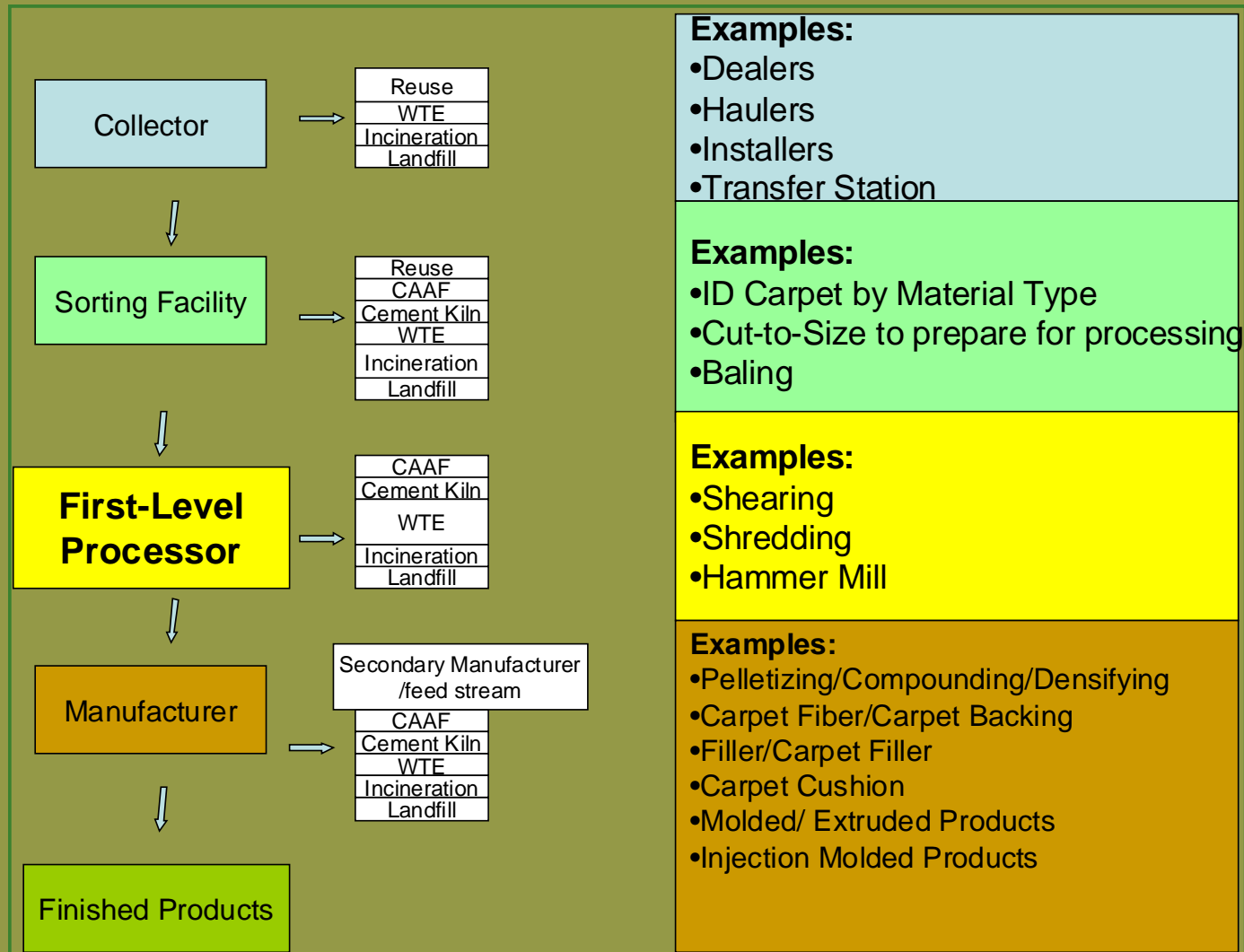
Goals of California Carpet Stewardship Program

1. Increase recyclability of carpets
2. Incentivize market growth of secondary products made from post-consumer carpet
3. Increase carpet reuse
4. Increase recycling of post-consumer carpet
5. Increase diversion of post-consumer carpets from landfills

AB 2398, Sec 42972 (a) (2) and AB 2398 Regulations



Carpet Recycling Process

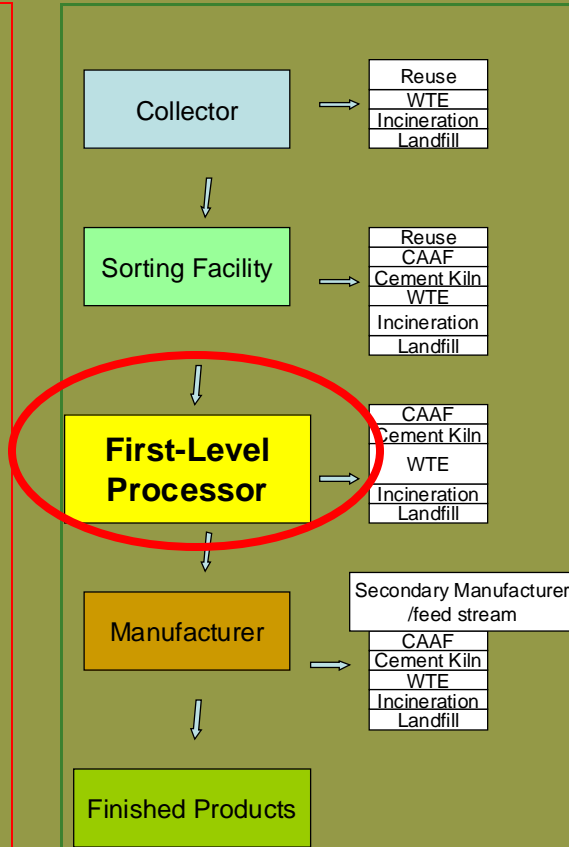


Funding Strategy: Push-Pull

First- Line Processor Receives Incentive Funding

•Expected Outcomes:

- Insures the health of the base business, while stimulating growth.
- Processor will pull product (feedstock) from upstream sources and push increase demand for recycled carpet materials through the end user/manufacturer by being able to negotiate more favorable pricing.
- Paying for invoices paid; paying for what the processors are selling.



Examples:

- Dealers
- Haulers
- Installers
- Transfer Station

Examples:

- ID Carpet by Material Type
- Cut-to-Size to prepare for processing
- Baling

Examples:

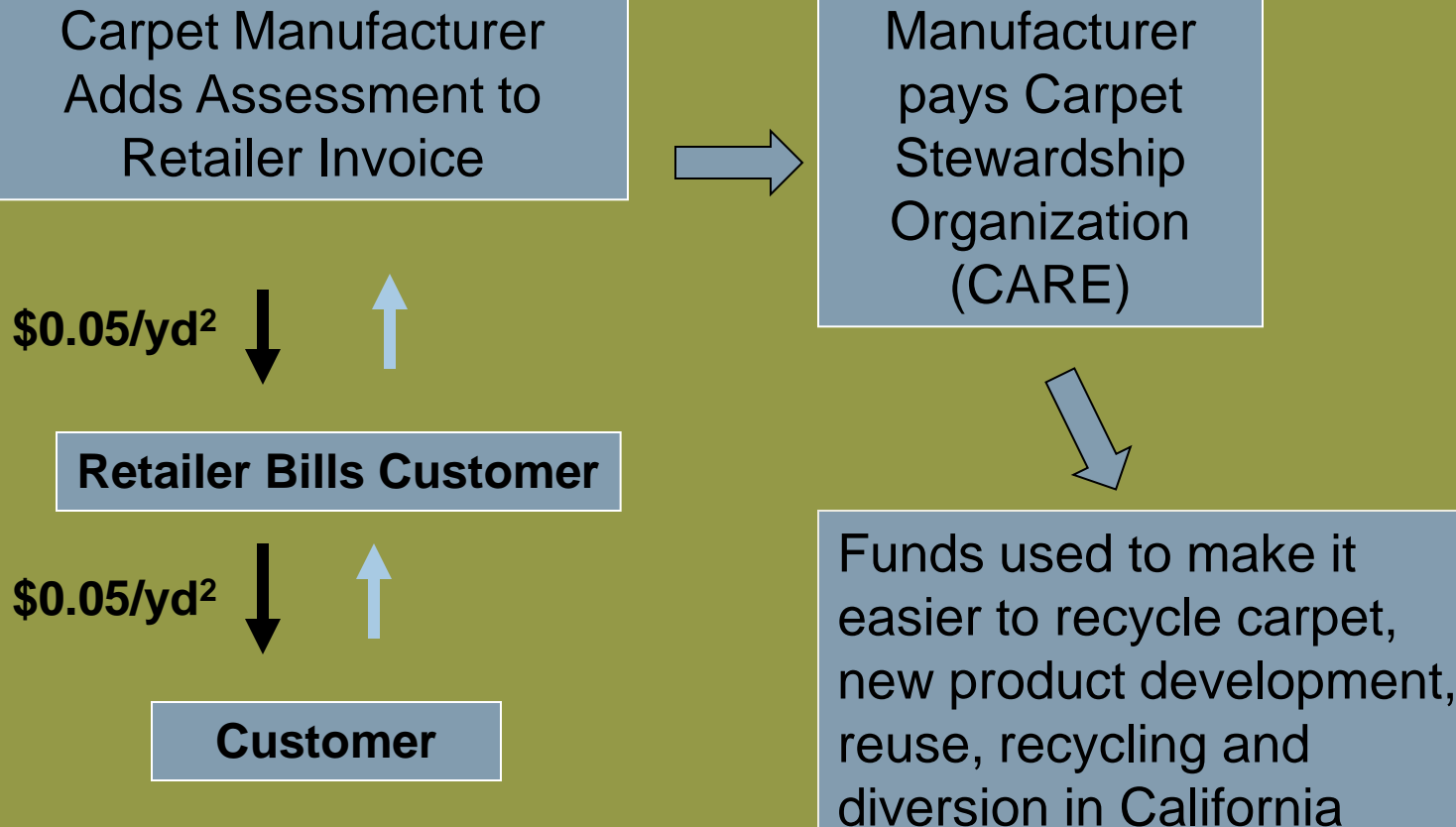
- Shearing
- Shredding
- Hammer Mill

Examples:

- Pelletizing/Compounding/Densifying
- Carpet Fiber/Carpet Backing
- Filler/Carpet Filler
- Carpet Cushion
- Molded/ Extruded Products
- Injection Molded Products



Flow of Funds



How are the Funds Distributed?

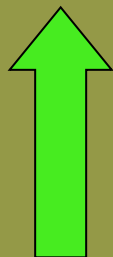
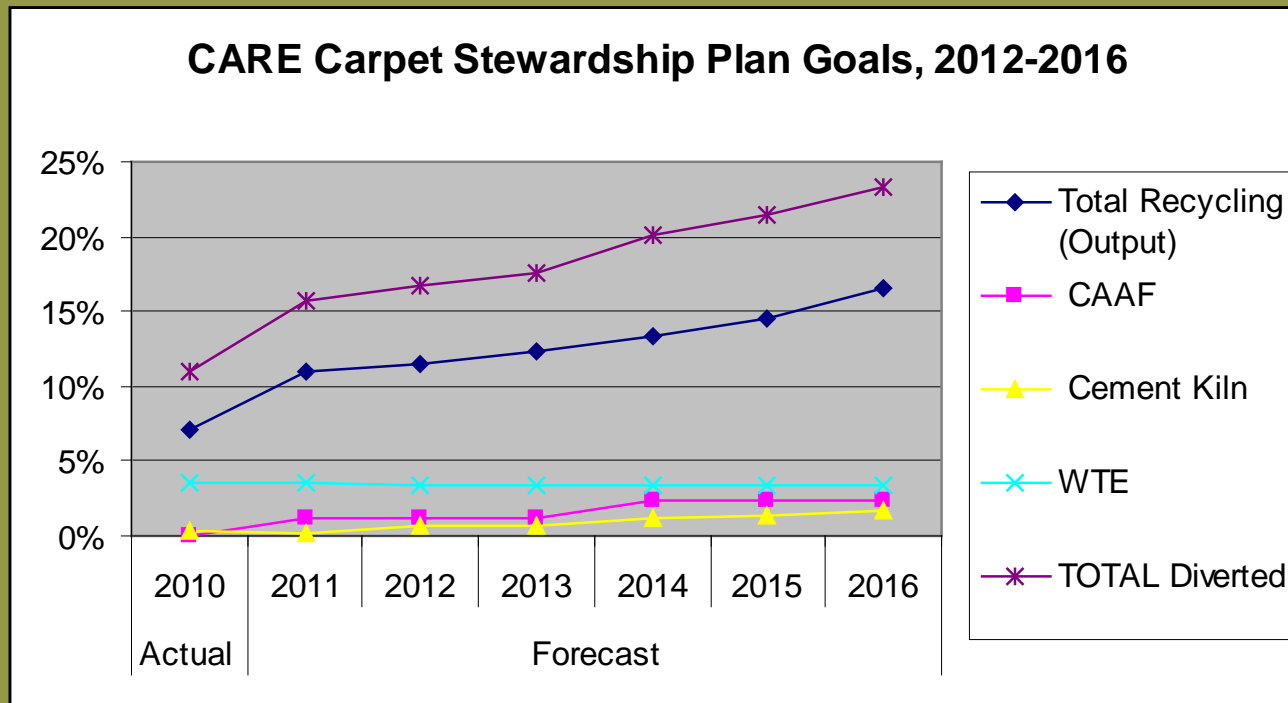


- Funds are distributed to the carpet recycling processor, in order to meet the goals of AB 2398
- This information will be made public through the CARE Carpet Stewardship Organization Annual Report



Stewardship Plan

Expected Results



- Within 5 years, carpet recycling will reach 16%, or 228% higher than in 2010



Challenges and Opportunities

- Rural Communities Pilot Project
 - **Team:** ESJPA, CalRecycle, CARE, 3 California Carpet Processors, 6 Rural Counties
 - **Goal:** to determine which model (s) may be successful, economically feasible, and provide a cost savings versus landfilling post-consumer carpet
 - **Status:** 3 Options offered
 - **Next Steps:** Measurement in January-June; reporting by CARE



Opportunities for Zone Works

- Educate Consumers
- Assist Local Businesses
 - Carpet Collection
 - Carpet Processing
 - New Product Manufacturing
 - Local Plastic Extruders in California



Consumer Education

Where does OLD CARPET go?

Remodeling your home? Installing new carpet for a customer? You need this guide.

Did you know:
most kinds of carpet are recyclable?



Depending on the face fiber, carpet can be broken down and used to make a new product.

Products include
Composite Lumber,
Automotive Parts,
Carpet Padding,
Carpet & Energy.

How to Guide for Post-Consumer Carpet & Carpet Pad Disposal in Whitfield County.

Download at
www.DWSWA.org

Guide on Back



Retailer and Dealer Education Materials

- CARE provides marketing materials for retailers, including:
 - Signage
 - Brochures
 - Window cling
- Web site
- Webinars/Training
- Consumer and Trade Articles



Business Assistance



For more information on the Carpet America Recovery effort, visit carpetrecovery.org or call 706.428.2127.

**CARPET AMERICA RECOVERY EFFORT™**

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BusinessGreen Leaders Award 2011: InterfaceFLOR lays...
CARE sets new records and goals
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CARPET DIVERTED WHILE VISITING THIS PAGE
186 LBS

info@carpetrecovery.org
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DEVELOPING MARKET-BASED SOLUTIONS FOR THE RECYCLING & REUSE OF POST-CONSUMER CARPET

**We CARE**
FINDING MARKET DRIVEN SOLUTIONS TO DIVERT POST-CONSUMER CARPET FROM LANDFILLS

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2010 CARE Survey Results



Year	Millions lbs
2003	94
2004	108
2005	225
2006	261
2007	296
2008	292
2009	311
2010	337

**FIND:**
Carpet Reclamation Partners in your area.

What can you save by diverting carpet?
ENTER THE NUMBER OF SQUARE YARDS OF CARPET YOU WANT TO RECOVER:
 [+CALCULATE](#)
RESULTS:

Another Great Idea...

9th Annual CARE Conference Presentation Slides Available

Join our mailing list!
 [+GO](#)

 Find us on Facebook

Why Carpet recycling is good for all of us



AB 2398 will increase carpet diversion and recycling in California. Recycling carpet:

- Saves precious landfill space
- Reduces our dependence on fossil fuels
- Creates green jobs in California communities
- Gives you more choices for products with recycled content



For More Information:



- Ask your dealer or retailer
- Copies of AB 2398 may be found at:
http://info.sen.ca.gov/pub/09-10/bill/asm/ab_2351-2400/ab_2398_bill_20100930_chaptered.pdf
- www.carpetrecovery.org
- www.calrecycle.ca.gov

