Why Carpet Recycling?

• Supports Business Goals for ALL Stakeholders
• Drives and Supports Sustainable Behaviors
• Opens New Markets for Small to Large Businesses
• Gives Consumers More Sustainable Choices
CARE

• Memorandum of Understanding (MOU) signed in 2002
• Voluntary, Nationwide Organization – 501 (c) 3
• Mission is to Divert Carpet from the Landfill and Find Market-Based Solutions for Recycling and Reusing Post-Consumer Carpet (PCC)
Mission

The mission of CARE is to facilitate the carpet industry lead initiative to find market driven solutions to the diversion of post-consumer carpet from landfills to meet the time sensitive goals of the Memorandum of Understand (MOU) for carpet stewardship.
Who is CARE?

- Entrepreneurs
- State and Federal Government Representatives
- Carpet and Fiber Manufacturers
- Architects, Designers and Commercial Specifiers
- Retailers, Dealers and Consumers
- NGO’s
Largest percentage of people associate green with ‘traditional’ ideas

- Recycling 62%
- Energy Efficiency 52%
- Energy Saving Light Bulbs 51%
- Global Warming 50%
- Air Pollution 49%
- Energy Efficient Appliances 49%
Proper Cleaning and Maintenance

• Consumer’s floor covering satisfaction increases
• Extends the lifespan of the carpet or rug
  – Decreases natural resource use
  – Decreases landfill disposal
  – Preserves consumer’s initial floor covering investment
78 Reclamation Facilities

CARE Reclamation Network

As of 9/13/10
PCC Products Are Available Today
How To Change Behaviors

• Easy to Adopt
  - Consistently and Readily Available
    (5 Billion lbs sent to landfill EVERY year)

• Easy to Use
  - Performs like Virgin Materials
    (Auto Parts, Consumer Products)

• Easy to Justify
  - Must be at Price Parity (Supply and Demand)
Market Drivers
Educating Consumers
Advertising
Member Resources
Entrepreneur Membership Fee

Membership Fee $1000
Annual Survey Reimbursement $500
Annual Conference Refund $300
Annual Conference Scholarship $200

Possible to receive 100% of Membership Fee back…
Strong Consumer Brands
Working Together

Consumers

Carpet Manufacturers

Finished Product Manufacturers

Entrepreneurs
Join CARE and help to make a sustainable difference

Entrepreneur Meeting

October 26, 2010

Jeremy Stroop, Operations Manager
Carpet America Recovery Effort

www.carpetrecovery.org