



# California Carpet Stewardship Program

An initiative of CARE: Carpet America Recovery Effort

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## CARE's 2020 Proposed Requirements for PCC Content in Manufacturers' Products

August 22, 2019

Per CARE's approved Five-Year Plan and response to CalRecycle's request to:

**Establish a minimum weight of post-consumer carpet content a product must contain, on an annual basis, to be considered as a product made from post-consumer carpet (PCC).**

***CARE will work with existing and new manufacturers of products made from PCC to establish an agreed-upon minimum weight of PCC that a product must contain and total content on an annual basis, to be considered as a product made from post-consumer carpet and thus eligible for subsidies. CARE will survey manufacturers to solicit threshold commitments for use of PCC to estimate consumption. CARE will present the proposed standard to CalRecycle for review on or before September 1, 2019. CARE then will issue guidelines and establish AUP protocols for verification and tracking for implementation on or before January 1, 2020. (See the CARE Five Year Plan, page 0-6, [here](#).)***

CARE conducted a survey of 24 companies (20 responses) receiving CARE manufacturer subsidies and has proposed the following requirements outlined for consideration by CalRecycle. Once agreed upon, CARE will issue the guidelines and draft AUP modifications for manufacturer consistency. AUP revisions will be completed and incorporated into AUP reviews no later than January 1, 2020. These guidelines will evolve as additional products come online and market growth drives volumes.

### **Proposed Requirements for Minimum Content and Annual Weight**

While CARE supports establishing a 10% PCC recycled content goal by 2025, maintaining currently established end market uses is critical for ongoing recycling rate growth and overall market stability. Minimum weight of products begins at 3% by content and an annual minimum of 25,000 pounds. The integration of multiple

products of lower weight provides a strong foundation for building a broader market impact. CARE expects to slowly increase over time the minimum weight content to 5% and 100,000 annually to qualify as a PCC content product. All PCC content must be sourced from California.

**\*Double Green™** product certification has been recently approved by the Patent and Trademark Office (PTO). This certification process will mandate a minimum 10% PCC content plus minimum 10% other post-consumer content. As the program gains traction CARE intends to also build a CA Gold level of certification which will require the minimum 10% PCC content to be sourced from California.