Greetings from Carpet America Recovery Effort. As you know, CARE is the independent non-profit stewardship organization responsible for facilitating carpet recycling throughout the state of California.

As we start the next decade amid social and economic challenges, CARE would like to bring you some of the highlights of 2019. We have worked with retailers, installers, manufacturers, processors and local government to increase the amount of carpet collected, kept out of landfill and made into useful new products. There have been exciting developments and innovations that mean real progress for carpet recycling in California.

If you do not already receive the California Program's monthly e-news, please email CA@CarpetRecovery.org to subscribe. With your help we look forward to more progress in 2020.

Bob Peoples – Executive Director, CARE

Who Is CARE? Carpet America Recovery Effort (CARE) is an independent carpet industry organization whose mission is to advance market-based solutions that increase landfill diversion and reuse and recycling of post-consumer carpet, and that encourage design for recyclability. CARE administers the California Carpet Stewardship Program, which is charged with meeting the requirements for carpet recycling set by California law and managed by CalRecycle.

No Assessment Increase in 2020

CalRecycle has approved CARE’s California 2018-22 Five-Year Plan. The major headline for retailers: there are no plans to increase the carpet assessment — currently 35 cents per square yard — in 2020. CARE’s 5-year plan (2018-2022) currently projects that the $0.35 per square yard amount will not increase before 2022.

How is the Assessment Used?

The California carpet assessment is paid by consumers when purchasing new carpet, as required by law AB 2398. CARE is working to comply with all legal requirements, which include:

- Payment of subsidies to recyclers to enable continuous and meaningful improvement in landfill diversion via carpet collection, recycling and the manufacture of recycled-content products
- Public outreach and education
- Convenient drop-off locations for flooring professionals and contractors, most offering discounted rates

In 2018 almost 85% of assessment funds went directly to these program efforts, including subsidies, grants, marketing/outreach and the drop-off site program.

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A new law, AB 729, requires CARE to define and implement differential assessments, that is, an assessment rate that takes into account the financial burden a particular carpet material has on the stewardship program and the amount of post-consumer recycled content in a particular carpet. We will be working on a plan for implementing this law and will be communicating with retailers as this moves forward. Please participate with CARE and share your ideas, issues and concerns on this concept. CARE will be connecting with you soon. Be sure to sign up for our e-news to stay up to date on developments.

CARE Supports 78 Drop-Off Sites Across the State

The number of CARE-supported carpet drop-off sites has grown to 78 sites in 52 of the state’s 58 counties. CARE brought on 82% more sites in 2019 vs. 2018 to enhance convenience and collect even more carpet and is working to bring on more.

CARE supports drop-off sites by providing:

- A container for collection,
- Third-party hauling to bring carpet material to recyclers,
- Promotional materials for local government and the hosting facility and
- Technical assistance from CARE staff.

To find a drop-off site near you with the most up-to-date listing, hours and rates, visit CarpetRecovery.org/CA.

CARE’s carpet collection partners provide convenient on-site collection service to over 150 large volume tear-out carpet generators throughout the state.

To request information for large volume on-site service or recommend that a solid waste/recycling facility near you becomes a CARE Drop-off Site, email CA@CarpetRecovery.org.
New Law Will Require Differential Assessment Amounts

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Installer Outreach

CARE talked with 1,400 California installers in 2019, informing them of recycling options and drop-off site locations. In normal times, our outreach team visits flooring supply houses and retailers, meeting carpet installers to talk about how to prepare and take carpet for recycling. As we figure out how to operate under the “new normal,” we will do our best to reach out via phone and email and be responsive to your feedback and information requests.

A video explaining carpet recycling geared to installers can be viewed on the CARE website at CarpetRecovery.org/CA-Installers.

Educating Consumers

In April 2019, CARE partnered with product stewardship groups PaintCare, Mattress Recycling Council and Call2Recycle to create a four-page insert on how to recycle old paint, mattresses, batteries and carpet, in English and Spanish versions. Some 2.5 million copies of the insert were distributed in 25 newspapers around California as part of Earth Month.

CARE offers a brochure (pictured right) for retailers and members of the public that explains the carpet assessment to consumers. To order, email CA@CarpetRecovery.org.

Recycling Rate Grows

A primary requirement of the California carpet recycling law is to increase the percent of carpet kept out of landfill and recycled into new products. CARE’s market and product development efforts have grown steadily over the years, supporting the program in reaching an all-time high recycling rate of 22.5% for Q4 2019 — a 44% increase over Q4 2018. Strong growth and ever expanding collection opportunities are underway as we work toward our goal of reaching 26% by the end of 2020.

Carpet Recycling Trends

![Carpet Recycling Trends Graph](CarpetRecovery.org/CA)
Carpet Collection Program Expansion in 2020 — How Can We Help You Recycle?

After many years of building and developing markets for recycled products made from recycled carpet, demand for used carpet is now growing and CARE is supporting an aggressive expansion of collection programs and services.

Already recycling your tear-out carpet? Thank you for all your efforts! For retailers and installers not yet recycling, your options for recycling may include:

• Self-Haul: Asking your installers to take old carpet to a CARE drop-off site.
• On-Site Service: Contracting with one of our carpet collectors, or your local hauler, to place a collection container for carpet at your business.

Most retailers find that by recycling their carpet they can realize an average savings of 20% or more on their landfill disposal costs. If you are not yet sending your carpet for recycling, or have a suggestion for a convenient collection site near you, email CA@CarpetRecovery.org and tell us how we can help you start recycling in 2020. Please drop us an email today!

More Products are Using Recycled Carpet Material

A large percentage of assessment funds go to support businesses that collect and process tear-out carpet into fiber and pellets, and to the companies who then use those materials to create new products such as insulation, carpet pad, new carpet fiber, even car parts.

In an effort to increase demand for post-consumer carpet products, we are working with manufacturers to encourage them to include carpet material in their products to prevent carpet from going to landfill. Our new catalog of carpet-derived products showcases the variety of uses for recycled carpet. See www.CarpetRecovery.org/Products to see currently available products made with recycled carpet material, or email CA@CarpetRecovery.org to request a copy of the catalog. Procurement officers are encouraged to visit www.Ecomedes.com to find sustainable products.

Watch CARE on YouTube at Youtube.com/c/CarpetAmericaRecoveryEffort

CARE Grants Support Recyclers and Product Development

In 2019, CARE made grants totaling $1.6 million, including $58,000 in micro grants to four organizations this year and $1.565 million in capital improvement grants to six companies for a total of $1,623,000. The California program expects to award up to $3 million in grants in 2020.

Funded by the assessment paid by California consumers when buying carpet, the grants create new collection opportunities, processing facilities and product manufacturing to recycle carpet in California.

Learn more at CarpetRecovery.org/CA-Grants.