
Making A Sustainable Difference

Carpet America Recovery Effort

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CA Carpet Stewardship Program
Carpet America Recovery Effort

Alameda County Green Purchasing Roundtable on Carpet
January 23, 2014

A decorative graphic consisting of a wavy, horizontal band with a gradient from light blue to green, positioned above the "About CARE" section.

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 | • Carpet Manufacturers |
| • States | • Fiber Manufacturers |
| • US EPA | • Architects/Designers/Specifiers |
| • NGOs | • 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



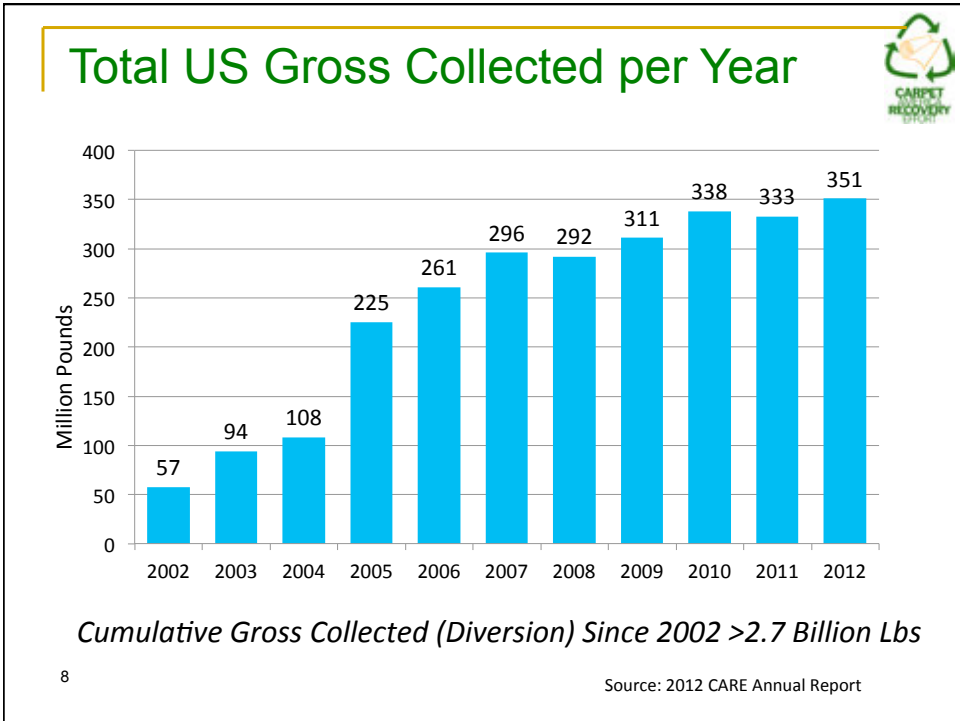
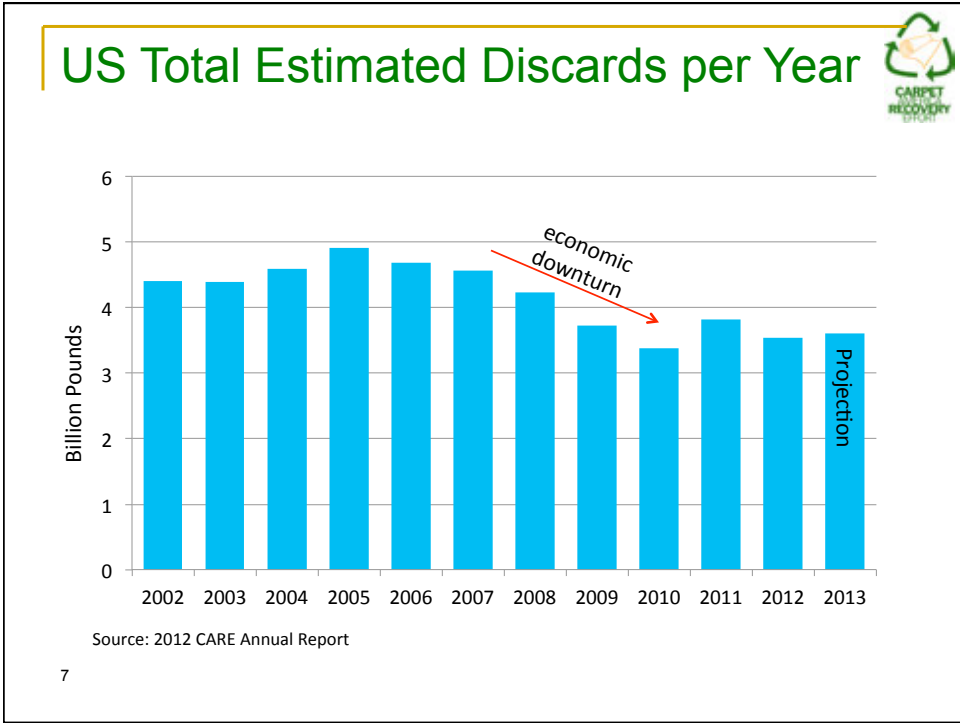
5

Legislative Action Underway

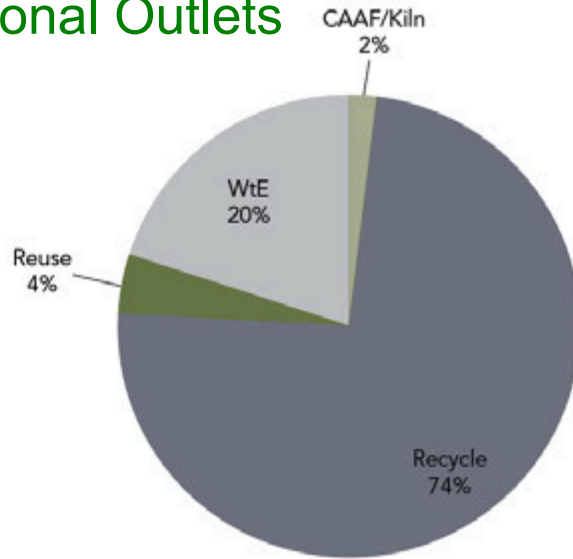


Expect more states to pursue EPR:
CA*, MN, WA, MA, MI, DE, NY, CT, IL





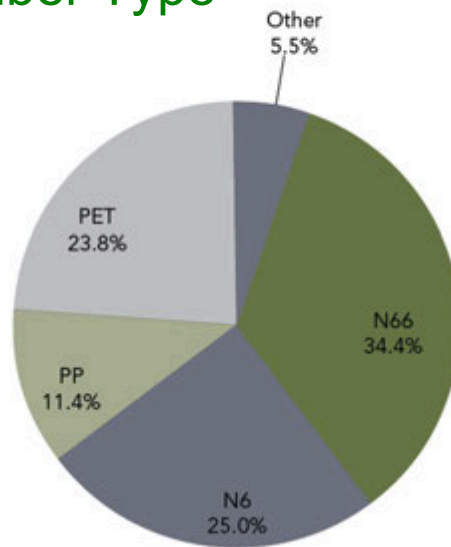
National Outlets



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90% of recovered material stays in the U.S.

Sorted Fiber Type



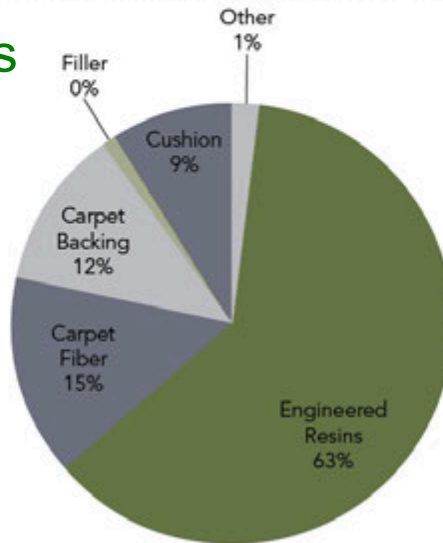
Post-Consumer Carpet by Fiber Type



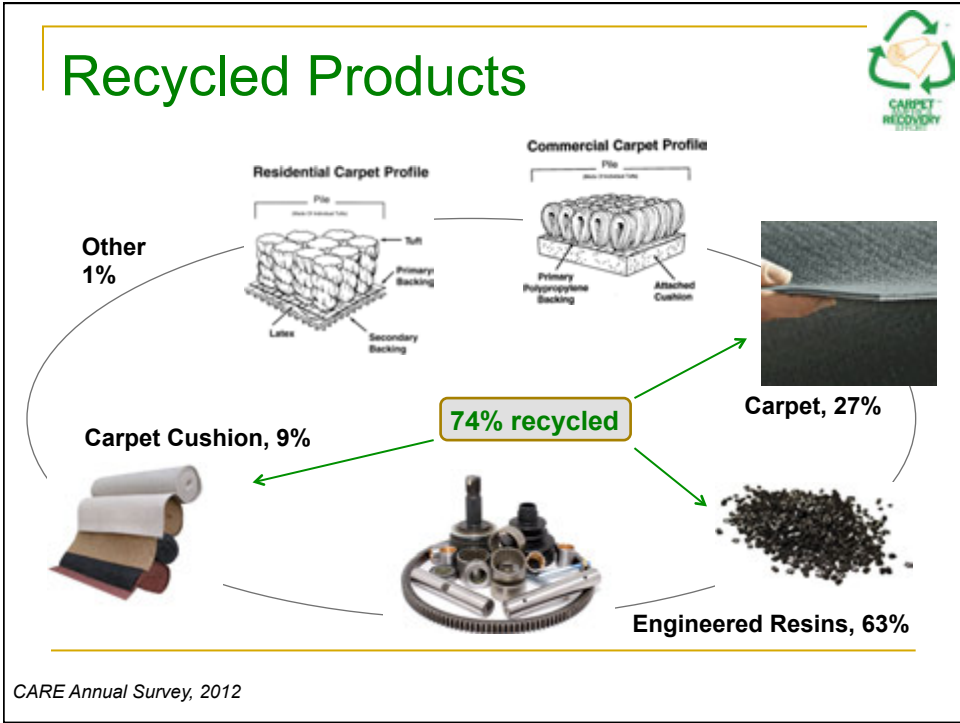
| Year | N66 | N6 | PP | PET | Other |
|------|-----|-----|-----|-----|-------|
| 2008 | 36% | 44% | 8% | 8% | 8% |
| 2009 | 27% | 49% | 11% | 7% | 6% |
| 2010 | 35% | 36% | 12% | 12% | 4% |
| 2011 | 32% | 35% | 10% | 19% | 4% |
| 2012 | 34% | 25% | 11% | 24% | 6% |

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.



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Precast Concrete, Asphalt, and Plastic

Email: sales@lafiber.com
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www.lafiber.com



Carpet Cushion

GeoHay™

Gutter Buddies®



Synthetic Hay Bales & Filters




**ECOSTRATE™**


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



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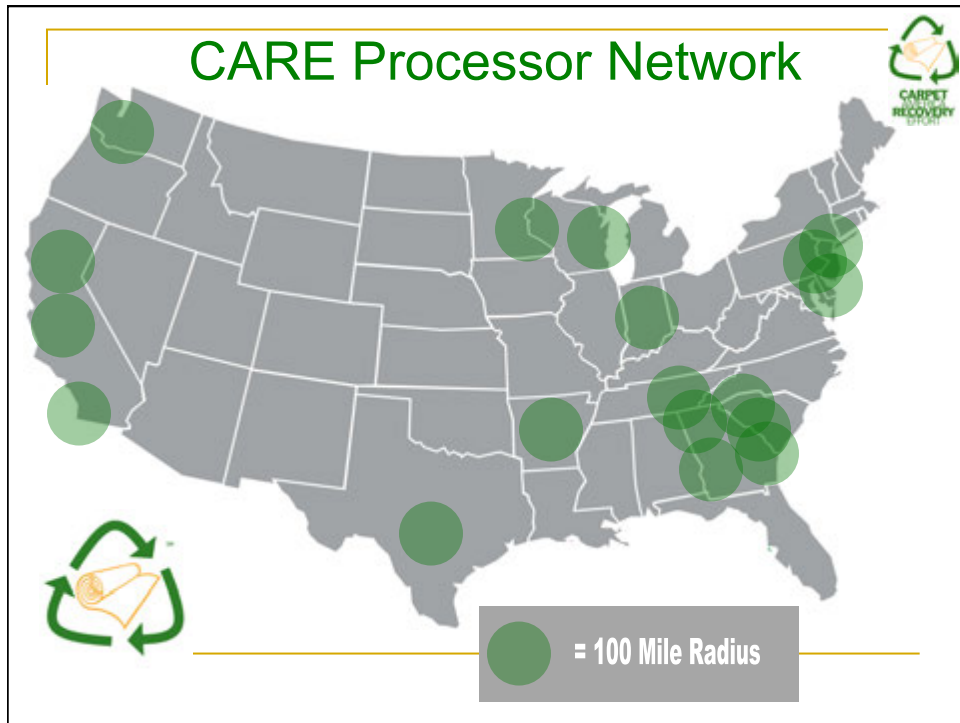
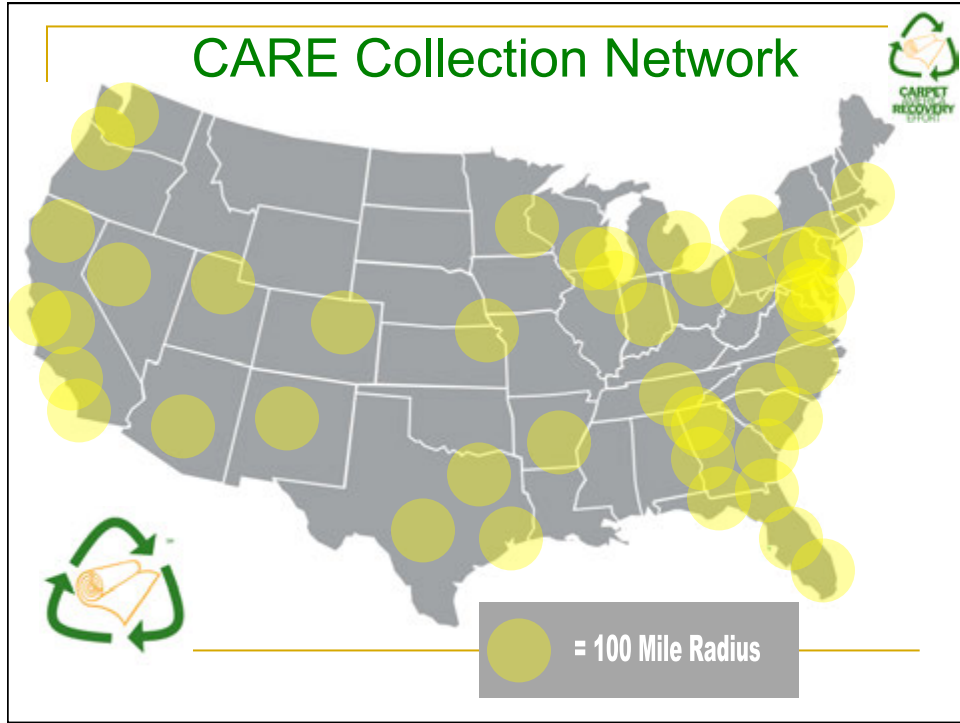


Collection Centers: ~65




Independent Businesses

www.carpetrecovery.org



Local Resources





Who We Are = Recycling Wizard

Recycling Wizard

Where Can I Recycle?


Special Materials

[Special Materials](#) >> [Carpet](#)

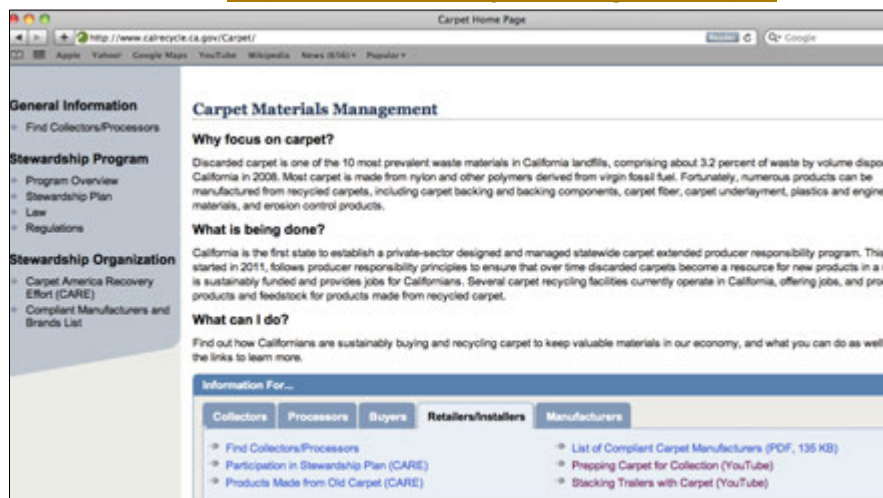
| City | Vendor | Phone | Pick Up | Drop-off | Buyback | Fee |
|------------------|---|----------------|---------|--------------------------|---------|--------------------------|
| | GreenWaste Carpet Recycling | (916) 412-3277 | N/A | See Note | N/A | See Note |
| National Program | Carpet America Recovery Effort (CARE) | (706) 428-2115 | N/A | N/A | N/A | N/A |

**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>



General Information

- Find Collectors/Processors

Stewardship Program

- Program Overview
- Stewardship Plan
- Law
- Regulations

Stewardship Organization

- Carpet America Recovery Effort (CARE)
- Compliant Manufacturers and Brands List

Carpet Materials Management

Why focus on carpet?

Discarded carpet is one of the 10 most prevalent waste materials in California landfills, comprising about 3.2 percent of waste by volume disposed in California in 2008. Most carpet is made from nylon and other polymers derived from virgin fossil fuel. Fortunately, numerous products can be manufactured from recycled carpets, including carpet backing and backing components, carpet fiber, carpet underlayment, plastics and erosion control products.

What is being done?

California is the first state to establish a private-sector designed and managed statewide carpet extended producer responsibility program. The program, which started in 2011, follows producer responsibility principles to ensure that over time discarded carpets become a resource for new products in a sustainable way and provides jobs for Californians. Several carpet recycling facilities currently operate in California, offering jobs, and producing products and feedstock for products made from recycled carpet.

What can I do?

Find out how Californians are sustainably buying and recycling carpet to keep valuable materials in our economy, and what you can do as well. Visit the links to learn more.

Information For...

| Collectors | Processors | Buyers | Retailers/Installers | Manufacturers |
|--|------------|--------|----------------------|---|
| <ul style="list-style-type: none"> Find Collectors/Processors Participation in Stewardship Plan (CARE) Products Made from Old Carpet (CARE) | | | | <ul style="list-style-type: none"> List of Compliant Carpet Manufacturers (PDF, 135 KB) Prepping Carpet for Collection (YouTube) Stacking Trailers with Carpet (YouTube) |

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



Updated 6/24/12

Specification Assistance

- 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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