Carpet America Recovery Effort

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Executive Director
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Mission

The mission of CARE is to facilitate the carpet industry lead initiative to find market-based solutions for the reuse and recycle of post-consumer carpet.

Created January 8, 2002 as a 501c3 organization
Gross Collections

Cumulative gross collection thru 2014 >3.6 billion pounds
Leading the Way

- Launched national Voluntary Program Stewardship (VPS) Program January 1, 2015
  - A testament to the perseverence and fortitude that CARE and its members have displayed since its inception
- CARE facilitating discussions: ME, MA, MN, IL, NC, SC
- New hires: CA Program Manager & Staffer
- CARE independent audits had no material findings
- Redesigned website launched
Findings *(preliminary)*

- 490 million pounds diverted
- 28% back into face fiber
- 1,163 people employed directly

New Approach

- The new mass balance approach increases the accuracy of data collected
Product Portfolio

• Launched in early 2013
• Update coming May 2015.

• Presentation showcases various products that use post-consumer carpet.

• Can be found on CARE’s Website

www.carpetrecover.org

Expected May 2015
CARE revamped conference format in 2014

Many considered conference repetitive and dated

With the help of Vicki Johnson and Associates and the Annual Conference Committee, CARE totally reconfigured the conference format

The renewed energy to conference was appreciated by all attendees: Comments included: “best conference ever.”

“Best CARE conference ever!”

2015 New Orleans: May 13 & 14
Product Stewardship Org for CA AB2398

- CARE is CSO for AB2398 since launch in July 2011
- Major program changes implemented Q2 2015

Performance Trends - California

Net Diversion = Gross Collection – Sent to landfill
2015 and Beyond

- CARE’s Board developed a 5 year strategy for approval at January 2015 Board meeting
- CARE grows from $5M to a $15M stewardship organization in 2015
  - CARE Core operations management
  - CA AB 2398 Carpet Stewardship Organization
  - VPS Program Stewardship Organization

The best way to predict the future is to create it!

Peter Drucker
Factors Impacting PCC Recycle

- Market outlets for PCC materials
- Products containing PCC
- Price of oil = price of virgin polymers
- Transportation costs of PCC
- Yield (processing options)
- Disposal costs of processing waste (ex: carcass)
- Tipping fees (low = undesirable alternative)
- Curbside disposal = inefficient collection &/or wet material

*Procurement can leverage growth for PCC recycling: public & private*
Outlet for Pounds Collected

- Landfilled: 48%
- Recycled: 35%
- WtE: 10%
- Reuse: 2%
- Kiln: 4%

Source: 2013 CARE Annual Report
End Products – Progress*

*Source: 2013 CARE Annual Report
Challenge

Our biggest challenge today: Market Outlets
• We do not have market outlets to recycle everything
• We have a CA resource working on markets
• We have a national resource working technologies & market options
• Mills working on proprietary options
• UConn $500,000 grant focused on PET
• Board Committee focused on PET

Dr. Richard Parnas
For Additional Information

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- Visit www.carpetrecovery.org
  - Under About tab see FAQs
  - Under California AB2398 tab see FAQs
  - Under VPS Program tab see FAQs