

# Reclamation Case Study

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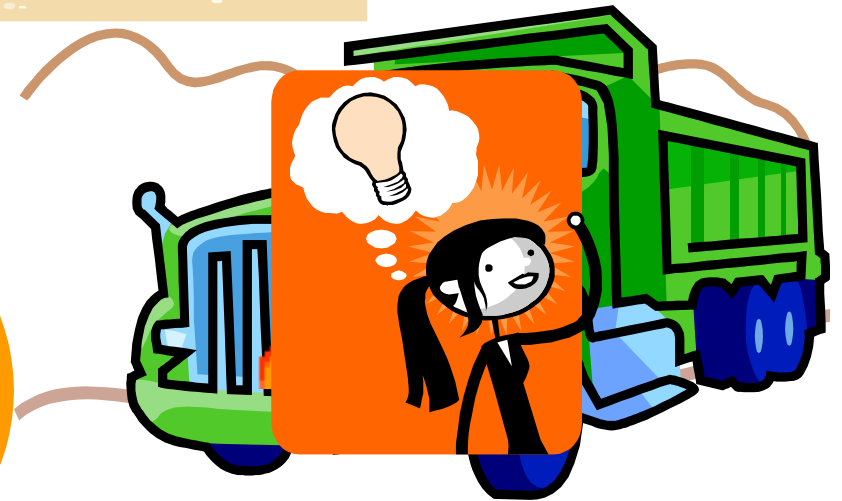
# Agenda

- How I got here
- Things I did right
- I should've listened
- Cool stuff I've figured out





# How I got here



# Why San Francisco in 2007?

- Green area\*
- Limited yard space for dumpsters
- High disposal costs
- Limited competition
- Open recycling for source separated materials
- 75% Diversion Goal by 2010
- Regulations (*C&D, LEED, AB32*)
- Near port & rail, not near Dalton

\*Popular Science 2/8/2008: San Francisco #2, Oakland #4



# SF Carpet Recycling

- 10,000 s.f. in San Francisco with 4 dock doors, easy freeway access, near transfer station
- 8'x8'x16' containers w/roll-up doors, contracted transportation
- Skidsteer w/grapple bucket
- Forklift w/turning forks
- 2 carpet analyzers
- 2 balers, 1 scale
- Staff of 3-6





# Things I did right



- Attended CARE Conf & met peers
- Secured N6 & N6,6 outlets
- Researched disposal costs
- Joined NCRA, CARE, GBC
- Partnered with BOMA, StopWaste.org
- Issued press release
- Targeted demo contractors
- Bought used (*reinforced*) equip
- Small, woman-owned business
- Found Gov't & NGO allies  
(e.g. Dept of the Env)

- Aligned with carpet reps
- Remained neutral
- Contract labor force
- Charge for intake
- Focus on Customer Service  
(*customers on both ends*)
- Bought a dump truck



# I should've listened

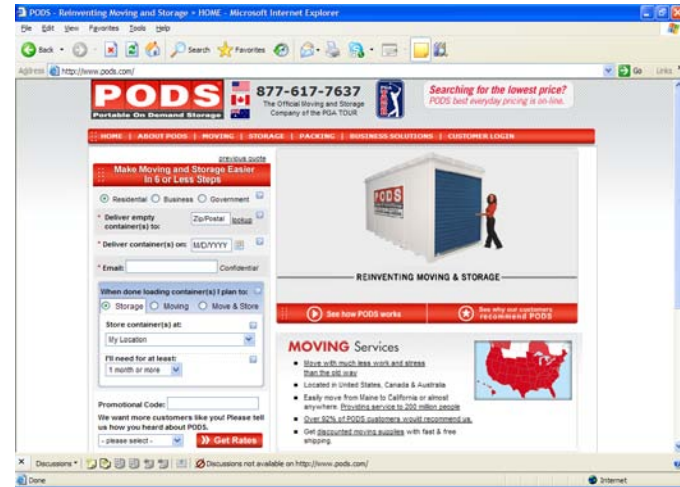
*(or I wish someone had told me)*

- Drive in access is **KEY**
- Find *(multiple)* outlets even for “easy” materials
- Scavengers pick up foam for free
- Cashflow is key
  - Big companies pay slowly
  - GC's often withhold 10%
  - Charge for insurance
- Take pictures
- Graffiti happens *(use Goof-Off w/carpet)*
- Understand franchise agreements
- Don't allow scrap
- Don't allow big pieces



# Cool things I've figured out *PODS* type containers

- Pro's
  - 8'x8'x16' (1 parking space)
  - 3.5 ton (31cy) capacity
  - Keeps carpet dry
  - Lockable & attractive
  - May private label
  - Can move w/tilt-bed wreckers
  - Grow & Shrink Fleet (*leased*)
  - Invested in sets of six 1600# dollies
- Con's
  - No top-load
  - Can't drive in
  - Can't tip



# Encourage Better Preparation

- 6' rolls
- Clean & Debris Free
- Dry
- Tie without tape

**“Preparing Carpet  
for Recycling”  
1 minute video**



# Demo Contractors Prep for Unload



# Dollies are key



# Label Samples for Recordkeeping

- Audit trail for LEED
- Jobs often spec'd well in advance
- Inexpensive and easy to use (even on carpet tile)



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**\$34.99**  
each



# More cool things I've figured out

- All the mill reps want to align with you\*
- Almost everyone cares
- Small green banks support small businesses
- Web site and video are not hard  
*(helps opportunities find you)*



\* Helps with incoming volume, but only part of outgoing. Currently, small percentage of discarded carpet goes back into carpet related products.

# Hang on. We're almost there!

Friday, May 2, 2008 - 1:21 PM CDT

## Al Gore's green fund closes at \$683M

Nashville Business Journal - from GreenBizJournal.com

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Al Gore's **Climate Solutions Fund** has closed with \$683 million to invest in early-stage green companies.

The Financial Times reports the fund will focus on renewable energy, energy efficiency technology, biofuels and biomass. This is the second fund for Generation Investment Management. The first focused on larger firms the fund deems to be environmentally friendly.

Gore, a Nashville resident, is chairman of Generation Investment Management, while former Goldman Sachs Asset Management boss David Blood manages Generation.

Blood told the Financial Times the size of the fund is an indication that green investing is going strong, despite general economic and financial troubles.

"A fear expressed by some is that the first thing to go in a downturn is the nice-to-have sort of investment. Some people put green investments in that category, but we think that is nonsense. This is not nice-to-have - it is fundamental finance...because the transition from a high-carbon to a low-carbon economy is a ginormous step that is going to happen quickly," he told the newspaper.

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# Resources



- YouTube search on “carpet recycling”
  - “Intro to Carpet Recycling “ video  
<http://www.youtube.com/watch?v=FgEWh1MfUA>
  - “Preparing Carpet for Recycling” video  
<http://www.youtube.com/watch?v=q71YOVe0hSA>
- Stickers for Containers
  - Contek (630) 289 5600
- Embroidery - minimum qty of 4
  - <http://www.queensboro.com>
- Inexpensive address stampers (*for bale tags*)
  - <http://www.vistaprint.com>
- Promotional roll-off pen holder
  - <http://www.recycledproducts.com/?pid=254&cid=10>
- Sample labeler / Fastening Gun
  - <http://www.officedepot.com/a/products/843066/Original-Mark-III-Fastening-Gun/>

**QUESTIONS???**

