



INTERNATIONAL
TRADE
ADMINISTRATION

FOR IMMEDIATE RELEASE
September 9, 2010

Contact: Cory Churches
Phone: (202) 482-3809

SUSTAINABLE MANUFACTURING AND COMPETITIVENESS IN THE CARPET INDUSTRY HILIGHTED BY DEPARTMENT OF COMMERCE

DALTON, Ga. – Deputy Assistant Secretary for Import Administration Ronald K. Lorentzen today explained how implementing sustainable manufacturing best practices can improve industry competitiveness and create a more stable environment for job growth during a Sustainable American Regional Tour (SMART), in Dalton, Ga. More than 60 representatives from the domestic carpet industry attended the event sponsored by the U.S. Department of Commerce’s Import Administration (IA) and Shaw Industries Group, Inc.

“The U.S. carpet and floor covering industries are among the most progressive industries in addressing environmental and sustainable manufacturing challenges,” Lorentzen said. “The opportunities associated with these practices can be easily applied to most domestic manufacturing sectors.”

Lorentzen and Kim Glas, IA’s deputy assistant secretary for textiles and apparel, highlighted Commerce’s Sustainable Manufacturing Initiative and discussed the resources available from the Federal government to address the issue of advancing competitiveness through sustainability. Participants toured local manufacturing facilities and participated in round table discussions on sustainable business practices.

Lorentzen and Glas joined Representative Tom Graves and Vance Bell, Chief Executive Officer for Shaw Industries Group, Inc., for a round table discussion with industry representatives discussing the leadership and competitiveness of the carpet industry.

“The carpet and flooring industries lead by example,” said Bell “Today’s presentations and tours demonstrate the substantive positive impacts we are having with sustainable manufacturing. This bodes well for the long-term success of the industry.”

According to the Carpet and Rug Institute, U.S. carpet mills have invested more than \$400 million in new technology to improve sustainability.

For more information on the Sustainable Manufacturing Initiative and other regional tours, please visit: www.manufacturing.gov/sustainability.

###

International Trade Administration

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA has 2,100 employees assisting U.S. exporters in more than 100 U.S. cities and 77 countries worldwide. For more information on ITA visit www.trade.gov.