

# California Carpet Stewardship AB 2398

July 1- December 31, 2011  
Results



# Carpet Manufacturers Participation



- 80 Carpet Manufacturers Registered for CARE California Carpet Stewardship Plan
  - 100% Compliance in Q3 and Q4, 2011
- 50 Million square yards of carpet sold or shipped into California, July 1 –December 31, 2011
- \$2.5 Million Remitted by Manufacturers



# Communications and Education

- 3500 Dealer and Retailer Kits
- [www.carpetrecovery.org](http://www.carpetrecovery.org)
  - 81 FAQs
  - Webinars
  - Manufacturer and Recycler Resources
- Trade Press and Consumer Press Articles
- Blogs
- Presentations
- Etc



# Employment in California



- Carpet Processors who collected or processed carpet in California employed 204 people in California in 2011
- This is an increase of +4 people versus 2010

# AB 2398 Compliance, Complaints, Compliments



- Good Start on the Program
- Very few Market Issues
  - Retailers and Dealers
  - Recyclers

**JOE'S CARPET SHOP**  
INVOICE

|  |  |  |
|--|--|--|
| BILL TO<br>Suzie Quesz<br>456 Little Suzie Way<br>Somewhere, CA, 12345 | SHIP TO<br>Suzie Quesz<br>456 Little Suzie Way<br>Somewhere, CA, 12345 | Invoice # 1234567<br>Invoice Date 07/01/2011<br>Customer ID 123456 |
|--|--|--|

| DATE     | WORK ORDER # | OUR ORDER # | SALES REP. | F.O.B. | SHIP VIA | TERMS       | TAX ID |
|----------|--------------|-------------|------------|--------|----------|-------------|--------|
| 7/1/2011 | Suzie Q.     | 9876543     |            |        |          | Net 10 days |        |

| QTY                            | UNITS | DESCRIPTION                   | UNIT PRICE  | TOTAL         |
|--------------------------------|-------|-------------------------------|-------------|---------------|
| 35                             | SF    | Perfect Carpet (12' x 26' 3") | 4.56        | 159.60        |
| Sub Total                      |       |                               |             | 159.60        |
| Tax @ 10%                      |       |                               |             | 15.96         |
| CA Crpt Stewardship Assessment |       |                               | 1.75        | 1.75          |
|                                |       |                               | <b>3.00</b> | <b>177.31</b> |

Installation Date: 7/10/2011  
 Installer: Best Installer  
 Phone #: 555-555-1234

Thank you for your business.

|   |   |
|---|---|
| Joe's Carpet Shop<br>123 Somewhere St<br>Somewhere, CA, 12345 | PHONE (555) 555-0125<br>FAX (555) 555-0126<br>E-MAIL joe@joescarpetshop.com |
|---|---|

Sample - One line broadband Invoice (SY) - Retailer



# AB 2398 Scorecard



From July 1- December 31, 2011

- 183 Million lbs of carpet discarded in California landfills
  - 34 Million lbs Diverted (18%)
  - 13 Million lbs Recycled (7%)

\* Diverted carpet may have been processed in California and/or sent to other states or out of the country





# California Recyclers and Processors



- 16 Collectors and Processors on CARE Map (+10 versus 2010)
  - Does not include our 6 Rural Counties (yet!)
- Up to 8 Processors requested funding in Q3 2011 and Q4 2011
- \$703,000 distributed to Processors
- Audited Recyclers after Q3 2011
  - Very Few Issues



# CARE California Carpet Stewardship Plan



- Conditional Approval received January, 2012
  - Final Plan Approval by December 31, 2012
  - Issues to Address
    - Baseline and Goals
    - Rural County Access





# Financial Performance



|                                     | 2011         |
|-------------------------------------|--------------|
|                                     | TOTAL        |
| Assessments Received (as of 3/2/12) | \$ 2,525,227 |
| Retailer Remittance                 | \$ 57,668    |
| Total Remittances                   | \$ 2,582,895 |
| Requested Distribution to Recyclers | \$ 703,454   |
| CARE Expenses thru 12/ 2011         | \$ 320,504   |
| Accrued Expenses                    | \$ 126,261   |
| Total Expected Payouts              | \$ 1,150,219 |
| Unused Funds                        | \$ 1,432,676 |



# 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
- Create more choices for products with recycled content



# Next Steps

- Manage Manufacturer and Recycler Reporting
- Support New Market and Product Development Opportunities to Increase Recycling
- Insure Rural County Project Operates Smoothly
- Update CARE Stewardship Plan based on Baseline and Goals Agreed to with CalRecycle



# For More Information



- [www.carpetrecovery.org](http://www.carpetrecovery.org)
- [www.calrecycle.ca.gov](http://www.calrecycle.ca.gov)

