



**CARE Update**  
**4<sup>th</sup> Annual Conference**

***Robert Peoples***  
***Executive Director***  
***May 3, 2006***

# Web Search Results

Enter sustainability into Google  
– guess how many hits you get:

- Sustainability 125M
- Recycle 48.8M
- Carpet recycle 831K
- Environmental 1.16B
- Environmental Organizations 216M
- Green Carpet 22.1M
- Recycling Carpet 3.84M
- Sustainable carpet 1.83M



# 2005 Accomplishments

- Total diversion in 2005
- Growth in diversion for 2005
- Forecasted growth for 2006
- StarNet Partnership
- Tricycle Partnership
- Annual Conference Growth
- Entrepreneur Meeting Growth (50% new)



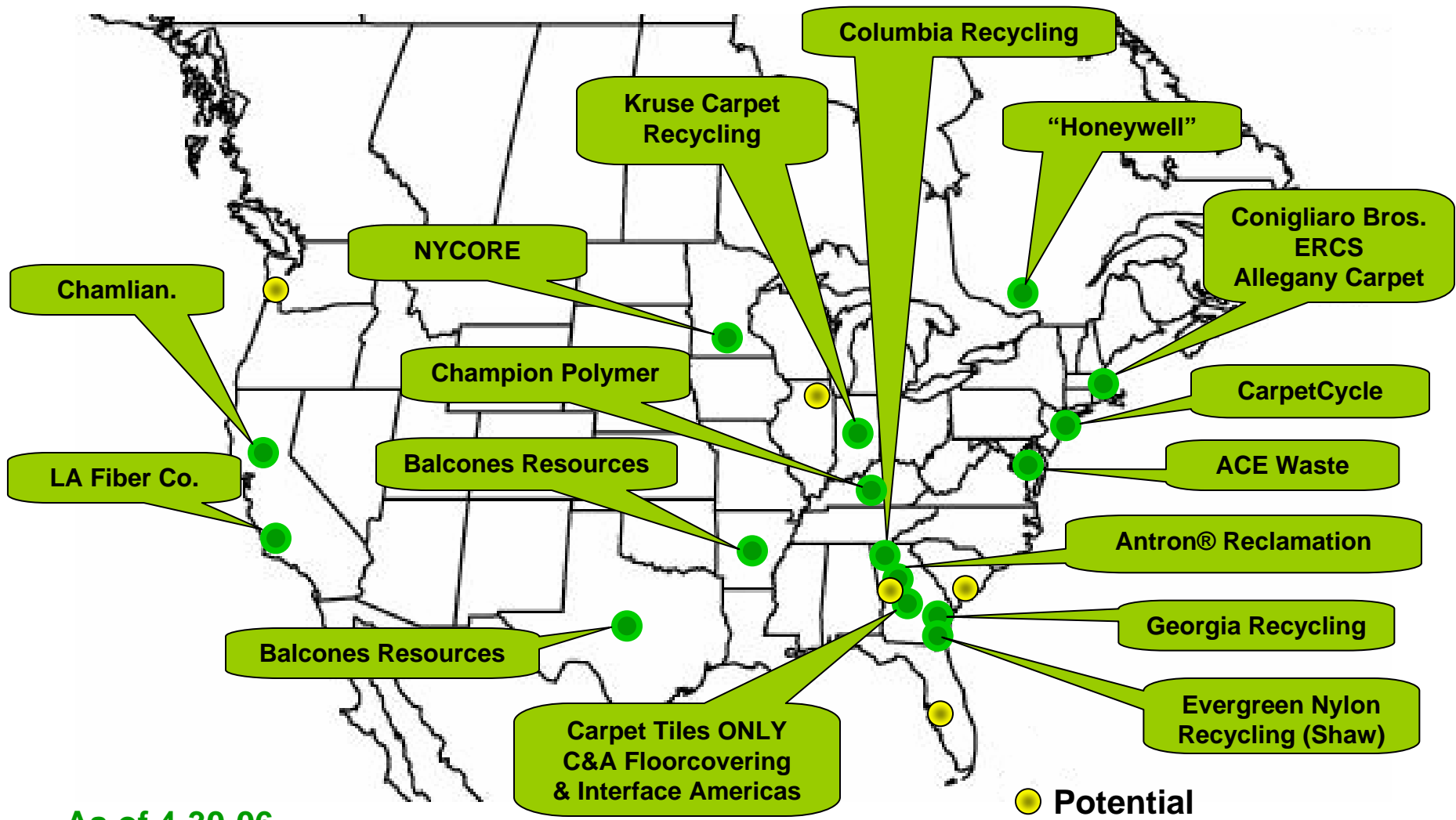


# 2005 Accomplishments

- Expanding Reclamation Network
- Procurement Project
- New Members & Sponsors
- Interiors & Sources Magazine top:  
*25 Environmental Champions for 2005*
- Revamped CARE website
- New Hire
- Exposure

***Real Progress being made!***

# Reclamation Network - Expanding



As of 4-30-06

# *CERTIFICATE OF CARPET RECLAMATION*

## *StarNet/CARE Carpet Reclamation Program*



Certificate No.: 00002-06

Client: Atlantic County Utilities Authority

Project: Atlantic City Convention Center  
One Miss America Way, Atlantic City, N.J.

Flooring Contractor: Baumgardner Floor Covering (BFC, Ltd.)

Quantity: 45,000 Square Feet

Weight: 50,000 pounds

Collection Period: July 2005

Date Presented: February 27, 2006

*This carpet was not sent to a landfill. Thank you for making a difference in our environment, our community, and our future.*

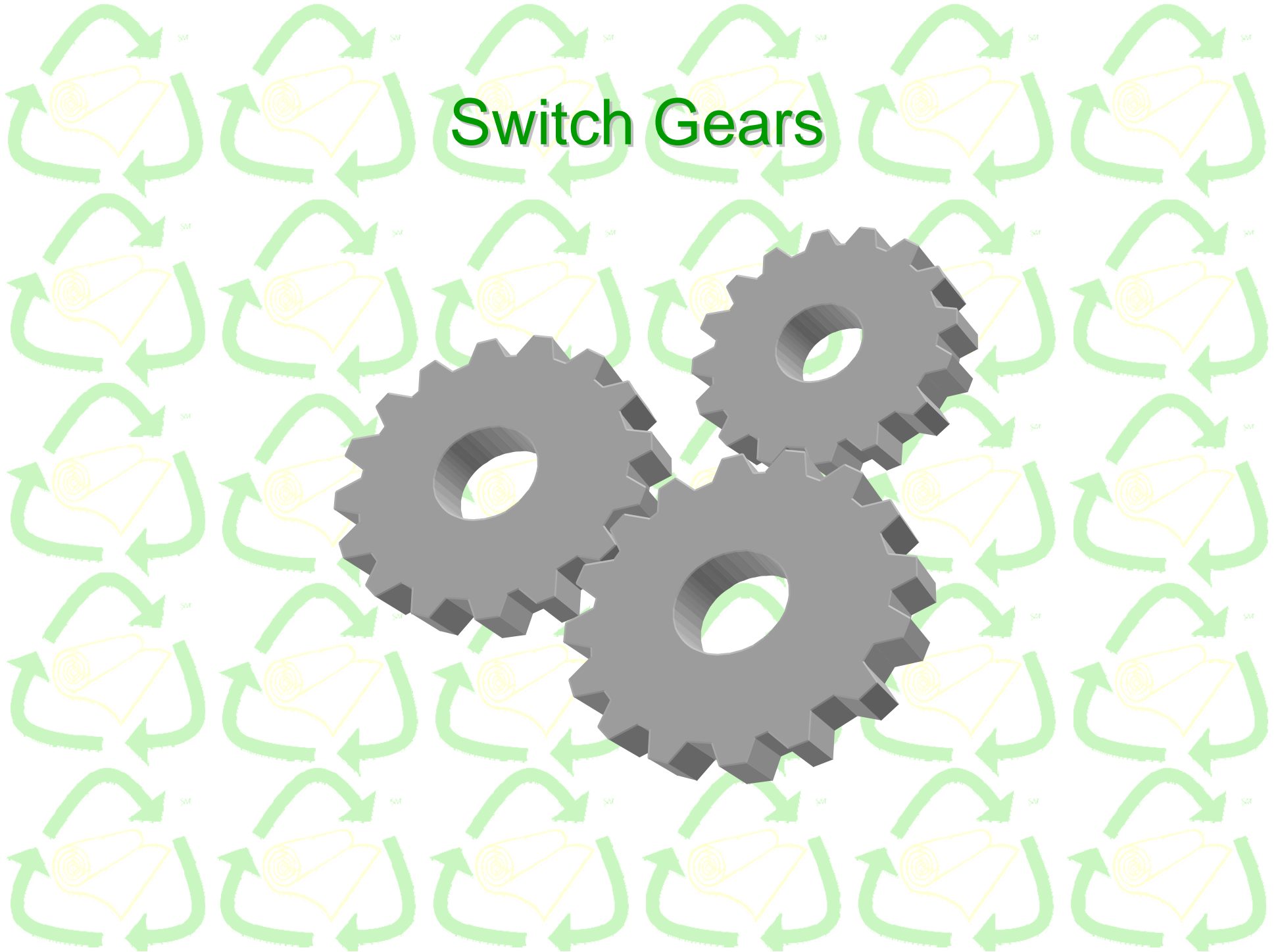
Lori Dowling  
President & CEO  
StarNet®

Robert Peoples, Ph.D.  
Executive Director  
Carpet America Recovery Effort

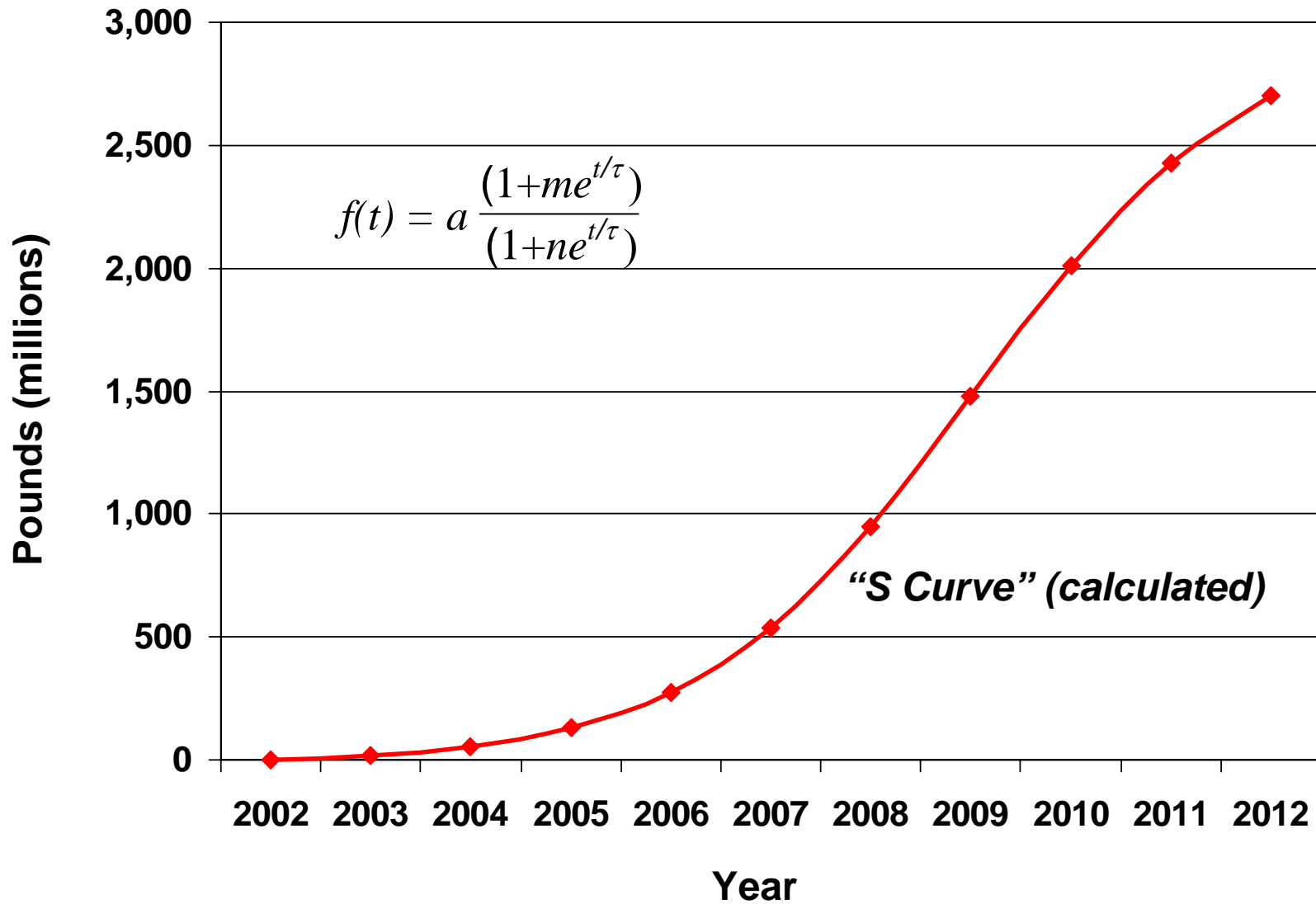


*Jeremy Stroop*

# Switch Gears

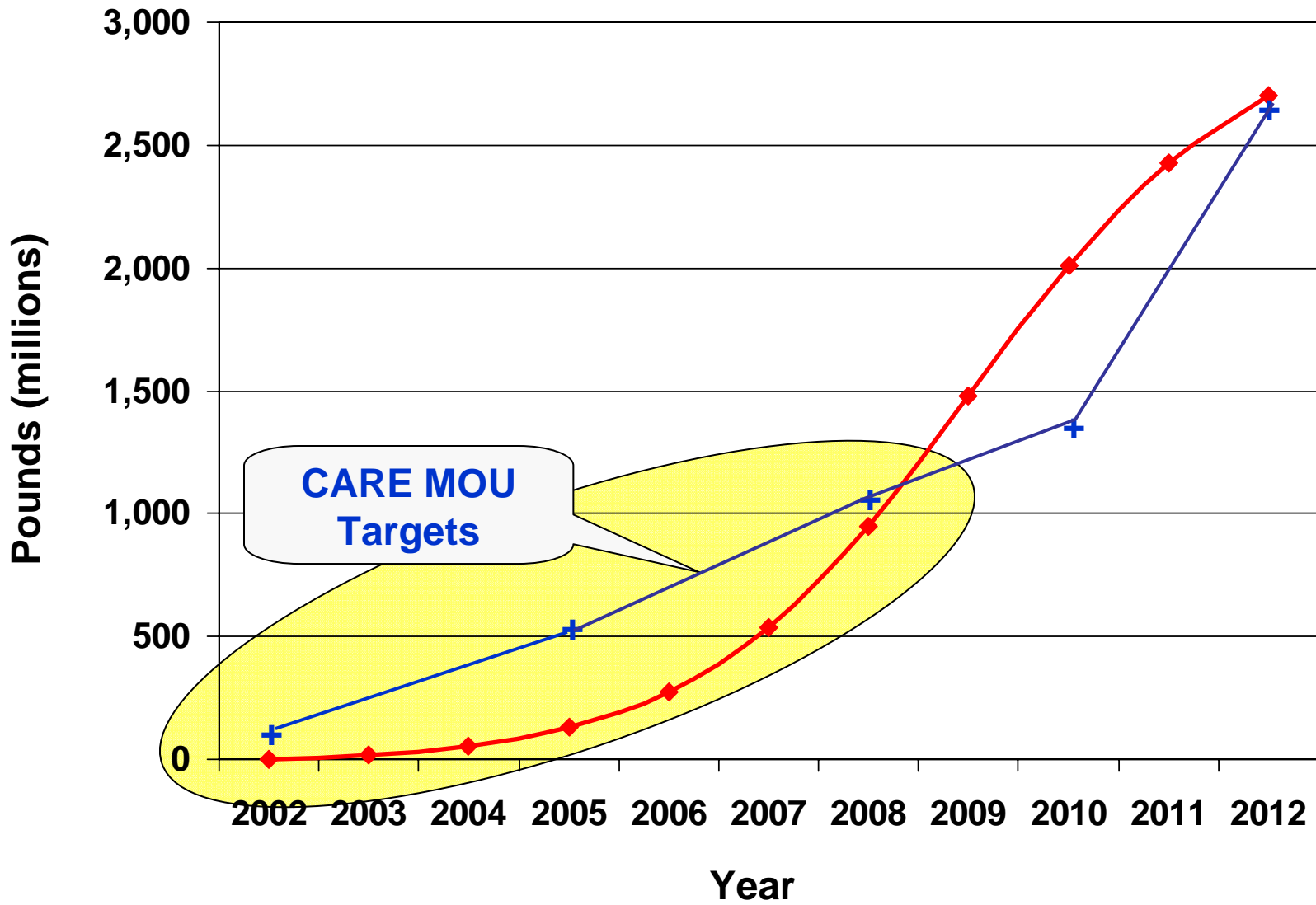


# Bass Diffusion Model of Innovation



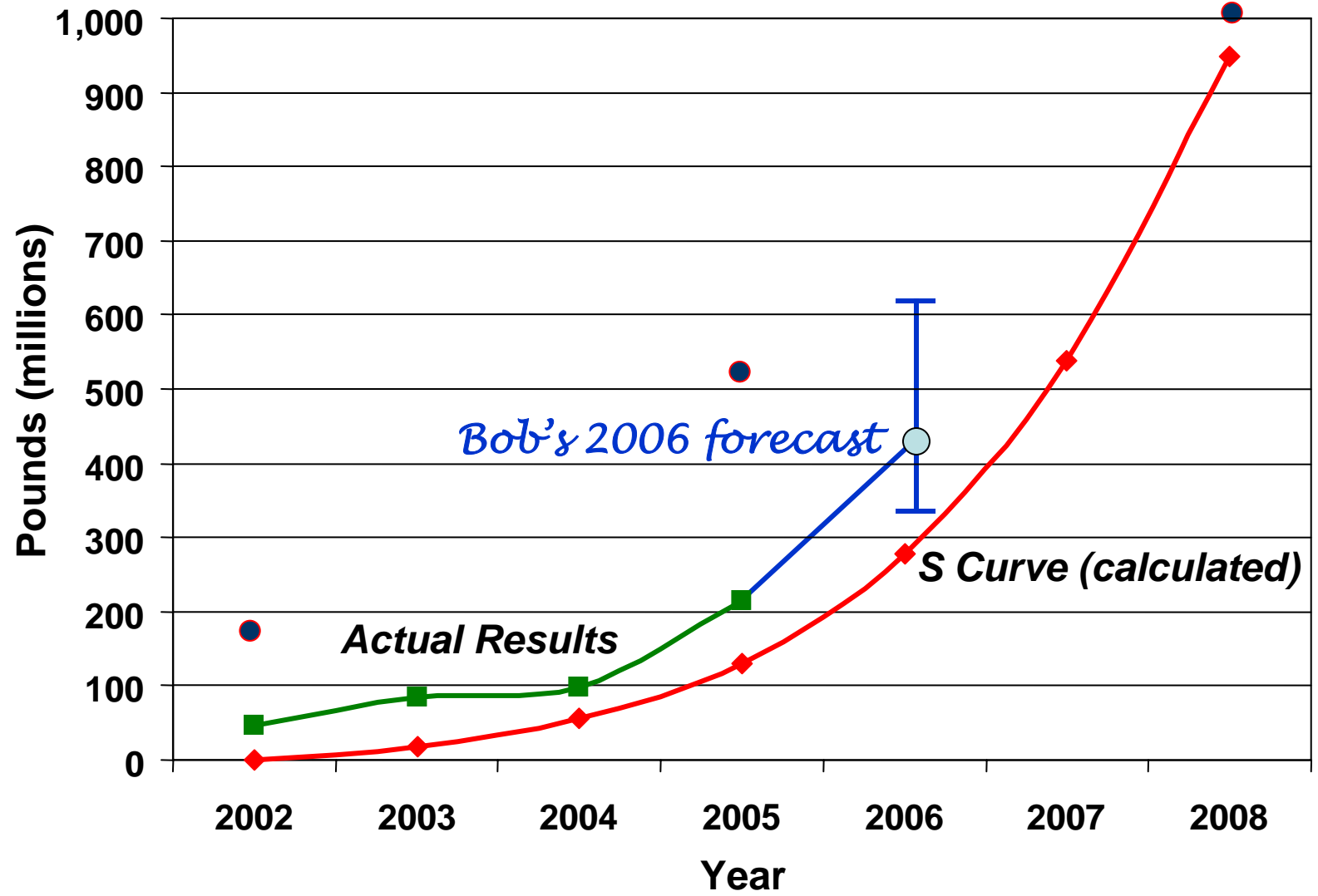


# Bass Model vs. CARE Targets





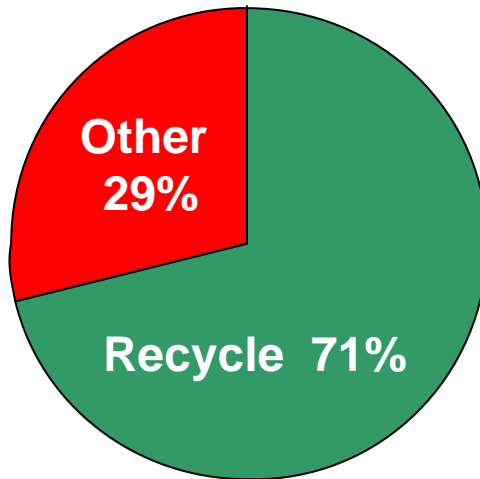
# CARE Progress vs. Model



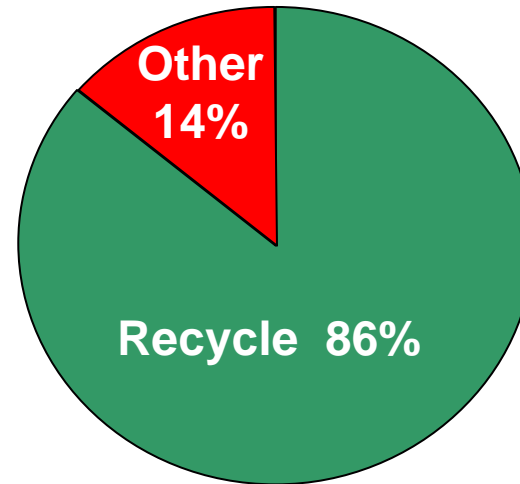


## ***Another Way to Look at Progress***

**MOU 2005  
Targets**



**Actual 2005  
Accomplishments**

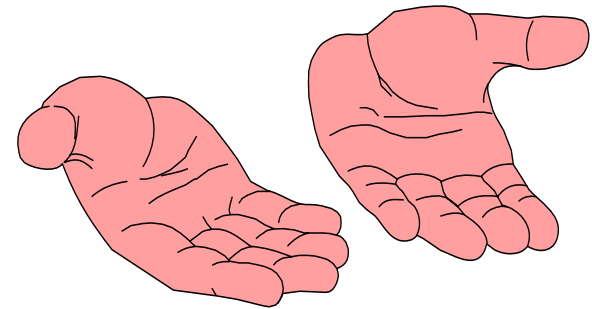


***Focus continues to be in the right area - Recycling***

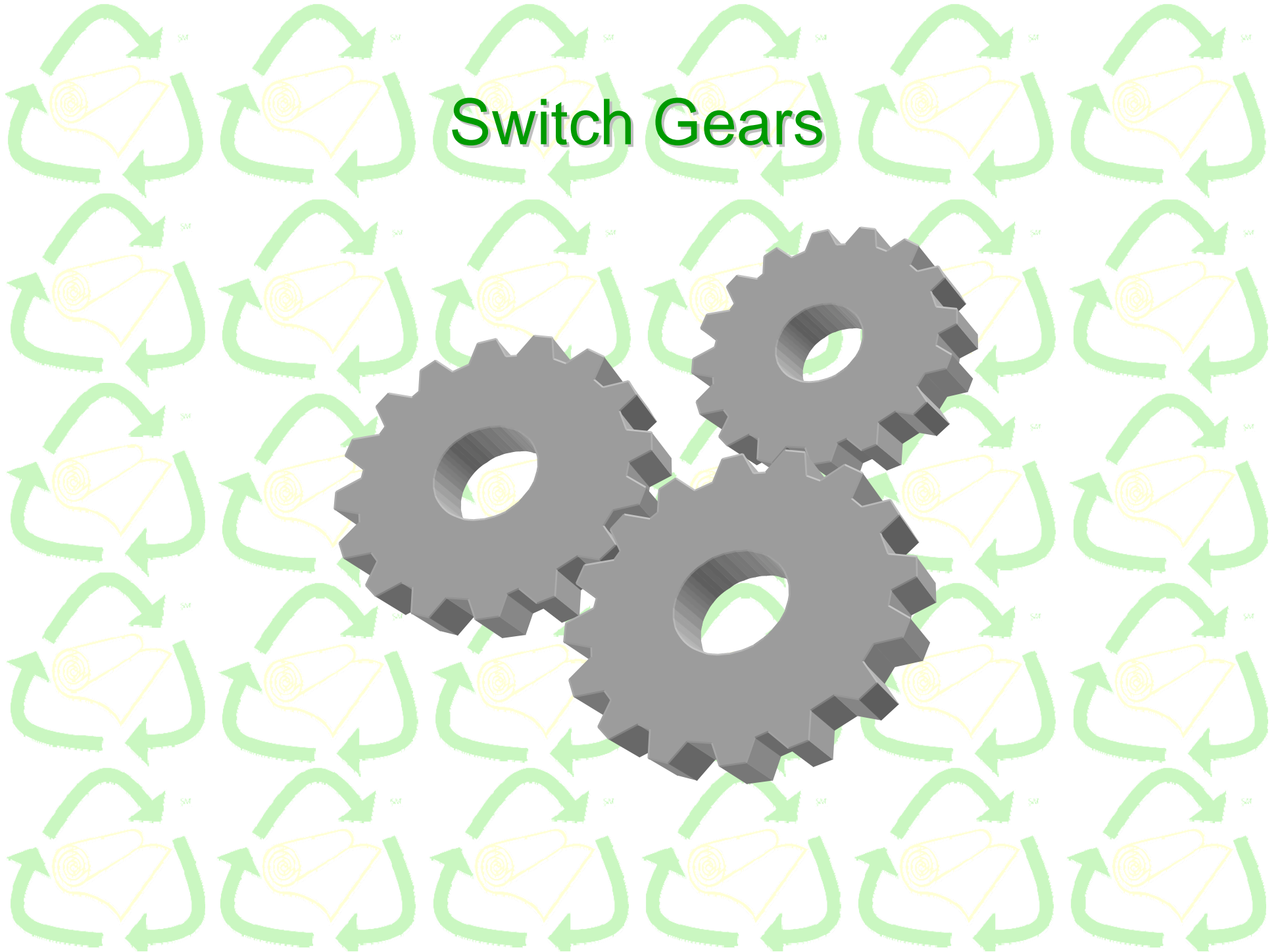
# Issues / Challenges / Concerns



- Focus
- Speed
- ID Technology
- Geographical coverage
- WtE vs. Reuse & Recycle
- Funding
- *Volume*



# Switch Gears



**NEWS!**

Shaw S | C™

*more shortly from Russ DeLozier .....*



**ANNOUNCEMENT**

**Key National  
Retailer  
[Masland Client]**



**Masland**<sup>TM</sup>  
c o n t r a c t

**Sustainable  
Partnership**

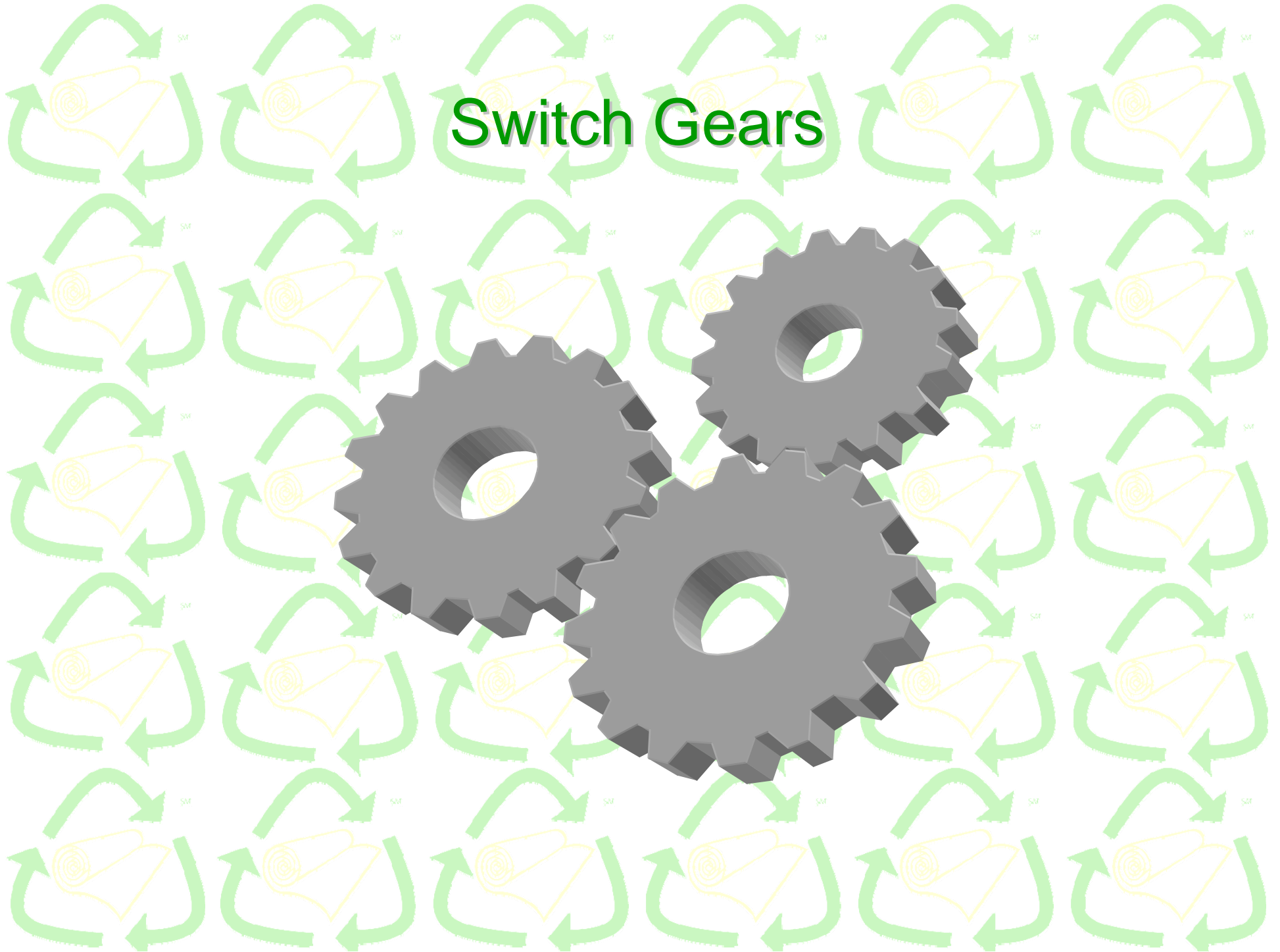
**Champion**<sup>TM</sup>  
POLYMER RECYCLING  
A Division of Infiltrator® Systems Inc.



**CARPET**<sup>SM</sup>  
**AMERICA**  
**RECOVERY**  
**EFFORT**



# Switch Gears





# Why We Will Succeed

- Oil will top \$100/bbl
- Oil will stabilize in \$55-65/bbl range
- Oil will NOT drop to low prices
- PC Carpet will increase in value
- People are learning how to do this
- Tipping Point
  - Consistent supply
  - Consistent quality
  - Reliable volume
  - Economically viable



# Why We Will Exceed\*

- China:
  - Population of 1.3 billion
  - Population growing 10% per year
  - Oil consumption will grow to exceed U.S.
  - China will build *40 billion* square meters in the next 30 years!
  - 60 mega-cities
- India:
  - 45 mega-cities

***Will command resource demand!***



# Perspective

67,077

- 40B m<sup>2</sup> > 436B ft<sup>2</sup>
- Pentagon = 6.5M ft<sup>2</sup>
  - Largest building in world
- That's 67,077 Pentagons

***Think about the  
Raw Materials!***





# Thanks

- CARE Board of Directors
- Our Annual CARE Members
- Conference Sponsors & Exhibitors
- MN, WI, IW -- Vision & Leadership
- Entrepreneur's
- CRI Staff (Werner, James, Joan, Linda, Jason)
- All of You
- Jeremy
- Donna

*Frank, Ron & Paul*

A photograph of a sunset with a bright orange sun in the center. Silhouetted branches and leaves are visible in the foreground, with several water droplets on a leaf. The word "QUESTIONS?" is written in a bold, white, sans-serif font, slightly curved, in the upper right quadrant of the image.

**QUESTIONS?**