



CARPETSM
AMERICA
RECOVERY
EFFORT

2008 Annual Report

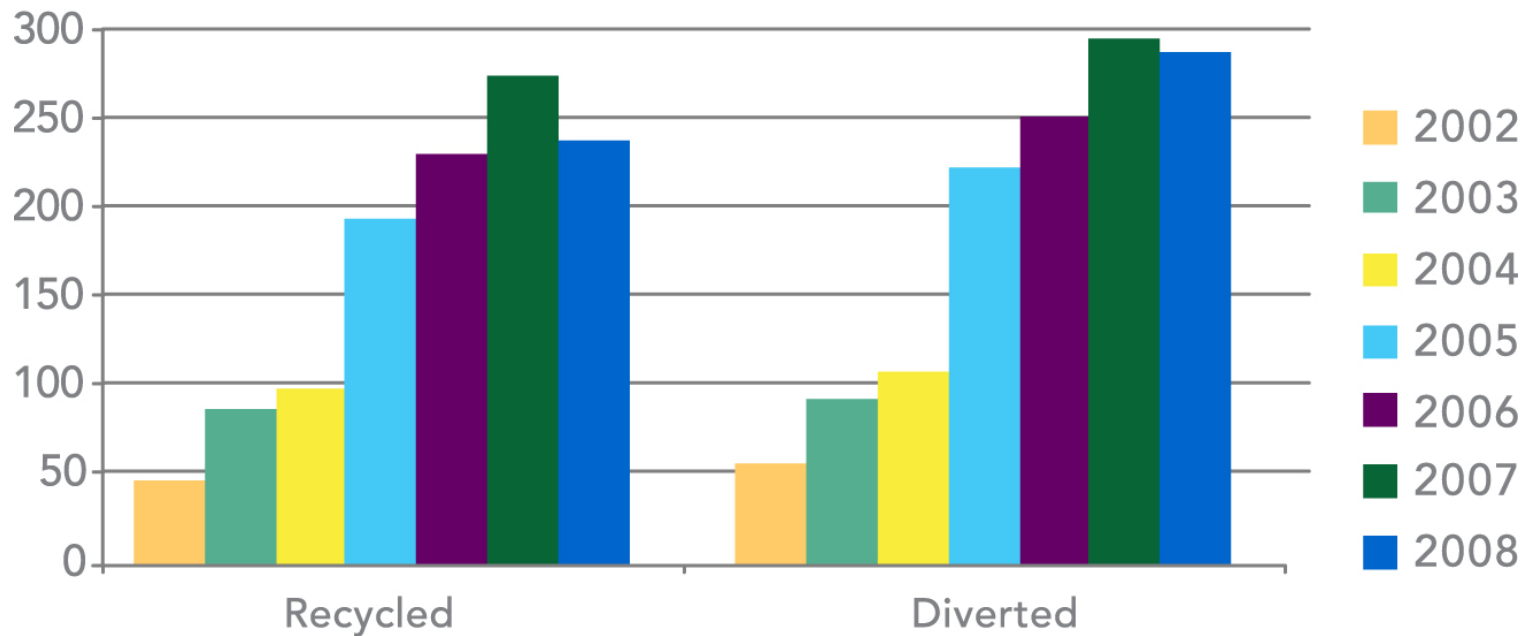
Agenda

- Key results
- Comparison with MOU goals
- Decrease in inventory
- Material flow
- Face fiber types recycled
- Qualitative results
- Suggestion to CARE
- Survey Methodology
- Q & A



Progress in Recycling and Diversion

Millions of pounds

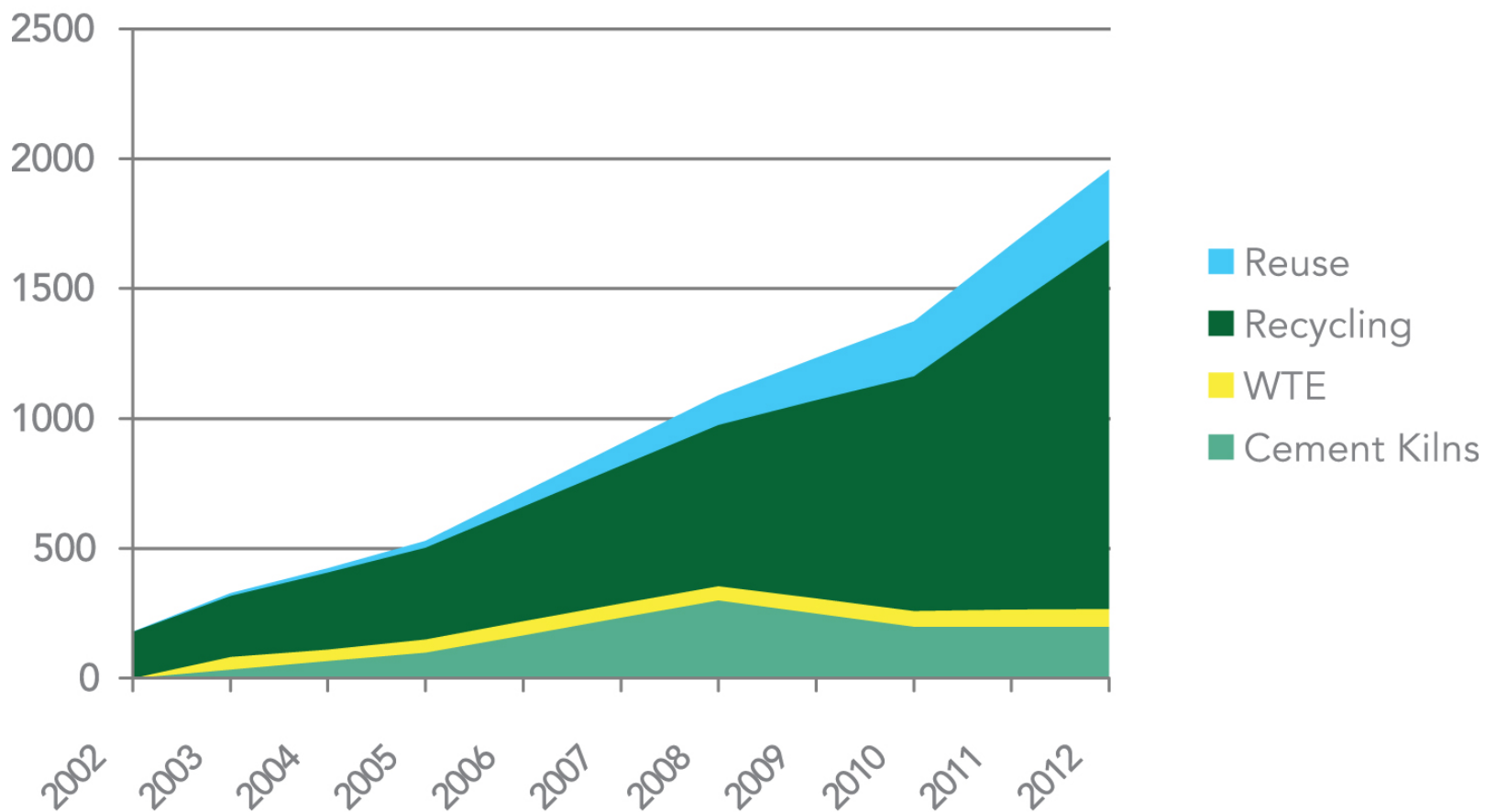


- **243.4 M lbs recycled; 292.4 M lbs diverted**
- **Recycling decreased 11.5% from 2007 and diversion decreased 0.8%**
- **Inventories decreased 17 M lbs**



MOU Goals

Millions of pounds

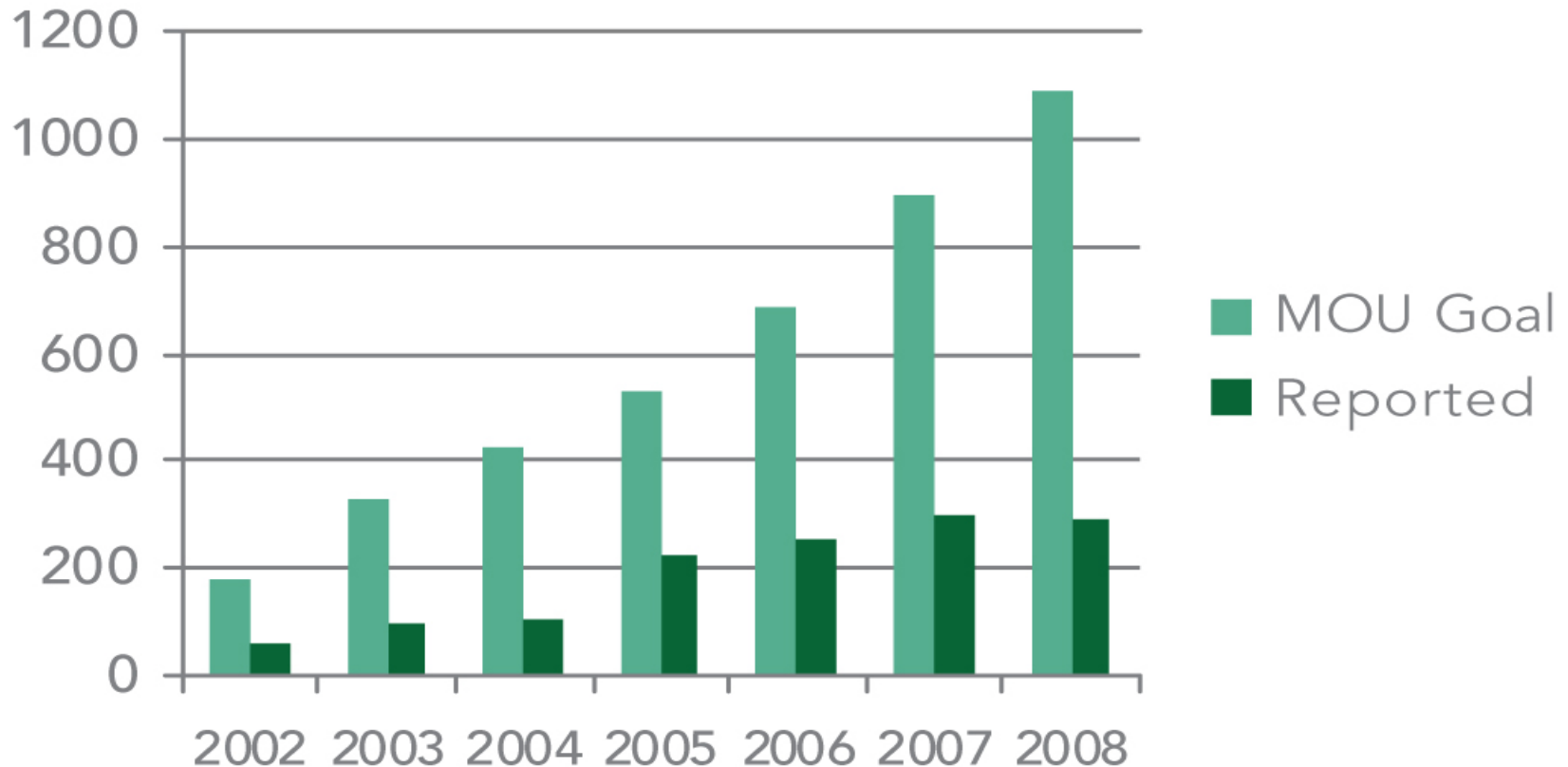


Note: WTE = Waste to Energy



Diversion Progress vs. MOU Goals

Millions of pounds diverted from landfill



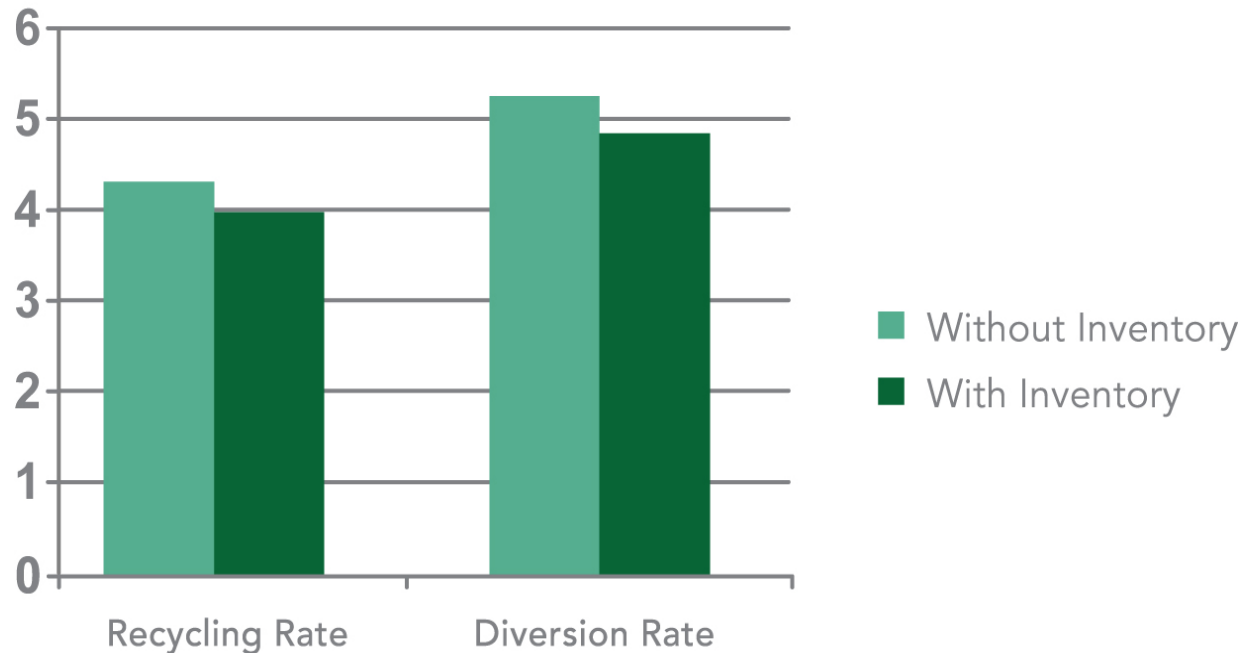
- **Gap between goals and reported levels of diversion continues to grow**



Recycling and Diversion down in 2008

(Inventory down from 2007)

Percent of Total Discards

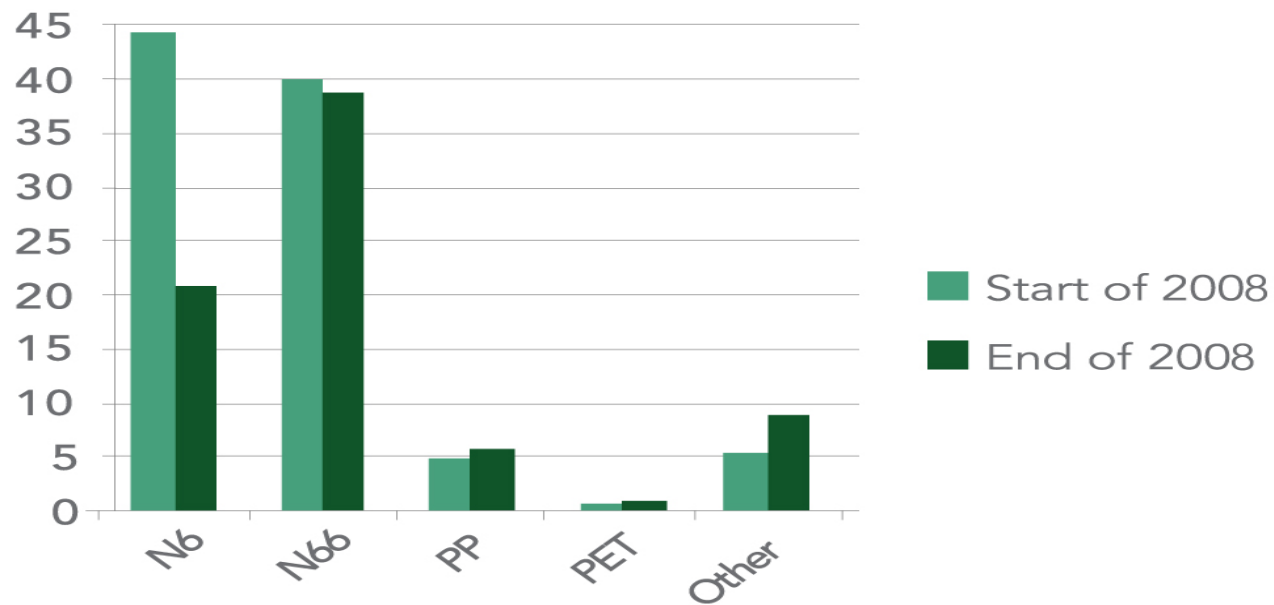


- **Inventories Decreased 17 M pounds during 2008**
- **Inventory data not included in baseline recycling rate calculations**

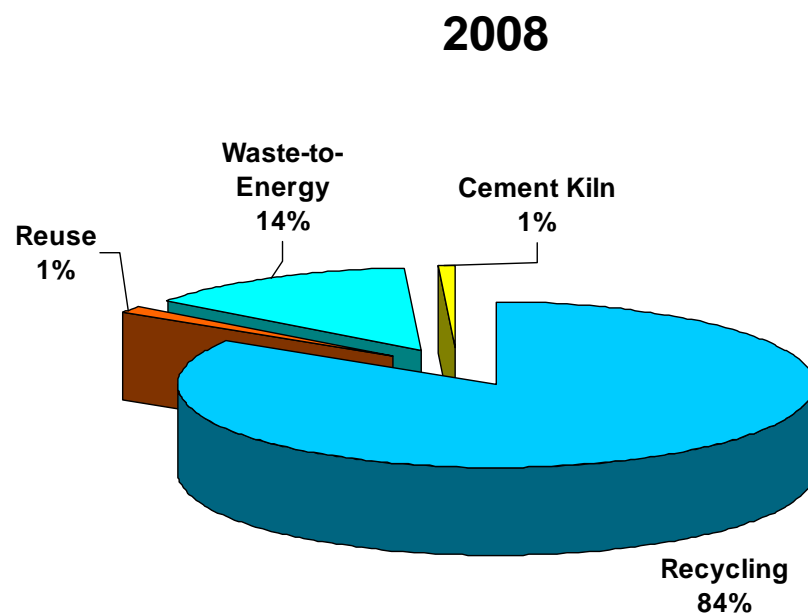
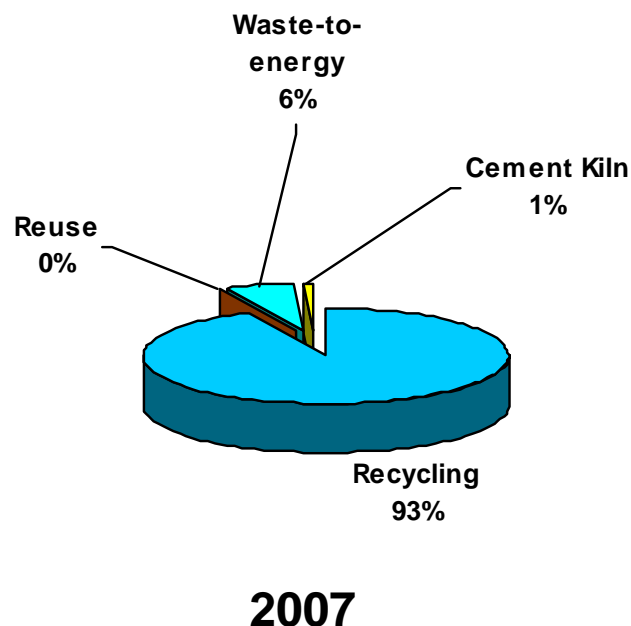


Inventory by Fiber Type

Millions of Pounds in Inventory



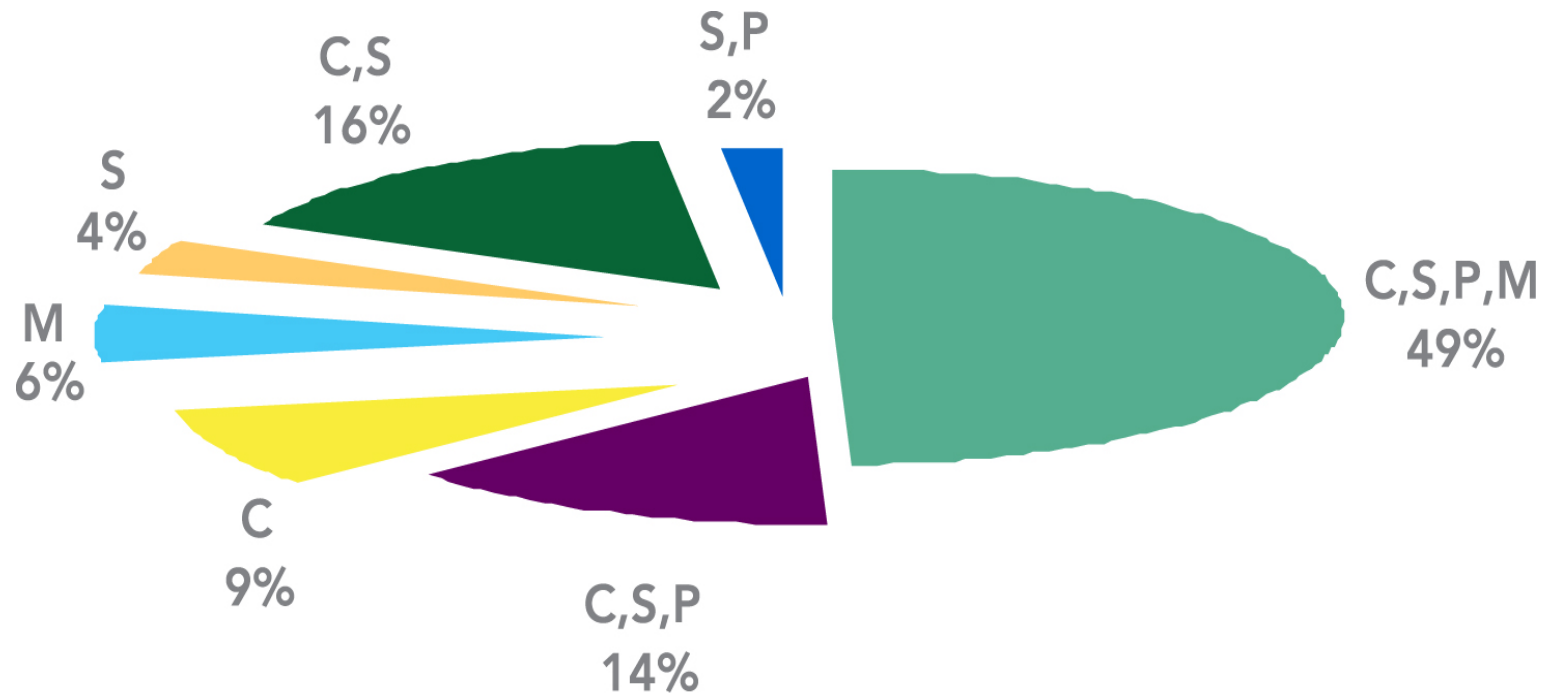
Breakdown of Diversion in 2008



- Recycling still major diversion but it is down from 2007
- Waste-to-energy contributed higher percentage than 2007
- Cement kilns percentage remained constant with 2007
- Reuse registered for the first time



Types of Companies Recycling

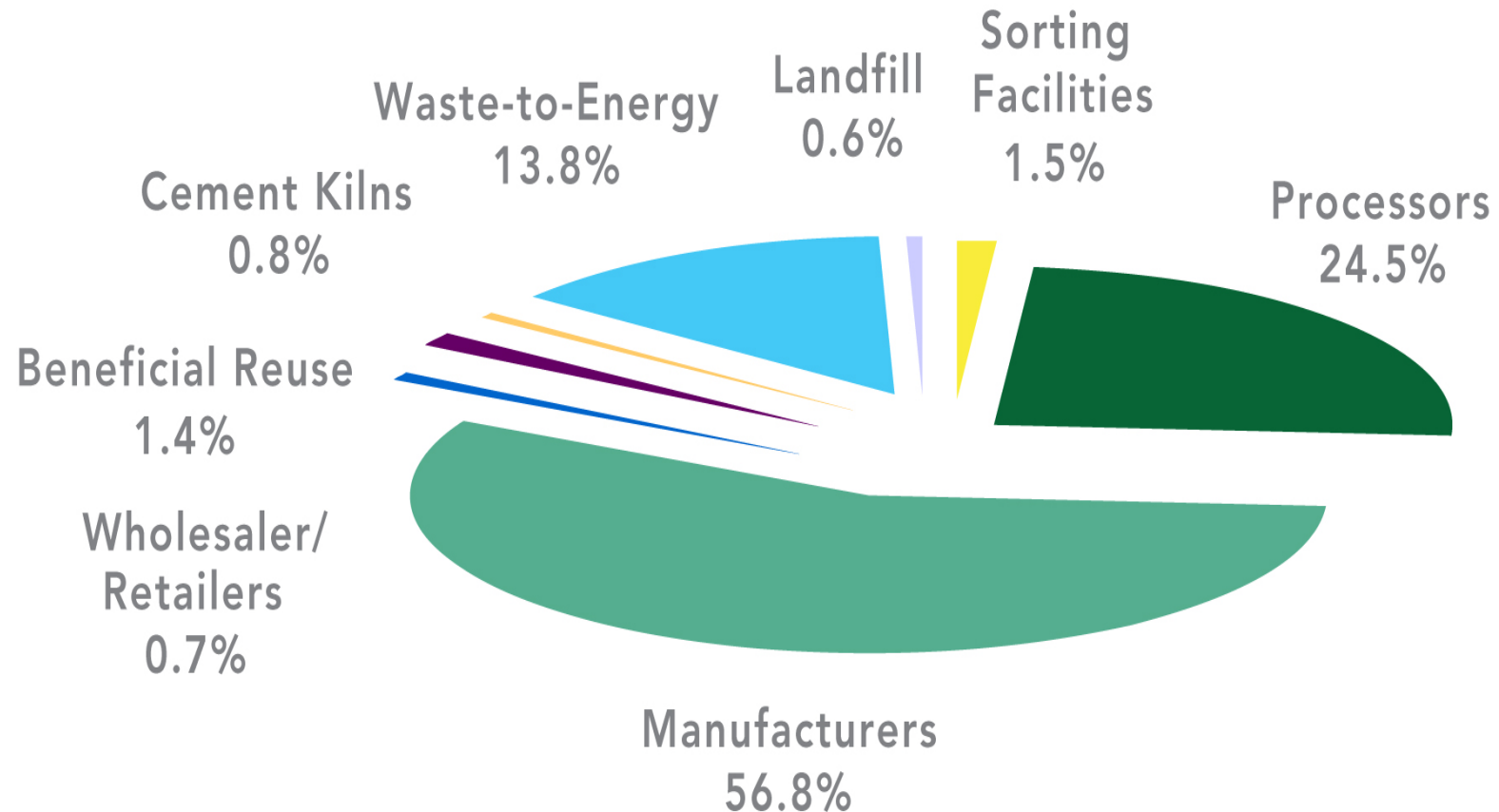


C=Collector, P=Processor, S=Sorter, M=Manufacturer
(Percentages reflect percent of total post-consumer diversion)

Largest contribution continues to be provided by companies performing all four functions



Destination of Post-Consumer Carpet



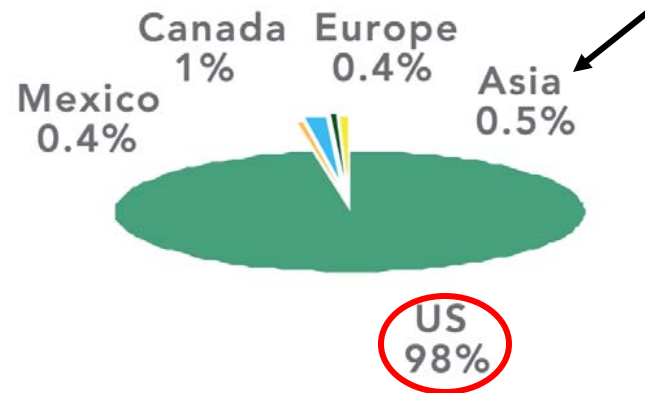
- **Significant diversity in destinations**
- **Manufacturers continue to be primary destination**



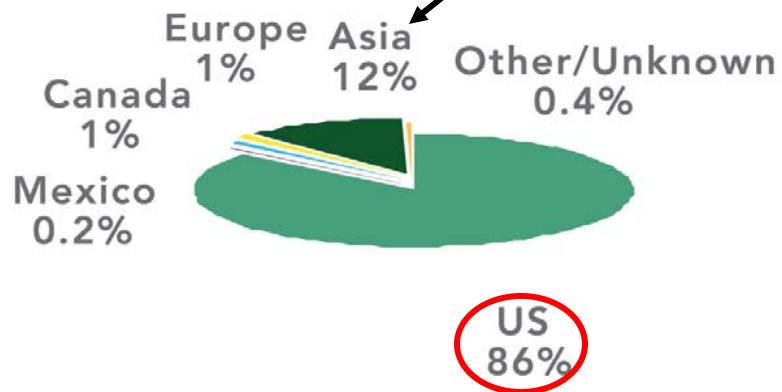
Geographic Destination of PCC

(Results are percentages of the total flow for which destinations were reported)

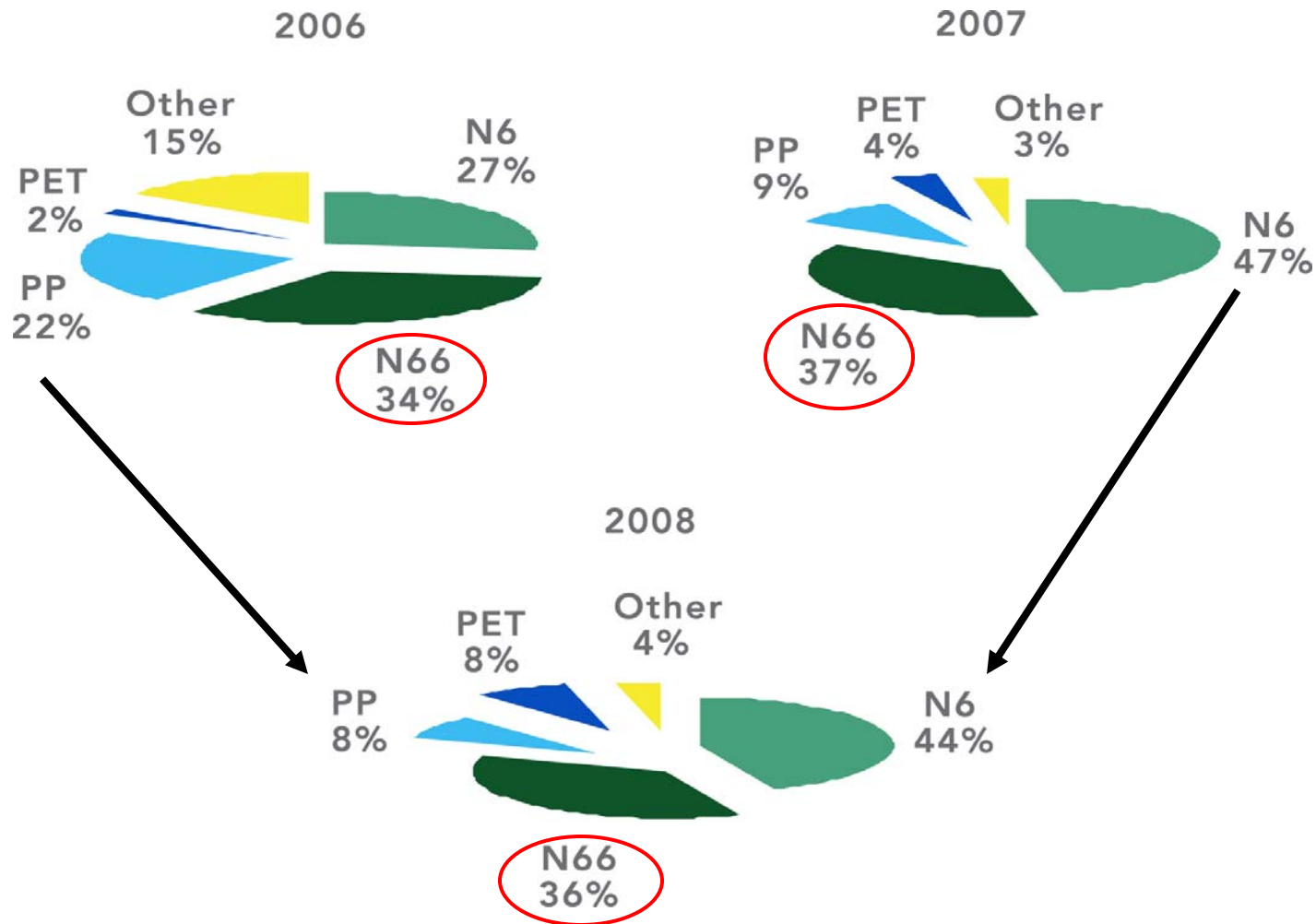
2007



2008

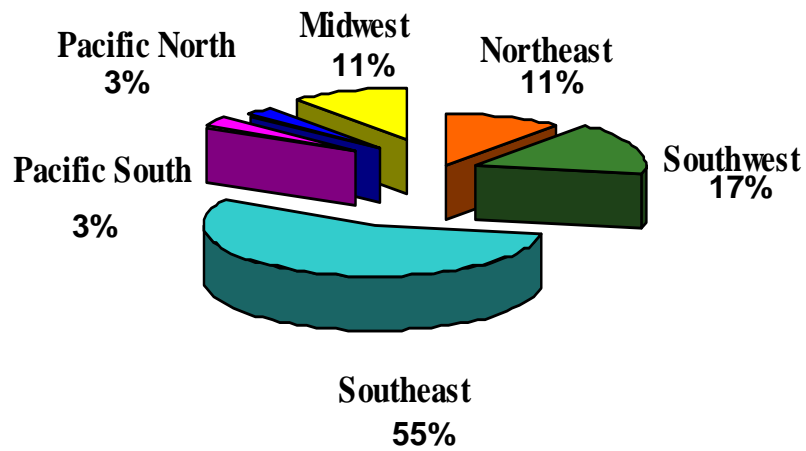


Breakdown of Fiber Type Recycled

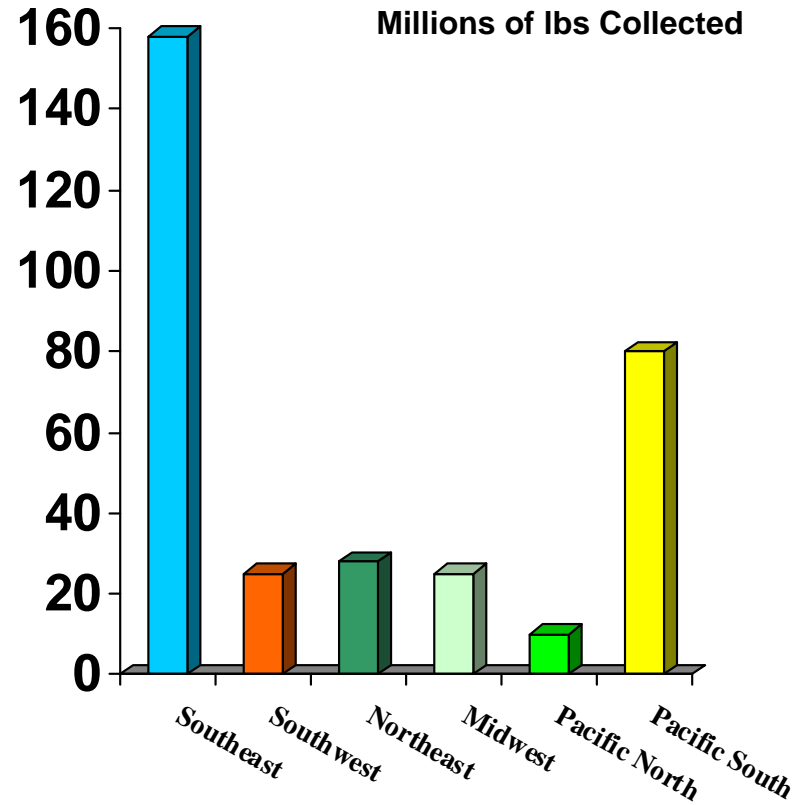


Companies and lbs collected by Region

Companies by Region



Pounds Collected by Region



Qualitative Survey Feedback

Achieved Needs to Do More

Presentation Support at Local Governments	12	4
Research on Processing Equipment	6	7
Separation Technologies	6	5
Facilitate Meetings with Entrepreneurs	3	18
Information on Regional Recycling	13	3



Note: Number of Companies reporting that they received support from CARE in 2008 was slightly lower than in 2007



Specific suggestions regarding types of support CARE should provide

- Explore recycling subsidies
- Advocate for government subsidy of income associated with recycling.
- Assist in finding and developing markets for items that use post-consumer recycled material outside of the carpet and plastics industries.
- Assist in finding and developing markets for N66 and PP.



Specific suggestions regarding types of support CARE should provide

- Develop and enforce a fee for post-consumer carpet dumping going to recyclers
- Perform asbestos awareness education.
- Research best methods for collection.
- Evaluate feasibility of carbon credits for the recycle and diversion of post-consumer material.
- Develop marketing materials to identify products containing post-consumer recycled content.



Key Features of Survey Methodology

- Survey approach utilizes web-based tool
- Narrowed focus of data-gathering
- Confidentiality assured to all participants
 - No data released regarding individual company results
- Incentive provided for response
 - Shaw CARE Conf Scholarships + a reduction in CARE dues
- Data gathered to try to minimize double-counting
 - Geographic region for source material
 - Types of facilities that material is sent to



- Improved quality of results
 - Excellent response rate
 - Highly specific adjustment to eliminate double-counting
 - Gathered information on changes to inventory



Summary and Conclusions

- Reported diversion and recycling decreased slightly, 0.8 and 11.5 percent, respectively, from 2007 to 2008.
- Report recycling represented 4.3 percent of total discards and diversion represented 5.2 percent of total discards in 2007 against the MOU.
- Reported decreases in inventories totaled 17.2 million pounds in 2008.
- As has been true in the past, the largest fraction of recycling is attributed to companies that perform all four key recycling functions: collection, sorting, processing and manufacturing.



Summary and Conclusions

- 57 percent of the post-consumer carpet material recycled was sent to a manufacturing facility and 25 percent to a processing facility
- Approximately 86 percent of the material reported to be recycled was sent to facilities in the U.S.
- There is considerable awareness of the activities CARE undertakes to promote post-consumer carpet recycling, particularly with regards to facilitating communication amongst and between carpet recyclers.
- N6 fiber was higher % and PP declined in 2008





Questions

