



**2007 Entrepreneur Meeting**  
**Houston, TX**  
**October 2, 2007**  
**Notes**

**Expectations**

- Learn about additional market outlets.
- Collect all, test all, outlets for other materials.
- Alternative way to collect from smaller dealers (smaller trailers) (space, volume).
- Learn general knowledge.
- How to handle/make money from “companion” materials.
- Tack strips – how to separate, value?
- Increasing volume of PET (going up dramatically) 3:1 increase versus PP
- Understand what is coming in.
- How to use waste streams, incorporate additives to upgrade or make new materials.
- Secondary market impacts on our flow, outlets, value.
- Impact of oil at \$100+.
- Impact of backing systems on recyclability (glass, paper, etc.).
- Trim waste not a big problem.
- Marketing tools to get the word out: who are we, why do we want it. (CD, tools, video).
- Federal regulation for recycling.
- How to find additional outlets:
  - What is needed?
  - How can entrepreneurs help identify?
- Government wants recycling. How to get government to use/specify our products.
- Become more knowledgeable of consequences of new products/additives.
- Options for next steps beyond just collection, but short of producing final products (expense, value).

**Progress**

- Not good; no N66 outlets.
- Identification technology and access has become easier.
- Testers extremely reliable, thus quality is good = less labor used to rebale.
- CARE Conference was trigger to start up collection. Thought had outlets for everything. Only about ½ so far. Expectations exceeded reality.
- PP demand has softened.

- Commercial market specs for reclamation increasing.
- Carpet tile growing and there are good outlets. (Concern may be non-PVC tiles.)
- Money being spent on equipment (balers/i.d.), yet no pull through growth to match back end.
- Alternate energy markets are strengthening.
- Crude going to \$100+ drives alternate energy sources.
- Overall awareness of being green has positively affected growth and desire to recycle.
- Evergreen Nylon Recycling – up and running.
- Opening dialog with plastics industry.
- Expect new opportunities as oil goes to \$100+.
- US dollar weakening helps exports.
- Good news is we're in early. Bad news is we're in early.
- Import of natural gas versus oil (feedstock).
- Information on fuels → website.
- Bring in someone to speak to energy outlets (kilns) (materials we can recycle) (analogy to tire ADF).
- Economics have been tough with kilns (cost to prepare feedstock – capital to shred).
  - State air permit issues also.
  - Carpet can be part of a “recipe.”
  - Selective collection models to enrich streams.

### Where Do We Go?

- Role of government”
  - Put a price on intangible assets.
  - Facilitate wte/kiln outlets.
  - Government specifications to include PCC ADF in order to sell concrete to government jobs.
- Current N66 issue is transient (~6 months).
- Markets for recycled plastics versus strong for nylon. Separation (purity is critical). N66 - \$0.60 to \$0.70/lb. today.
- How to get to this next level of purity and form. **Critical to success.**
- Message: “Don’t wait for the government.” Lesson from paper industry.
- What comes first: supply or demand? Initially far supply came first. Transitioning now to outlets.

### Where Do We Go?

- MA Rule: any replacement job on a state project → carpet can not be landfilled. (weak enforcement)
- Idea: only buy carpet that can be recycled.
- How do we avoid putting all eggs in one basket for outlets for the key 4: N66, N6, PP, PET?

## PM Sessions

- Can CARE facilitate a bulk purchase of trucks, containers, etc. (bulk negotiation) (designs, quantity) (swing doors)?
- If using open containers, drill drain holes.
- Figure out how to handle what is in storage.
- ENR start-up went very well. Running at capacity today.
- How can mills help connect retailers with collection side?

## Session 5

- PET and PVC → concern. Proper controls will handle this.
- Focus is on residential interest, not much commercial.
- Other streams: PVC rubber coving, VCT tile, (contact Tarkett, Armstrong, Mannington).
- Brochure (CARE) to place at retail or window sticker (reorder mechanism).
- How to promote first contact for information.
- Bulk Buy Committee - **ACTION**
  - Brad Robinson
  - Jack Flaacke
  - Bruce Moore
  - Katie McCurry
  - Ana Estrada
- Marketing Committee - **ACTION**
  - CARE/general
  - Scott Price
  - Ellen Raynor
  - Jeremy Stroop
  - Henning Bloech
  - Katie McCurry
  - Brad Robinson
- Disconnect: carpet versus plastic world.
  - Meeting: put both in same room and facilitate dialog.
  - Trex is funding efforts to capture clean HDPE streams. How can we copy?
  - Paper value \$145/ton OCC (Dalton). Tube lower value.
- Rule of thumb for capital/capacity investment:
- \$ per pound of capacity
- Mechanical \$0.15-0.50
- Chemical \$0.75-1.50
- Shift focus to outlets – molders.
- Rubber/tire recycle connection.
- Go to plastics recycling conf next spring – Jacksonville.
- Shows – booth/talk.