Carpet Recycling: Forward, Together!

Greetings from Carpet America Recovery Effort. We have all been through some tough challenges in the past year and a half. Nevertheless, I see a lot of progress, innovation and grit in the carpet recycling industry, and I would like to share the good news with you in this mailer.

We lost a year due to Covid-19, but we are back on track. 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. Working together, real progress has been made, with a steady increase in the state’s carpet recycling rate along with new products made from recycled carpet material and increased options for carpet collection for recycling.

If you do not already receive the California Program’s monthly e-news, please email CA@CarpetRecovery.org to subscribe. We look forward to continuing this progress with your help.

Bob Peoples – Executive Director, CARE

Who is CARE? Carpet America Recovery Effort (CARE) is an independent non-profit organization whose mission is to advance market-based solutions that increase landfill diversion and reuse and recycling of post-consumer carpet, and 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.

Assessment Changes Coming

Good news for retailers: there are no current plans to increase the carpet assessment — currently 35 cents per square yard — in 2021. CARE’s Five Year Plan (2018-2022) projects that the $0.35 per square yard amount will not increase before 2023. However, California law AB 729 requires that the stewardship organization put into place differential assessments, that is, different assessment amounts depending on the financial burden to recycle and how much recycled content it must contain. Currently we do not anticipate these changes prior to January 2023.

Proposed new assessments are still being evaluated; it is expected that different assessments will be applied to broadloom and carpet tile and percent of post-consumer recycled material in the carpet. The carpet differential assessments proposal will be evaluated by CalRecycle sometime this fall.

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

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CARE Supports
Convenient Carpet Collection Across the State

Beyond the well over 235 private on-site pickup service locations for carpet and pad, the number of CARE-supported public access carpet drop-off sites has grown to 85 sites in 54 of the state’s 58 counties.

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.
• Ready access to micro-grants supporting site set-up and collection equipment.

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

If you would like print copies of the drop-off site map, please email CA@CarpetRecovery.org.

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How is the Assessment Used?

CARE is building a network of drop-off locations to recycle used carpet in California, including sites serviced by CARE as well as independent sites. For most up-to-date listings, hours and rates, visit www.CarpetRecovery.org/CA.

CARE America Recovery Effort (CARE) está formando una red de lugares donde se pueden dejar alfombras para reciclar, ya sea en lugares atendidos por CARE así como en participantes independientes. Para ver la lista más actualizada de lugares, así como horarios y tarifas visite www.CarpetRecovery.org/CA.

Promoting Carpet Reuse

CARE is working with Habitat for Humanity ReStore in the Bay Area to promote reuse and increase the sale of high quality, low cost used carpet tile. Digital ads point users searching for used carpet squares/tiles or planning a home renovation project (such as a gym, home office or play area in the garage) to visit the ReStore’s carpet-specific landing page. The ads helped to increase carpet tile sales and thus reuse for ReStore; it is hoped the project will be expanded to other areas.

Additional reuse information can be found: CarpetRecovery.org/Carpet-Reuse.
Training Installers

Flooring contractors and installers are a very important part of increasing carpet collection for recycling. When in-person work is possible, CARE’s outreach team tables at supply houses to let installers know about carpet recycling in their area. In addition, CARE is working with the International Union of Painters and Allied Trades (IUPAT) District Council 16 to help train apprentice installers and advise current members on carpet preparation for recycling. In 2020, over 100 installers were trained via in-person and virtual web trainings, with more efforts underway. Expansion of Union carpet recycling efforts in 2021 will include the hosting of conveniently located collection containers at the San Leandro Training Center to support their signatory members in their efforts to recycle carpet tile and broadloom.

*Videos in English and Spanish explaining carpet recycling for installers can be viewed on the CARE website at CarpetRecovery.org/CA-Installers.*

Hard Surface Retailer/Installer? Your Help is Key!

While retailers that do not sell carpet are not involved in collecting the carpet assessment, they often work with tear-out carpet that could be recycled. CARE encourages hard surface retailers to find out how and where to take carpet for recycling. Find out more at CarpetRecovery.org/CA or send your questions to CA@CarpetRecovery.org.

*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 Steadily

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 20.9 percent for 2020 despite the pandemic! Continued strong growth in the recycling rate and collections is underway in 2021. Our Q1 2021 recycling rate hit 26 percent!

*Carpet Recycling Trends*

![CA Carpet Recycling Rate Graph](image)
How Can We Help You Recycle?
Collecting Carpet for Recycling: A Top Priority

After many years of building and developing markets for products incorporating recycled carpet materials, 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. Please email us today!

CARE Grants Support Carpet Collection

In 2020 CARE made grants totaling $2.2 million, including six capital grants and three testing grants to nine companies along with seven micro grants to California-based post-consumer carpet (PCC) public drop-off sites or flooring retailers. Four new post-consumer carpet collectors came online as a result of the program, as well as two new rural counties that did not previously have a public PCC drop-off site. CARE expects to give another $1,000,000 in grant funding in 2021.

Grant-funded capital projects launched prior to 2020 resulted in over 30 million pounds of recycled output in finished products and more than 15 million additional pounds of PCC collected for recycling.

Funded by the assessment paid by California consumers when buying carpet, the grants create new collection opportunities, processing facilities, product testing and product manufacturing to help recycle carpet in California. A recent grant supported a Roseville, CA retailer in purchasing a specialized dump-trailer that allow installers to easily load carpet for a site and remove carpet in the same trip, taking it directly to the recycler. Retailers and contractors are eligible to apply for similar micro grants.

Learn more at CarpetRecovery.org/CA-Grants.

What Happens to Recycled Carpet?

Once collected for recycling, carpet and carpet tile are sorted and processed into fiber and pellets, or new tile backing material. A large percentage of assessment funds 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, manufactured building products and 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. See www.CarpetRecovery.org/Products for currently available products made with recycled carpet material, or email CA@CarpetRecovery.org to request a copy of our catalog. Procurement officers are encouraged to visit www.Ecomedes.com to find sustainable products.

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