



December 29, 2017

Dear California Carpet Retailer,

I am writing to update you on CARE's progress in 2017 and to thank you for your work.

As you may know, CARE is the non-profit 501(c)3 organization that has served since 2011 as the legislatively designated Carpet Stewardship Organization (CSO) for the California Carpet Stewardship Program. The assessment fee that your customers pay supports CARE's efforts to increase the diversion and recycling of carpet in the state of California, in accordance with AB 2398. At this time **CARE does not anticipate an increase** in the carpet assessment in 2018.

The California Carpet Stewardship Program team has been working hard to improve recycling and diversion across the state. Here are just some of the accomplishments of 2017:

- The number of CARE-supported **carpet drop-off sites** has increased by 42%; to find a drop-off site near you, visit our map at www.CarpetRecovery.org/CA.
- **CARE grants** to support capital investment, product testing, post-consumer carpet product procurement and collections programs have bolstered demand and capacity for diversion and recycling.
- A multi-pronged outreach campaign has reached **over 1,250 California installers** this year, informing them of recycling options and drop-off site locations.
- In an effort to increase demand for post-consumer carpet products, CARE has launched **Double Green™**, a certification for products that contain recycled California post-consumer carpet material plus at least one other post-consumer recycled material. We are working with manufacturers to encourage them to include carpet material in their products.
- **Recycled output** continues to expand despite significant headwinds in the recycling markets. Significant growth is expected in 2018 as new capacity comes on line as a result of grants and other investments made in 2015 and 2016.

As you may have heard, CARE will be submitting a new 5 Year Plan to CalRecycle next month in order to continue as the Carpet Stewardship Organization for California. All carpet manufacturers have signed on to stay with CARE as the CSO, and there will be no change in on-going operations between now and the anticipated approval of a new Plan in May 2018.

Retailers are an important stakeholder in California's carpet recycling system. **Enclosed please find a window cling and poster** to inform your customers about carpet recycling and your support for it. We hope you will display them. If you do, please send us a photo with the sign along with members of your team to CA@CarpetRecovery.org, and we'll post it and your store's name and location on the CARE website.

If you have comments or questions, please contact CA@CarpetRecovery.org. I encourage you to sign up to receive email updates about the California Carpet Stewardship Program on our website: www.CarpetRecovery.org/CA-retailers.

With best wishes for a happy and prosperous New Year,

A handwritten signature in black ink, appearing to read "Robert Peoples".

Robert Peoples, Ph.D.
Executive Director
Carpet America Recovery Effort (CARE)