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CARE Announces Changes to California Carpet Stewardship Program

Carpet sales assessment to increase, encourage continued progress toward AB 2398 goals

Dalton, Ga. – Feb. 9, 2015 – Carpet America Recovery Effort (CARE) has announced an updated assessment fee of \$0.10 per square yard at the point of sale on all carpet sold and/or shipped in California, effective April 1.

This rate is an increase from the previous assessment amount of 5 cents per square yard, and is collected as a non-taxed item on the invoice throughout the sales and distribution chain, to the final customer. The new assessment will add less than \$5 to the cost of carpeting for the average home.

CARE is the nonprofit organization serving as the legislatively designated Carpet Stewardship Organization for the California Carpet Stewardship Program. The law, AB 2398, is designed to increase landfill diversion and recycling of post-consumer carpet generated in California, requiring all carpet manufacturers add a stewardship assessment fee onto all carpet sold in the state as of July 1, 2011.

“We’re pleased CARE is taking further action to increase our state’s carpet recycling efforts,” CalRecycle Director Carroll Mortensen said. “As we work toward California’s statewide goal of 75 percent recycling by 2020, we will continually evaluate all proven and promising initiatives to help get us there.”

Unlike other proposed stewardship legislation that is intended to fund the entire burden of end-of-life management, AB 2398 is designed to incentivize the growth of carpet reclamation and recycling, while still allowing the market to work. Additional funding collected through the new assessment will be directed to a set of enhanced incentives for processors involved in the recycling of post-consumer carpet.

“As representatives of the California Carpet Stewardship Program, the CARE Sustainable Fund Oversight Committee has considered this change deliberately and found the adjustment is necessary and in the best interest of the Program,” said CARE’s Executive Director Dr. Robert Peoples. “In light of changing market conditions, this update is being made to ensure continuous meaningful progress toward AB 2398’s goals.”

CARE is available to help carpet manufacturers and retailers incorporate changes and ensure a smooth transition. For the latest information and to sign up for ongoing updates, manufacturers may visit www.carpetrecovery.org/CA-manufacturers. Retailers are also encouraged to contact their manufacturer or visit CARE online at www.carpetrecovery.org/CA-retailers.

About Carpet America Recovery Effort (CARE)

Carpet America Recovery Effort (CARE) is a voluntary, non-profit organization dedicated to increasing the landfill diversion, reuse and recycling of waste carpet through market-based solutions that benefit the economy as well as the environment.

Since 2002, CARE members have diverted more than three billion pounds of carpet from landfills in the United States and promoted the use and development of products containing materials derived from carpet. CARE members include independent carpet recyclers, carpet manufacturers, dealers, retailers, suppliers and non-governmental organizations. For more information about CARE, visit www.carpetrecovery.org.

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