



CARE Factsheet

CARE founded in January 2002 to support the growth of the carpet reclamation industry

Mission – The mission of CARE is to facilitate market-driven solutions to divert post-consumer carpet (PCC) from landfills, in order to meet the goals of the MOU for Carpet Stewardship

Role of CARE – CARE is a 501c3 non-profit organization, and is an:

- Independent facilitator not tied directly to carpet manufacturers
- Advisor to end users, collectors, carpet & equipment manufacturers, etc
- Information resource, provider and web site host
- Stimulator of new and novel technologies
- Independent voice to government agencies providing environmental stewardship
- Independent collector & assessor of performance
- Dialog and forum host, including semi-annual conferences

Activities of CARE – CARE activities create awareness, promote dialog and provide information in the diversion of PCC from landfills. Programs include:

Annual CARE Conference

CARE Website

Industry Representative

Quarterly Newsletter

Tradeshow Exhibitor

Government Partner

NGO Partner

Reclamation Certificates

Annual Entrepreneur Meeting

Annual Reclamation Survey

Carpet Reclamation Awards

Tradeshow Presenter

Press Releases

Industry Partner

Procurement Specifications Facilitator

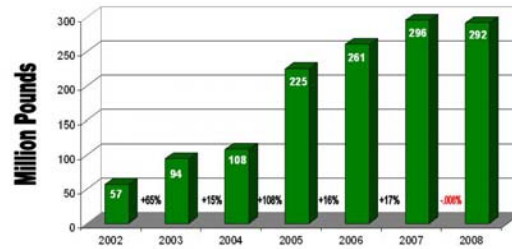
Voice of the Carpet Reclamation Industry

Accomplishments of CARE since its inception in 2002 –

- Increased carpet diversion growth rate by double-digit percentages every year
- Diverted over 1 billion pounds of post-consumer carpet from landfills
- Developed standardized color code for face fiber identification
- Facilitated the development of advanced fiber ID technology
- Expanded Carpet Reclamation Network from 5 in 2002 to 58 today
- Conducted 7 Annual Conferences and published 7 Annual Reports
- Achieved 200,000 visits annually to the CARE website, www.carpetrecovery.org
- Grew CARE quarterly electronic newsletter distribution to over 1700 recipients
- Raised awareness of CARE in numerous public presentations
- Increased Industry investments in carpet reclamation to more than \$300M
- Developed independent mid-course analysis of progress



2008 CARE Survey Results



Cumulative diversion since 2002 > 1.33B pounds

Credibility of CARE – CARE is considered the model for voluntary commitment to solving solid waste issues and has received numerous awards in recognition of its effort

- **Business Achievement Award** – EBJ Public-Sector/Non-Profit Merit Award – Environmental Business Journal
- **Dan Eberhardt Memorial – Environmental Stewardship Award** - Plastics Environmental Division of the Society of Plastics Engineers (SPE)
- **Environmental Champions for 2005** – Interiors and Sources Magazine
- **2007 Environmental Award** – American Floorcovering Alliance
- **2007 Advocate of the Year** – Georgia Pollution Prevention Assistance Division

CARE Name Recognition –According to the CRI Annual Commercial Survey, unaided awareness of CARE grew significantly in targeted market segments from 2005 to 2008.

	<u>2005</u>	<u>2008</u>
Healthcare	25%	45%
Corporate	24%	44%
Retail	N/A	43%
Government	23%	40%
Hospitality	N/A	37%
Education	24%	30%

CARE Funding – Funding for CARE is provided by stakeholders primarily in the carpet industry, carpet recycling industry and machine and instrumentation industry.