



**CARPET AMERICA RECOVERY EFFORT** <sup>SM</sup>  
Developing market-based solutions for the recycling & reuse  
of post-consumer carpet

## California Carpet Stewardship Program

May 2015 Update

### Assessment Increase Supports New Market Incentives

As announced, the California Carpet Stewardship assessment increased to \$.10/sq.yd. from \$.05/sq.yd. on April 1. The increase will allow improvements to the current incentives system to develop new markets for recycled carpet. The additional funds will support a new carpet tile reuse and recycling incentive, and increased incentives for the manufacture of secondary products using non-nylon post consumer carpet content (known as "Tier 2" incentives), along with new incentives for the utilization of Calcium Carbonate (a major carpet recovery by-product.). Learn more [here](#).

### Save the Date!

#### Stakeholder Workshops July 14 & 15

CARE will host the Program's Second Annual Stakeholder Workshop Series this July, in collaboration with CalRecycle. The workshop will be offered in Southern California (Lakewood) on Tuesday, July 14, 2015 and in Northern/Central California (Sacramento) on Wednesday, July 15, 2015. Stay tuned for additional details and the workshop agenda.

### Register today: CARE Annual Conference May 13-14

The CARE 13th Annual Conference will be held May 13-14, 2015 at the Hilton New Orleans Riverside, New Orleans, LA. Industry experts will cover the latest developments in the industry, technology and markets for carpet recycling and recovery. Kemp Harr, publisher of Floor Focus, will deliver the Wednesday keynote, "Shifting Market Dynamics in the U.S. Carpet Market." Also that day, Kathy Frevert of Cal Recycle will inform attendees of developments in the California Carpet Stewardship Program. The Thursday keynote speaker is David Crowe, Chief Economist and Senior Vice President at the National Association of Home Builders. [Learn more and register here](#).



### Resources for Retailers On the Way

New, California-specific resources (decal, brochures) are on the way for retailers to display and to assist the public in understanding more about carpet recycling and other carpet stewardship

strategies in California. Retailers will be alerted later this month when the materials are available.

## California Program Welcomes Lisa Mekis

The California Carpet Stewardship Program welcomes Lisa Mekis to the staff. Lisa will serve as the California Senior Associate for the Program, providing increased assistance for stakeholders working to increase carpet recycling opportunities in California. If you are a rural county, local government, retailer or installation contractor interested in learning more about carpet recycling opportunities near you, [email Lisa](#) today to learn more.

