
ENHANCING US COMPETITIVENESS OF THE CARPET INDUSTRY BY ADDRESSING SUSTAINABILITY CHALLENGES IN LOCAL SUPPLY CHAINS

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Carpet America Recovery Effort
September 10, 2010



INTERNATIONAL
TRADE
ADMINISTRATION



CARE

- Began in 2002
- MOU signed by Government, Carpet Manufacturers, Suppliers, Entrepreneurs, NGOs
- 3.5 Billion lbs of Carpet Discarded each year
 - Valuable Fossil Fuel-Based Resource



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

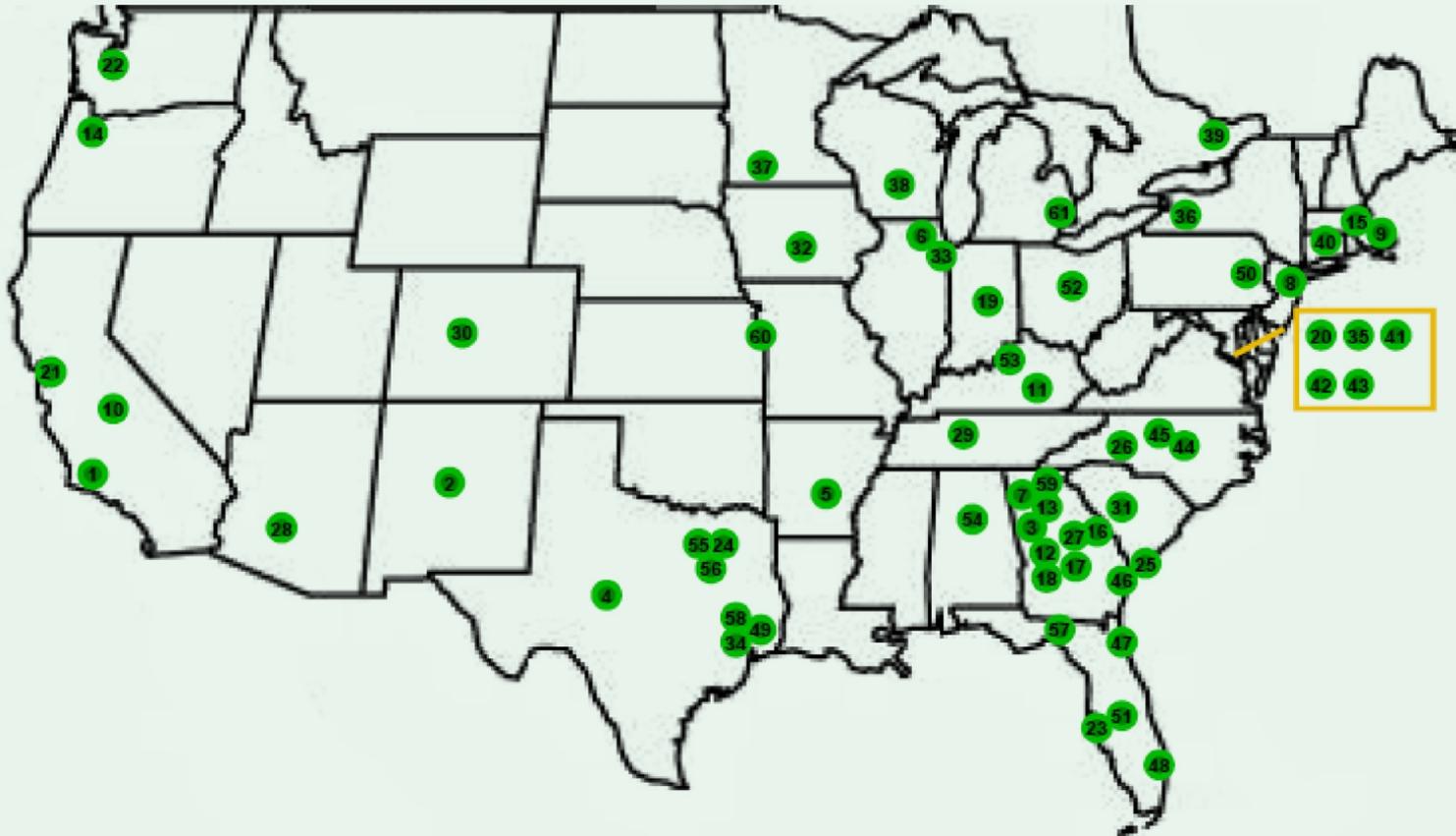




CARE Diverted 1.6 Billion lbs of carpet from the landfill

- Decreased GHG Emissions by **1.4 Million MTCE**
 - NOT BURNING **12 Million** barrels of Oil
 - **3300** Jobs Every Year
-

CARE Reclamation Network

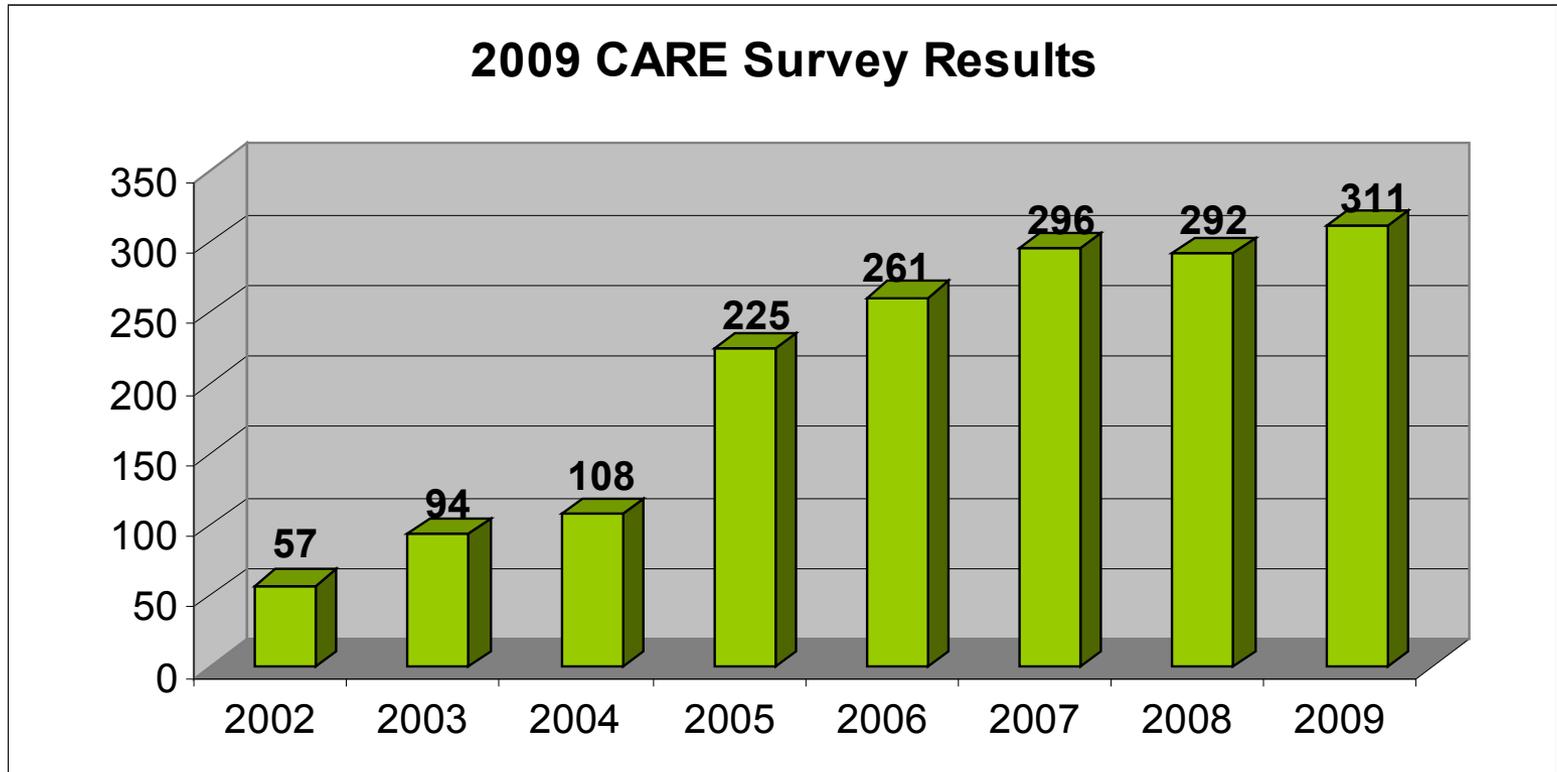


74 Collectors Located Nationwide



CARE Diverted 311 Million lbs of Carpet from the Landfill in 2009

Million Pounds



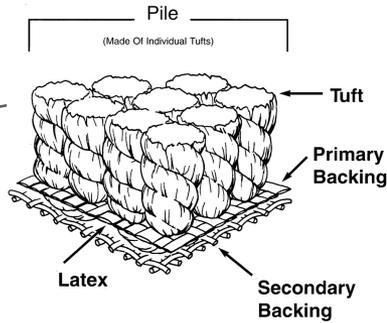
CARE Accomplishments 2002-2009

- **Diversion and Recycling**
 - 1.6 Billion lbs Diverted; 1.45 Billion lbs Recycled
 - Over 520% Increase in Amount Diverted in 2009 versus 2002
- **Investment**
 - Industry and Entrepreneur Investment over **\$300 Million**
- **Technology Breakthroughs**
 - Developed Standardized color code for face fiber ID
 - Facilitated Development of Fiber ID technology
- **Communications and Networking**
 - **8** Annual Conferences, **8** Annual Reports
 - CARE Website, www.carpetrecovery.org
 - CARE Newsletter distributed to 1700 Readers
 - Raised Brand Awareness of CARE to **24%**
- **Reflection and Strategic Direction**
 - Completed Mid-Course Assessment in 2007
- **Future Opportunities and Challenges**
 - EPR Legislation

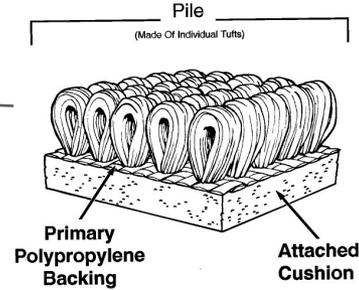


RECYCLED PRODUCTS

Residential Carpet Profile



Commercial Carpet Profile



Carpet, 45%

Other
4%

Engineered
Fuel, 1%



Carpet Cushion, 12%



Engineered Resins,
38%



100% PCC Erosion Control Products



Oil Spill- Fort Walton Beach, FL

Erosion Control- Great Smoky Mountains National Park

EDUCATING CONSUMERS



MEMBER RESOURCES

CARPETAMERICARECOVERYEFFORT™

Home
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CARE Affiliates
Links
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NEWS & ANNOUNCEMENTS

Participation, Interest High at CARE 2009 Entrepreneurial...
Carpet America Recovery Effort (CARE) Elects Officers
[CLICK HERE FOR ALL TOPICS >>](#)

BULLETIN BOARD

Whom it may concern, I've found a method to clean...
For Sale or Lease Model 160 H Granuloch Salum Rotogrind.
[CLICK HERE FOR ALL TOPICS >>](#)

UPDATED THIS PAGE
310 LBS

What can you save by diverting carpet?
Enter the Number of Square Yards of Carpet You Want to Recycle:
 CALCULATE
RESULTS:

2008 CARE Survey Results

Year	Diversion (lbs)
2002	10
2003	15
2004	25
2005	40
2006	60
2007	100
2008	150

Cumulative diversion since 2002 > 1,536 pounds

Another Great Idea...
CARE Entrepreneur Meeting regional tour!
Join our mailing list!
 Enter Your Email

DEVELOPING MARKET-BASED SOLUTIONS FOR THE RECYCLING & REUSE OF POST-CONSUMER CARPET

Carpet Reclamation Partners

Click on a State to Zoom and Click on a Yellow Dot For More Information

Powered by [DIV.Map](#)

- [Printable Map and List of Carpet Reclamation Centers](#) (PDF format - 73 KB)

Landfill Diversion Initiatives

Where does spent carpet go? See the following list of recycle processors and recycled content products:

- [Reclamation Opportunities for Post-Consumer Waste Carpet](#) (PDF format - 22 KB)
- [Reclamation Opportunities for Post-Consumer Waste Carpet](#) (Excel format - 62 KB)

Documents in Portable Document Format (PDF) require the use of the free software Adobe Reader. If you experience difficulty viewing a PDF document, please consider upgrading your Adobe Reader software to the latest version, which is available on the [Adobe website](#).

CARPETAMERICARECOVERYEFFORT™

DEVELOPING MARKET-BASED SOLUTIONS FOR THE RECYCLING & REUSE OF POST-CONSUMER CARPET

CARE Affiliates

SUSTAINABLE CARPET CHAMPION

CARE is proud to be a Champion for the Partnership for a Sustainable Georgia. We have made a commitment to help the Pollution Prevention Assistance Division (PPAD) of the Georgia Department of Natural Resources encourage participation in their voluntary Partnership, which helps companies encourage participation in their waste stream, increase energy and water efficiency, and improve operations through environmental excellence. For more information about the Partnership for a Sustainable Georgia, visit the [ES&S website](#).

POLYMERS
Center of Excellence

The Polymers Center of Excellence is a non-profit organization devoted to supporting the plastics industry through training, product development, material testing, smart-match compounding, and start-run making. PCE is familiar with post-consumer carpet materials.

For Sale or Lease Model 160 H Granuloch Salum Rotogrind.
[CLICK HERE FOR ALL TOPICS >>](#)

CARPET DIVERTED WHILE VISITING THIS PAGE
52 LBS

Updated this page
52 LBS

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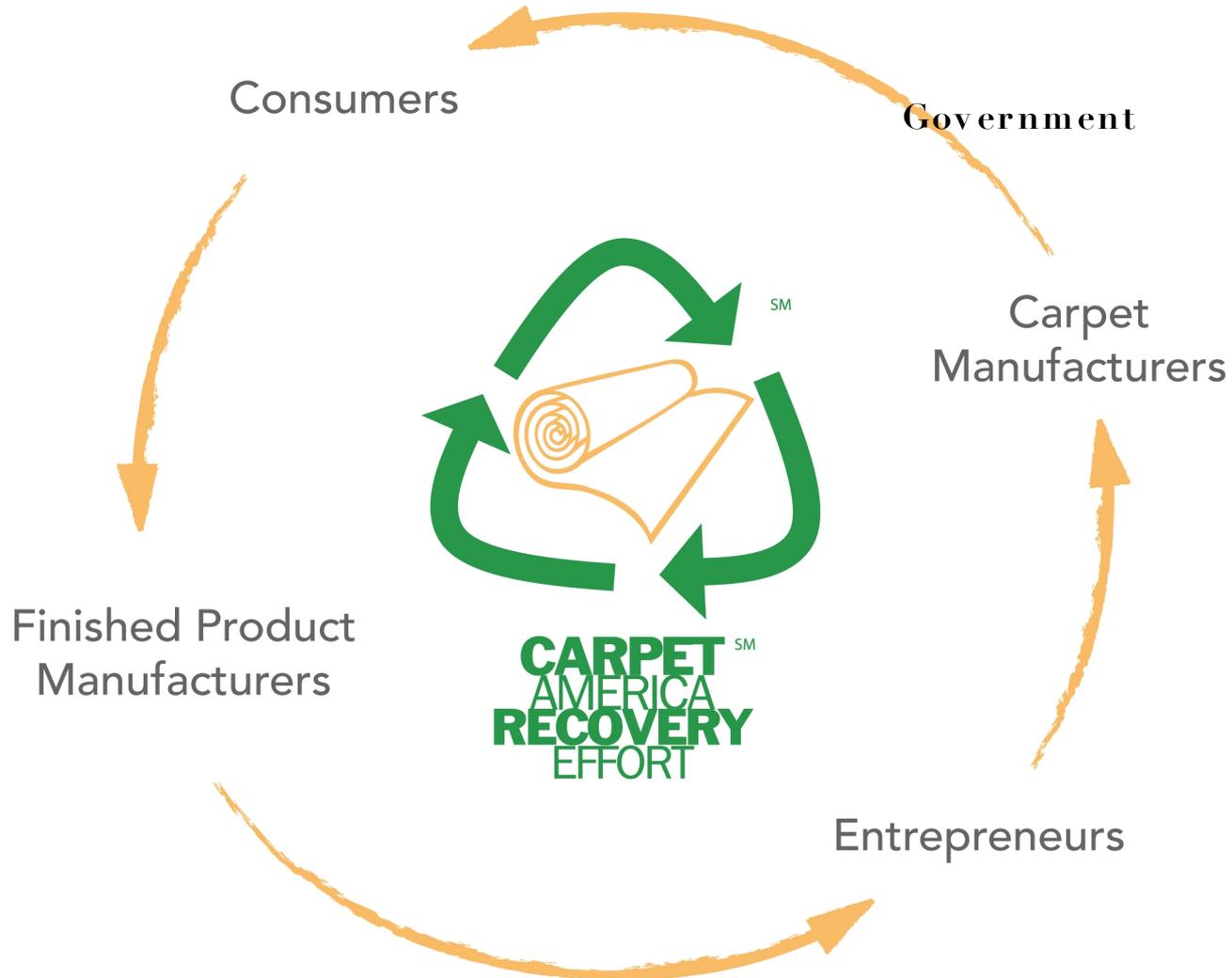
www.carpetrecovery.org

Planning for the Future

- Outlets, Outlets, Outlets
- Sustainable Funding
- MOU Re-negotiation
- California EPR Legislation



WORKING TOGETHER



Thank You

www.carpetrecovery.org