National Procurement & Analysis

Ellen Raynor, SF Carpet Recycling
Value Chain

Collections & Sorting
- Installers
- Debris Box
- Demolition
- Retailers
- Transfer Stations
- Contractors
- Homeowners

Manufacture
- N6 – 30%
- PET – 10%
- Wool – 5%
- N66 – 40%
- PP – 15%
- Tack Strip
- Cardboard Tubes
- Tile
- Pad
- Base

Transform
- Grind
- Size Reduce
- Shave/Slit/Shear
- Densify
- Pelletize
Current Division

Collection & Sorting

Separate

Transform

Manufacture
Possibility #1

Collection & Sorting

Separate

Transform

Manufacture
Possibility #2

Collection & Sorting

Hauler Competition

Separate

Transform

Manufacture
Possibility #3

Collection & Sorting → Separate → Transform → Manufacture
Pallet Example

Collection & Sorting

Separate

Transform

Manufacture
Considerations

• Consistent Supply
  – Availability (qty & time)
  – Vulnerability (dependence on Shaw?)
  – Quality
  – Post consumer/Post industrial
  – Bale size (or flat/rolled)
  – Packing Configuration
  – Carpet Grade (cut pile/loop)
  – Carpet Color
  – Tie method
  – Label & Color Code
  – Tester that is high enough quality
  – Price at their door*
  – Small business, Woman/Minority owned business

• Profitable
• Defensible competitive advantage
  – vs other collectors
  – vs alternative materials
• Independence from carpet industry