

CARPET RECYCLING IN CALIFORNIA

SUMMER 2022

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Carpet Recycling Highlights

Since 2011 the California Carpet Stewardship Program, administered by CARE, has been working to support and grow carpet recycling in the state. Here are some of the Program's most significant accomplishments:

1 BILLION

Over one billion pounds of old carpet has been collected in California since the start of the California Carpet Stewardship Program in 2011. **See map below.**

100+

100+ CARE works with over 100 public drop-off sites in all 58 counties! **See map below.**

58+

58+ There are now at least 58 recycled carpet-content products used in the automotive, transportation, construction and other industries. **See page 4.**

UP 27%

Up 27% The carpet recycling rate is up an average of 27% a year for the last 5 years. 76% of carpet collected gets recycled. **See page 3.**

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.

Convenient Carpet Collection in Every County

Beyond the over 200 private on-site pickup service locations for carpet and pad, the number of CARE-supported public access carpet drop-off sites has grown to over 100 sites, with at least one site in all 58 California counties.

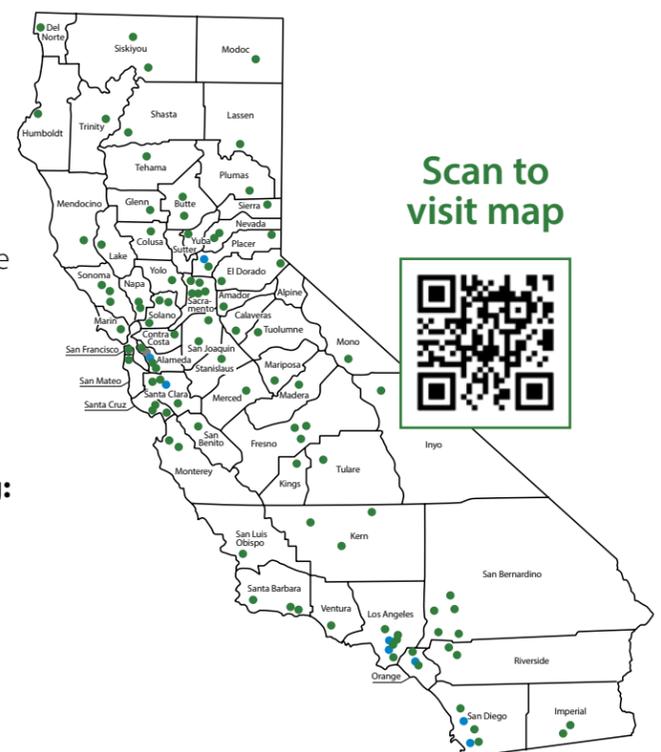
CARE supports drop-off sites by providing:

- A container for collection,
- Third-party hauling to bring carpet material to recyclers,
- CARE pays tip fee to recycler,
- Promotional materials for local government and the hosting facility,
- 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

CARE's carpet collection partners provide convenient on-site collection service to 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.

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



Carpet Recycling Drop-Off Locations

California Carpet Stewardship Program
An initiative of CARE: Carpet America Recovery Effort

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Assessment Changes Rolled Out

The California carpet assessment is paid by consumers when purchasing new carpet. In April 2022, a new law required CARE to implement a differential assessment on each square yard of carpet that reflects its cost to recycle. Another provision of the law requires that CARE incentivize carpet products containing post-consumer (PC) content.

As a result, there are now four different levels of assessment:

Differential Assessment Levels as of April 1, 2022		
Product	> or = 10% Post-Consumer Content	<10% Post-Consumer Content
Broadloom	\$0.33 /square yard	\$0.35 /square yard
Carpet Tile	\$0.48 /square yard	\$0.50 /square yard

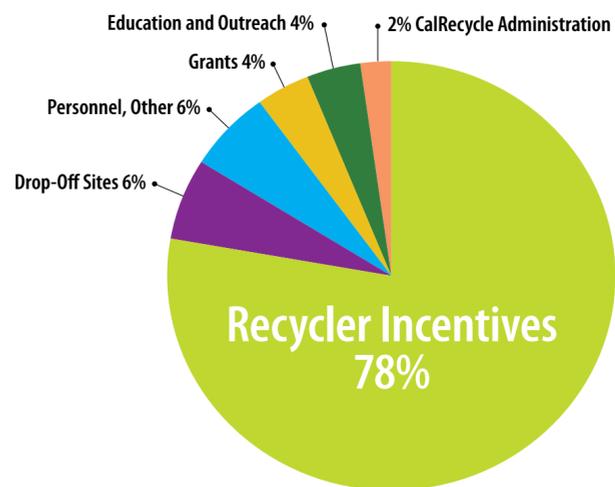


How is the Assessment Used?

The assessment funds CARE's efforts to grow the amount of carpet that is kept out of landfill and recycled. 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 carpet drop-off locations for flooring professionals and contractors, most offering discounted rates.

In 2021, 92% of assessment funds went directly to these program efforts, including subsidies, grants, marketing/outreach and the drop-off site program.



Thomas Coates
California Carpet Stewardship Program Director

New California Program Director Named

Thomas Coates has been named the new California Carpet Stewardship Program Director, starting July 2022. Coates has the wide-ranging skills and experience that make him the ideal person to take the Program to the next level. From 2016-2022, Coates served as Lead Program Manager, Environmental & Compliance for the City of Ontario, CA. He previously worked as a Program Specialist for San Bernardino County and as Sustainability Analyst/Coordinator for CR&R Environmental Services in Stanton, CA. Thomas holds a master's in Business Management from University of Redlands and a bachelor's in Communications from Cal State - San Bernardino.

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.

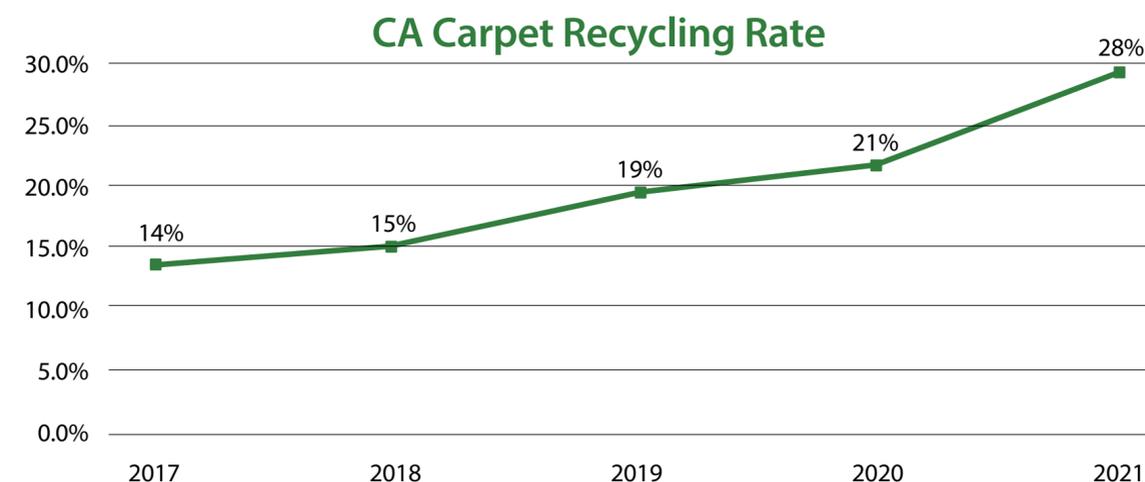
CARE offers a brochure for retailers and members of the public that explains the carpet assessment to consumers. To order free copies, email CA@CarpetRecovery.org.



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. The recycling rate is the amount of post-consumer carpet recycled as a percent of the total amount of old carpet estimated to be torn out each year. In 2021, the Program achieved an all-time annual high Recycling Rate of 28%, exceeding the 26% goal set in its Five-Year Plan, double the rate in 2017 (see chart.) CARE's COVID Action Plan and market development efforts have supported that ongoing growth, even in the face of a continuing global pandemic. Additionally, the yield – the amount of carpet material recycled as a percent of the amount collected – reached an impressive 76% in 2021.

Carpet Recycling Trends



Training Installers

Flooring contractors and installers are a very important part of increasing carpet collection for recycling. CARE's outreach team contacts installers at supply houses, regional distribution centers and retail locations to let flooring contractors 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 and District Council 36 to help train apprentice installers and advise current members on carpet preparation for recycling. CARE's new video for training flooring contractors in carpet recycling best practices is at CarpetRecovery.org/CA-Installers.

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



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 in 2022. Please email us today!

Some recyclers offer covered containers in several sizes, from trailers to racks, to collect carpet for recycling at retail stores.



CARE Grants Support Carpet Collection

Funded by the assessment paid by California consumers when buying carpet, CARE grants create new collection opportunities, processing facilities, product testing and product manufacturing to help recycle carpet in California. In 2021, CARE made 12 grants totaling \$1.6 million to nine companies.

- CARE capital grantees produced over 33 million pounds of recycled output and collected over 28 million pounds of PCC in 2021. New capital grants also opened opportunities for foam-backed tile processing as well as commercial broadloom processing in the state.
- Testing grantees with completed projects in 2021 established several new end products, including glass fiber-reinforced concrete and asphalt and cementitious block applications.
- Micro grantees collected more than 2.5 million pounds last year. Retailers and contractors are eligible to apply for similar micro grants. Micro-grant eligible items include containers, container covers, customized small trailers, weather protection structures and loading equipment.

Learn more at CarpetRecovery.org/CA-Grants.



Plastic from recycled carpet is sold to auto manufacturers, where it is used for plastic casings under the hood.

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 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, 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 CarpetRecovery.org/Products for currently available products made with recycled carpet material.

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