

An Introduction to California Carpet Stewardship AB 2398



Why AB 2398



- Over 400 Million lbs of carpet are discarded in California landfills every year
- Carpet will not degrade in the landfill
- Discarding carpet wastes valuable resources



What is AB 2398?



- California law AB 2398 passed in 2010 to increase landfill diversion and recycling of post-consumer carpet generated in California
- The law requires all retailers to add a stewardship assessment of \$0.05 per square yard onto carpet sold in the state as of July 1, 2011
- This assessment will be used to keep carpet out of landfills and recycle it. Funds will be used to:
 - Make it easier to recycle carpet
 - Create new consumer products with recycled content
 - Increase ways to reuse carpet



What is Included?



- Included:
 - All **Carpet** Sold and/or Shipped into California
 - Broadloom and Modular Carpet Tile
 - Commercial and Residential
- Excluded:
 - Rugs, Underlayment, Carpet Cushion
 - Synthetic Turf



Flow of Funds



Carpet Manufacturer
Adds Assessment to
Retailer Invoice



Manufacturer
pays Carpet
Stewardship
Organization
(CARE)

\$0.05/yd²



Retailer Bills Customer

\$0.05/yd²



Customer



Funds used to make it
easier to recycle carpet,
new product development,
reuse, recycling and
diversion in California



How are the Funds Distributed?



- Funds are distributed to the carpet recycling processor, in order to meet the goals of AB 2398
- This information will be made public through the CARE Carpet Stewardship Organization Annual Report



Why Carpet recycling is good for all of us



AB 2398 will increase carpet diversion and recycling in California. Recycling carpet:

- Saves precious landfill space
- Reduces our dependence on fossil fuels
- Creates green jobs in California communities
- Gives you more choices for products with recycled content



Communicating to Consumers & End-Users

- CARE will provide marketing material kit for retailers, including:
 - Signage
 - Brochures
 - Window cling
- Materials will arrive in early June
- Replenishment materials can be reordered via online order system



For More Information:



- Ask your mill sales representative
- Copies of AB 2398 may be found at:
http://info.sen.ca.gov/pub/09-10/bill/asm/ab_2351-2400/ab_2398_bill_20100930_chaptered.pdf
- www.carpetrecovery.org
- www.calrecycle.ca.gov

