

## REUSE GUIDELINES

September 1, 2019

### **Purpose:**

Carpet America Recovery Effort (CARE) serves as the Carpet Stewardship Organization for the California Carpet Stewardship Program (CCSP). The purpose of the **REUSE GUIDELINES** is to promote the highest and best overall use of carpet and carpet tile that may be eligible for reuse subsidies.

### **Reuse Definition:**

Per CARE's 2018-2022 5-year Plan definitions, following is the definition of reuse:

*The donation or sale of recovered carpet back into the market for its original intended use. The reuse of recovered carpet retains the original purpose and performance characteristics of the carpet.*

### **Background:**

Per CARE's 2018-2022 5-year Plan, Chapter 0, CalRecycle asked the following of CARE:

**Develop AUPs for reuse. The AUPs must describe the documentation, processes, and procedures that must be kept and followed by reuse incentive recipients. The AUPs should also ensure that expansion of the reuse market is not adversely impacted by reused carpet not meeting the performance expectations.**

*In response, CARE stated:*

*CARE will work with Aprio and solicit input from CSEs to develop and revise AUPs specifically as they pertain to carpet reuse for both tile and broadloom. The AUPs will include a provision specifically on performance standards and expectations for reuse. CARE will issue a Reuse Guideline, to include a discussion of performance expectations for reused PCC, no later than September 1, 2019. CARE will review the revised AUP procedures with CalRecycle before being finalized and submitted to CalRecycle by September 1, 2019.*

### **Performance Standards:**

CARE's reuse reporting requirement has been in place since the \$0.10/lb. reuse subsidy was implemented in 2015. As a part of that reporting, CSEs are required to



provide, by carpet type (broadloom, carpet tile), the following: company/individual name, quantity of pounds sold/donated, and location/contact information for Receiving Party. In 2018 the reuse subsidy for carpet tile received an additional \$0.05/lb. subsidy incentive in an effort to specifically expand the reuse of carpet tile. In reconfirming and developing responses for Chapter 0, the existing AUP was clarified and expanded upon (see highlight below):

- Review logs documenting reuse customers who have received carpet for reuse purposes. Logs should include: Name/Company, telephone and number of pounds accepted for reuse purposes.
- Reuse Guidelines, specifically noting carpet quality and performance “grading” guidelines, will be presented to CSE for review and signature with the next contract cycle beginning January 2020.
- *NOTE:* Reuse applications that are not specifically original intent flooring-related are currently under review. Until a decision is made, subsidies for alternative one-time reuse are suspended.

On a randomized basis, calls may be made to recipients of carpet designated for reuse. CARE and its auditors reserve the right to contact reuse customers.

**Expanding Support for Reuse:**

Based upon CARE’s experience and subsidy program data tracking history, nearly 90% of carpet reuse is captured through carpet tile versus broadloom. Thus, the primary focus of these guidelines, and a targeted effort in support of reuse, will relate to carpet tile.

Commercial grade carpet tile is durable, generally easily removed, uniform in nature and reasonably easy, unlike broadloom, for the average consumer to reinstall. Some of the most common outlets for reuse have been national and local community benefit organizations such as non-profit reusable building materials stores, thrift stores, churches, schools, etc. Other types of market outlets have included various on-line marketplaces such as: eBay, eBid, Amazon, Craigslist, Facebook Marketplace, Nextdoor, OfferUp, LetGo, Walmart Marketplace, etc.

**Expectations for Reuse:**

Suggested marketing terminology approaches to promote the sale of carpet designated for reuse could include: reclaimed; re-used, previously-owned; and if it has been cleaned before sale: refurbished, reconditioned.

**Grading of Carpet for Reuse:**

Knowing that each CSE values their customers, CARE will work with each CSE to develop supportive reuse marketing materials. CARE requires all CSEs to implement and promote the grading system on carpet designated for reuse. Suggested grading levels and examples of grading definitions are:

- Grade A+     New (never used – overstock, attic stock, close-out)
- Grade A     Shows some wear, very good looking, or possibly cleaned.
- Grade B     Carpet shows some wear, may require light cleaning
- Grade C     Shows obvious wear, some soiling and/or staining, likely requires cleaning - probably not for a home use, best likely used in sheds, garages, etc.

All the aforementioned has been developed in an effort to promote reuse by providing customers access to high-quality affordable flooring.

As this is a specifically denoted new area of concern, as represented by the CalRecycle requirement for Reuse AUPs. Future AUPs will incorporate review against these Reuse Guidelines.

\_\_\_\_\_ Signature of CSE Representative

\_\_\_\_\_ Print name of CSE Representative     \_\_\_\_\_ Date

\_\_\_\_\_ Signature of CARE Representative

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