Making A Sustainable Difference

Carpet America Recovery Effort

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CA Carpet Stewardship Program
Carpet America Recovery Effort

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About CARE

Since 2002, CARE has serve as THE national resource for carpet recycling

Our mission: To advance market-based solutions that increase landfill diversion and recycling of post-consumer carpet, encourage design for recyclability and meet meaningful goals in support of our vision.
CARE

- Memorandum of Understanding (MOU) signed Jan 2002
- Voluntary, Nationwide Organization – 501 (c) 3
- California AB 2398 Carpet Stewardship Organization
- CARE Members:
  - Entrepreneurs
  - States
  - US EPA
  - NGOs
  - Carpet Manufacturers
  - Fiber Manufacturers
  - Architects/Designers/Specifiers
  - Retailers & Dealers

Challenges & Opportunities

- Program is newly underway, first years of ops
- Complex material composition difficult to recycle
- Multiple material types increase complexity
- Limited recycling outlets for some materials
- General upward trends in recycled output
- New collectors/processors in development
- Rural county program increasing
- Incentives are helping to encourage new technologies to further increase recycled output
CA Carpet Stewardship

- Effective July 2011
- 5 cents/sqyd sold (broadloom and tile)
- Incentives:
  - 6 cents/lb for high value output
  - 3 cents/lb for low value output
  - 10 cents/lb over target level for high value only
  - 12 cents/lb for 2nd tier processor of non-nylon
  - CA university grant (non-nylon)
  - CA Program Manager in State

NEW

Legislative Action Underway

Expect more states to pursue EPR:
CA*, MN, WA, MA, MI, DE, NY, CT, IL
US Total Estimated Discards per Year

Cumulative Gross Collected (Diversion) Since 2002 >2.7 Billion Lbs

Source: 2012 CARE Annual Report
90% of recovered material stays in the U.S.

<table>
<thead>
<tr>
<th>Sorted Fiber Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>N66 34.4%</td>
</tr>
<tr>
<td>N6 25.0%</td>
</tr>
<tr>
<td>PP 11.4%</td>
</tr>
<tr>
<td>PET 23.8%</td>
</tr>
<tr>
<td>Other 5.5%</td>
</tr>
</tbody>
</table>

9 National Outlets
- CAAF/Kiln 2%
- WtE 20%
- Recycle 74%
- Reuse 4%

Re-use, 4%
National Outlets
- National Outlets 32%
- N6 35%
- PP 10%
- PET 19%
- Other 4%

Sorted Fiber Type
**Post-Consumer Carpet by Fiber Type**

<table>
<thead>
<tr>
<th>Year</th>
<th>N66</th>
<th>N6</th>
<th>PP</th>
<th>PET</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>36%</td>
<td>44%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>2009</td>
<td>27%</td>
<td>49%</td>
<td>11%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>2010</td>
<td>35%</td>
<td>36%</td>
<td>12%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>2011</td>
<td>32%</td>
<td>35%</td>
<td>10%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>2012</td>
<td>34%</td>
<td>25%</td>
<td>11%</td>
<td>24%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*PET face fiber almost doubled since 2010!*

**End Products**

Today nearly 30% of the post-consumer carpet that is recycled in the United States goes back into carpet face fiber and backings.
Recycled Products

CARE Annual Survey, 2012

- Carpet, 27%
- Other, 1%
- Carpet Cushion, 9%
- Engineered Resins, 63%

74% recycled

Email: info@mdmfiber.com
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MDMFiber™
WORKING TO IMPROVE YOUR PRODUCTS

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GeoHay™
Gutter Buddies®

Synthetic Hay Bales & Filters
Our products are made from post consumer electronic and textile waste that would otherwise be discarded in our landfills and our process is flexible enough to utilize a variety of waste streams to create new products, signs and substrates.

Collection Centers: ~65

Indoor ADA Signage

Thermoforming Panels

Traffic Signs

www.carpetrecovery.org
Local Collection Centers:

**Within 40 miles:**
- **Davis Street Transfer Station**
  San Leandro, CA (8 miles)
- **Rethink Green, Inc**
  Oakland, CA (8 miles)
- **Napa Recycling & Waste Services**
  Napa, CA (28 miles)
- **Zanker Road Recycling**
  San Jose, CA (31 miles)
- **GreenWaste Carpet Recycling**
  Charles Street San Jose, CA (37 mi)

**Within 200 miles:**
- **Rock Creek Landfill Milton, CA**
- **SOEX West Textile Recycling Fresno, CA**
- **Tehama County Landfill Red Bluff, CA**
- **Delleker Transfer Station Delleker, CA**
- **Gone Green Recycling Sparks, NV**

[Image: www.carpetrecovery.org]

Independent Businesses

Local Resources

- **CARE Website: Certified Collector Finder**
  - *Find Collectors (5 locations within 200 miles)*
  - *Find Processors (7 processors in CA; 2 Bay Area)*

- **Stopwaste.org**
  - *Search Recycling Wizard “Special Materials >> Carpet”*

- **Local Retailers**
  - Direct service of retailers by Collectors/Processors
    - Greenwaste, Rethink Green, LA Fibers and Carpet Solutions provide direct pick-up service at hundreds of Bay Area/CA retailers

- **CARE CA Program Manager** — In Monterey Bay Area

*AB 2398, signed into law September 30, 2010*
Local Resources

*Some Data may be out of date, call ahead to confirm current acceptance

State Resources

Calrecycle website has additional links to useful information:  http://www.calrecycle.ca.gov/Carpet
Specification Assistance

Visit CARE for Specifications/Bid Templates: http://www.carpetrecovery.org/specifications-bids.php

- Carpet recycling preparation/requirements
  - Broadloom carpet or carpet tiles; no rubberized backing
  - Separated cushion & padding may be accepted by some
  - Free of contamination (body fluids, chemical/pharmaceutical contaminants, asbestos)
  - Carpet must be dry & free of debris (trash, tack strips, etc.)
  - Roll fiber side out, cut in 4-6 ft widths

Instructions for carpet collection into truck or trailers

- Notify site personnel to ensure access to trucks or trailers for proper recovery of PCC
- Place PCC in trailers designated for PCC recycling
- Place only post-consumer broadloom carpet or carpet tiles in
- Use effective packing techniques to maximize material
- Neatly stack carpet tiles, pack in boxes or palletize
- Comply with applicable codes, ordinances, rules and regulations

Updated 6/24/12
What Local Government Can Do?

- Promote carpet recovery collection locations
- Incorporate carpet into your edu & outreach
- Work with local waste facilities and retailers to expand local collection opportunities
- Specify contracts to recycle discard carpet/tile
- Ask for a recycle certificate from the mills
- Specify new carpet products in line with NSF-140 Standard; Specify PCC recycled content
- Use PCC fiber cushion vs. foam cushion
- Buy other products with PCC content

PCC = Post Consumer Carpet

Join CARE in making a sustainable difference

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