Sustainable Purchasing: Products Made from Recovered Carpet

September 22, 2010
PURPOSE OF WEBINAR

• Learn about the availability and performance of products made from recycled carpet materials. It’s much more than just carpet!
AGENDA

• Welcome and Introductions and Webinar Logistics [5 minutes]
  Shirli Axelrod, SPU and Jeremy Stroop, CARE

• Why public purchasing matters [5 minutes]
  Shirli Axelrod, SPU

• Product presentations [1 hour]
  – Kevin Guthard, Nyloboard
  – Tim Stillwell, GeoHay
  – Christian Rescate, NyconG
  – Joe Keating, Polar Materials
  – Jeremy Stroop, Carpet America Recovery Effort

• National and Local Efforts on Carpet [15 minutes]
  Jeremy Stroop and Shirli Axelrod

• Wrap Up [5 minutes]
  Shirli Axelrod
  – What you can do to help build markets
  – Where to go for more information
WEBINAR LOGISTICS

• Please remember to access us by **phone** and on the **web**
  – For improved sound quality, please mute your phone, by pushing ***6**
  – Please do not put us on “Hold”

• **Questions**
  – Use “Chat” function on ReadyTalk and briefly type in your question (located on the lower left hand side of your screen)
  – We will monitor the chat box and address the questions at the end of the webinar
  – If there are a high number of questions, we will follow up by email
  – Please do not use the phone for questions

• **A copy of the presentations from this webinar will be made available on the CARE website**
  – A link will be sent to you, along with a post webinar survey
RECYCLING TO END PRODUCTS

LIFE CYCLE STAGES OF CARPET

- Raw Materials Acquisition
- Carpet Manufacturing & Distribution
- Carpet Use
- Carpet Disposal
- Carpet Recycling

INTERMEDIATE MATERIALS

- Nylon 6
- Nylon 6,6
- Polypropylene
- PET
- Calcium Carbonate (limestone)
- Backing and other residue

EXAMPLES OF END PRODUCTS

- Carpet
- Carpet Cushions
- Automotive Products
- Decking
- Filters and Booms
- Reinforced concrete and asphalt
- Other products
WHY BUY PRODUCTS MADE FROM RECOVERED CARPET MATERIALS?

• Advances local recycling programs
• Develops local businesses
• Can help reduce greenhouse-gas emissions
• Implements your agency’s sustainability initiatives
WHY SHOULD YOU CARE ABOUT CARPET RECYCLING?

Public purchasing of recycled products:
• supports local recycling programs
• reduces greenhouse-gas emissions
• develops local businesses
• implements your agency’s sustainability initiatives
PRODUCT PRESENTATIONS

- Kevin Guthard, Nyloboard
- Tim Stillwell, GeoHay
- Christian Rescate, NyconG
- Joe Keating, Polar Materials
- Jeremy Stroop, Carpet America Recovery Effort (CARE)
Decking Materials; Trims; Wall, Floor And Roof Sheathing; Signs; Garage Doors

Kevin Guthard, VP of Operations,

NYLOBOARD
Barrier Filtration Products, Synthetic Hay Bales & Filters, Booms

Tim Stillwell, Owner, GEOHAY
Fiber-reinforced Concrete, Asphalt and Plastic Products

Paul Bracegirdle, Executive VP and Christian Rescate, VP Sales & Marketing

NyconG
Applications for Recycled Carpet Backing

(LATEX + LIMESTONE)

Filler for Carpet
Concrete Sand
Asphalt Roof Coatings
OTHER PRODUCTS AND CARE

Jeremy Stroop, Operations Manager
Carpet America Recovery Effort
CARPET RECYCLING VARIES BY REGION

Millions of Pounds of Carpet Recycled By Region.
Data provided by CARE
NW CARPET RECYCLING STRATEGY

• Seattle Public Utilities and King County LinkUp are leading a regional effort on carpet

• Dual Objectives:
  – Bring carpet processing to the Northwest
  – Build markets for recovered carpet materials

• Participation from WA, OR, CA, British Columbia
  – Networking, establishing relationships

• Multi-stakeholder involvement
  – Businesses (carpet sellers, recyclers and processors), universities, federal, state and local governments
NW CARPET RECYCLING STRATEGY

• “Recycling means business” – we’re emphasizing economic development
  – Local manufacturers engaged as potential end markets for recovered material (fiber, calcium carbonate, etc.)

• For additional information, contact Shirli Axelrod at shirli.axelrod@seattle.gov

• Reports and resources at www.kingcounty.gov/linkup
ROLE OF PUBLIC AGENCIES

• Many of our agencies are responsible for waste/recycling programs that have to deal with carpet
• These are products that public agencies buy
• We have the opportunity to leverage the marketplace
• Public agencies have sustainability goals and need to lead by example
WHAT YOU CAN DO TO HELP

• Pilot/test products made from recovered carpet
• Identify upcoming solicitations that include these types of products
• Consider products that are manufactured to your specification that can be made from recovered nylon
• Let others know about our efforts
  – Within your organization
  – Within your professional group
  – At conferences that you may be attending
FOR MORE INFORMATION

• Shirli Axelrod, Seattle Public Utilities
  Shirli.Axelrod@Seattle.gov
• Jeremy Stroop, Carpet America Recovery Effort
  jstroo@carpetrecovery.org
• Kevin Guthard or Kimberly Cole, Nyloboard,
  kcole@nyloboard.com
• Tim Stillwell, GeoHay, tim@geohay.com
• Christian Rescate, NyconG,
  chrisrescate@alpatterson.com
• Joe Keating, Polar Materials,
  keating@vitrominerals.com
FOR MORE INFORMATION

• For information about the NW Carpet Recycling Project, visit:
  http://your.kingcounty.gov/solidwaste/linkup/carpet/project.asp

• A copy of the presentations from this webinar will be made available on the CARE website