



CARPET AMERICA RECOVERY EFFORT<sup>SM</sup>

Developing market-based solutions for the recycling & reuse of post-consumer carpet

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## **CARPET INDUSTRY DONATES CARPET TILES FROM TheMART CHICAGO SHOWROOMS TO LOCAL CHARITIES**

*-- Since 2010, more than 21,000 square yards of carpet tile generated from renovations for NeoCon have been donated to non-profits --*

**Chicago, IL - June 29, 2017** – Over the last few weeks, nearly 11,000 pounds of carpet were discarded from showrooms at TheMART Chicago as the commercial design industry prepared for NeoCon 2017. Instead of taking the used carpet to landfills, carpet manufacturers and local non-profit organizations collaborated to repurpose the carpet for social good. For example, the non-profit Designs for Dignity will use the carpet to renovate the workspaces of other Illinois non-profits.

Since 2010, more than 21,000 square yards of carpet tile from showrooms at TheMART Chicago have been donated to non-profits.

“I applaud the carpet industry for developing innovative ways to divert used carpet from landfills, while also providing a valuable service to non-profits that support the people of Illinois,” said Senator Melinda Bush (D-Grayslake).

The partnership between the carpet industry and Designs for Dignity is a win-win-win:

- **Environment:** Carpet tile is diverted from landfills to beneficial reuse.
- **Social:** Nonprofit organizations gain effective workspaces to nurture growth and success of their missions.
- **Economic:** Renovation cost is minimized by utilizing in-kind donations and volunteer design and construction support, allowing nonprofit organizations to direct more resources to achieving their mission.

“The carpet industry continually seeks solutions to keep carpet out of landfills,” said Dr. Robert Peoples, Executive Director of the Carpet America Recovery Effort (CARE).

“Repurposing used carpet generated from renovations for NeoCon is just one example of the carpet industry’s commitment to sustainability.”

Participating carpet manufacturers include Atlas Carpet Mills, Bentley Mills, Interface,

J+J Flooring Group, Milliken & Company, Mohawk Group, Shaw Industries Group and Tandus Centiva.

“Designs for Dignity is proud to be part of a solution to redeploy showroom and manufacturer carpet assets to further enhance and transform nonprofit spaces into environments that empower lives,” said Jennifer Sobecki, CEO of Designs for Dignity. “Sustainability is one of our core values and we applaud CARE for its efforts nationwide and are looking forward to future collaborations.”

### **About the Carpet America Recovery Effort**

CARE develops market-based solutions for the recycling and reuse of post-consumer carpet. Since CARE’s inception in 2002, over 3.6 billion pounds of carpet have been diverted from our nation’s landfills due to the hard work of its members.

**Photos below. (For high res copies, please contact Stephanie Libby at [Stephanie@hlstrategy.com](mailto:Stephanie@hlstrategy.com).)**

*Carpet industry and non-profit leaders are diverting carpet generated from renovations for NeoCon 2017 from landfill and repurposing it for social good. The non-profit Designs for Dignity will use the carpet to renovate the workspaces of other Illinois non-profits. Since 2010, more than 21,000 square yards of carpet tile from NeoCon showrooms have been donated to non-profits.*



*(L to R): David Turkes (Bentley Mills), Rami Vagal (Mohawk Group), Pete Lemcke (Designs for Dignity), Kate Bukowski (Shaw Industries), Bob Peoples (CARE), Philip Ivey (Milliken), Eric Nelson (Interface). Not pictured: J+J Flooring Group. Photo credit: Russ Delozier of J+J Flooring Group.*



*Back row (L to R): David Turkes (Bentley Mills), Eric Nelson (Interface), Bob Peoples (CARE), Pete Lemcke (Designs for Dignity), Philip Ivey (Milliken). Front row (L to R): Rami Vagal (Mohawk Group) and Kate Bukowski (Shaw Industries). Not pictured: J+J Flooring Group. Photo credit: Russ Delozier of J+J Flooring Group.*

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