

# We Can Make A Difference

Entrepreneur Meeting

October 26, 2010

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Carpet America Recovery Effort





# Why Carpet Recycling?

- Supports Business Goals for ALL Stakeholders
- Drives and Supports Sustainable Behaviors
- Opens New Markets for Small to Large Businesses
- Gives Consumers More Sustainable Choices

# CARE

- Memorandum of Understanding (MOU) signed in 2002
- Voluntary, Nationwide Organization – 501 (c) 3
- Mission is to Divert Carpet from the Landfill and Find Market-Based Solutions for Recycling and Reusing Post-Consumer Carpet (PCC)





## Mission

The mission of CARE is to facilitate the carpet industry lead initiative to find market driven solutions to the diversion of post-consumer carpet from landfills to meet the time sensitive goals of the Memorandum of Understand (MOU) for carpet stewardship.

# Who is CARE?

- Entrepreneurs
- State and Federal Government Representatives
- Carpet and Fiber Manufacturers
- Architects, Designers and Commercial Specifiers
- Retailers, Dealers and Consumers
- NGO's



# Largest percentage of people associate green with 'traditional' ideas

- **Recycling 62%**
- Energy Efficiency 52%
- Energy Saving Light Bulbs 51%
- Global Warming 50%
- Air Pollution 49%
- Energy Efficient Appliances 49%



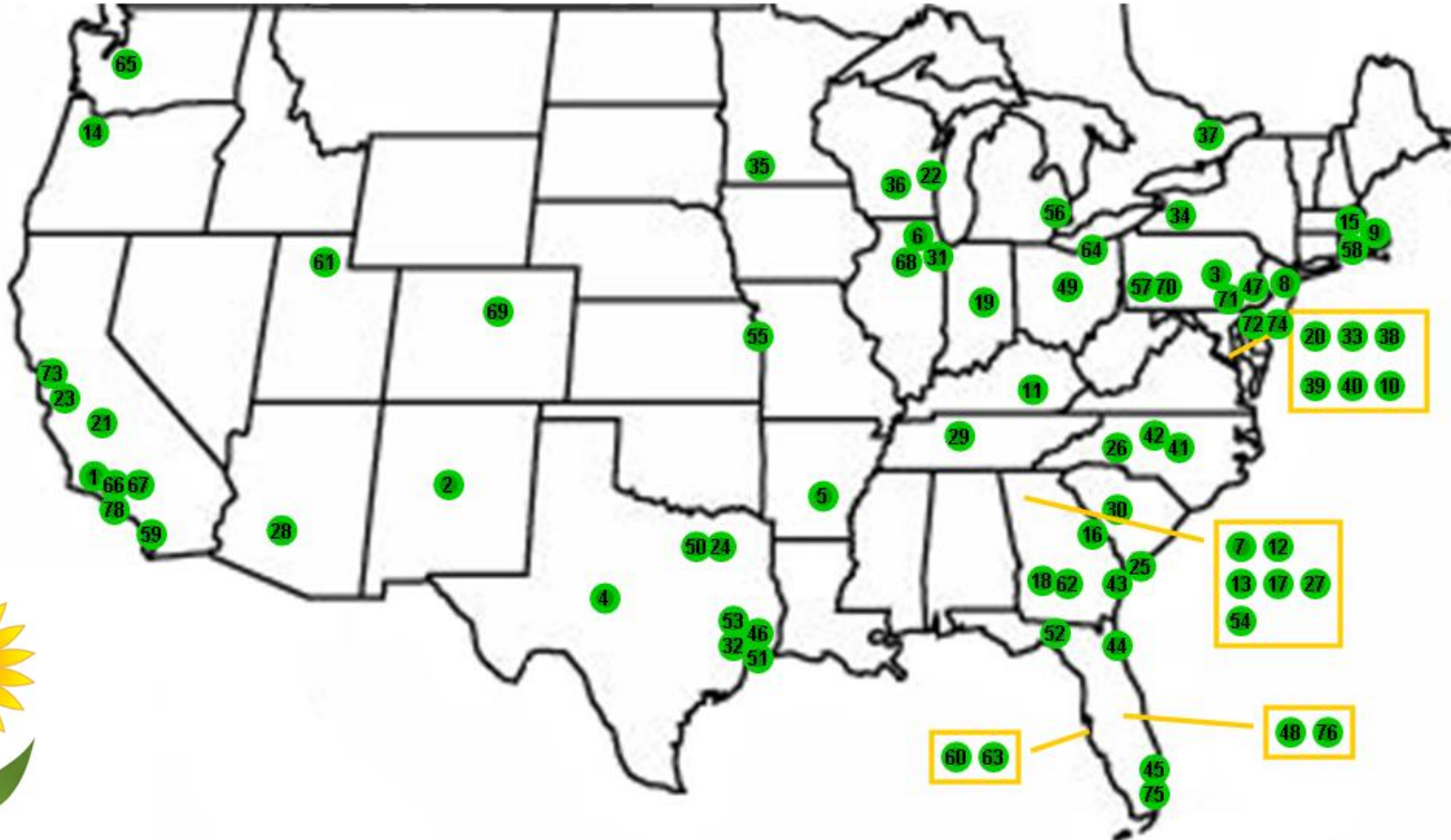
# Proper Cleaning and Maintenance

- Consumer's floor covering satisfaction increases
- Extends the lifespan of the carpet or rug
  - Decreases natural resource use
  - Decreases landfill disposal
  - Preserves consumer's initial floor covering investment



# 78 Reclamation Facilities

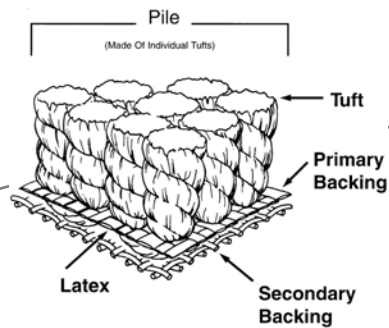
## CARE Reclamation Network



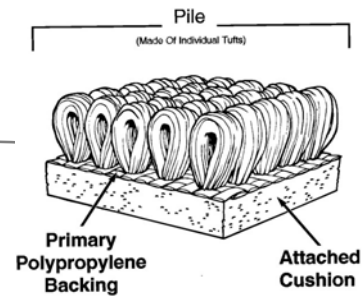
As of 9/13/10

# PCC Products Are Available Today

**Residential Carpet Profile**



**Commercial Carpet Profile**



# How To Change Behaviors

- Easy to Adopt
  - Consistently and Readily Available  
(5 Billion lbs sent to landfill EVERY year)
- Easy to Use
  - Performs like Virgin Materials  
(Auto Parts, Consumer Products)
- Easy to Justify
  - Must be at Price Parity (Supply and Demand)



# Market Drivers



# Educating Consumers



Aligned  
Dealer  
Program



# Advertising

WHEN IT COMES TO RECYCLING, WE KEEP THE GOOD IDEAS ROLLING

What happens to millions of pounds of post-consumer recycled carpet? In the case of Geohay Inc., it takes 100% recycled synthetic fibers and transforms them into a line of recycled synthetic erosion control products, including synthetic high-performing erosion control products, including synthetic bales, silt filters, ditch checks, wattles, and blankets. The result? Precious topsoil is preserved. Use of Geohay in building projects can contribute to credits in the Leadership in Energy and Environmental Design (LEED) program.

The Carpet America Recovery Effort (CARE) program is partnering with manufacturers around the globe to develop innovative ways to keep post-consumer carpet out of landfills and get it into new products. Join the recycling circle, sign up for our sustainability blog at [www.criblog.org](http://www.criblog.org).

[www.carpetrecovery.org](http://www.carpetrecovery.org)  
[www.geohay.com](http://www.geohay.com)

SOME OF THE BEST IDEAS ARE RIGHT BENEATH YOUR FEET

RELIANCE CARPET ECO-CUSHION

What happens to millions of pounds of post-consumer recycled carpet? In the case of Reliance Carpet Cushion, it is used to make carpet cushion manufactured from 100% post-consumer carpet. Designed for the residential, hospitality and commercial environment, this durable, comfortable product contributes to credits in the "Recycled Content" portion of Leadership in Energy and Environmental Design (LEED) program.

The Carpet America Recovery Effort (CARE) program is partnering with manufacturers around the globe to develop innovative ways to keep post-consumer carpet out of landfills and get it into new products. Join the recycling circle, subscribe to our sustainability blog at [www.criblog.org](http://www.criblog.org).

[www.carpetrecovery.org](http://www.carpetrecovery.org)  
[www.reliancecarpet.com](http://www.reliancecarpet.com)

GOOD IDEAS KEEP GOING AROUND THANKS TO CARE

What happens to 43 million pounds of post-consumer recycled carpet? The Carpet America Recovery Effort (CARE) program finds innovative ways to keep old carpet out of landfills and get it into new products. From carpet cushion manufactured from 100% post-consumer carpet to high-performing erosion control products manufactured from 100% recycled synthetic fibers, we're committed to keeping the good ideas rolling.

Want to know more about our voluntary program? Join the recycling circle, subscribe to our sustainability blog at [www.criblog.org](http://www.criblog.org).

[www.carpetrecovery.org](http://www.carpetrecovery.org)



# Member Resources

The image displays three overlapping screenshots of the CARPETAMERICARECOVERYEFFORT website, showcasing various member resources. The top screenshot shows the homepage with a navigation menu, a 'We CARE' banner, and a 'CALCULATE' tool. The middle screenshot features a 'Carpet Reclamation Partners' map and a 'Landfill Diversion Initiatives' section. The bottom screenshot highlights a 'SUSTAINABLE 100 CHAMPION' award and the 'POLYMERS Center of Excellence' logo.

**Navigation Menu:**  
Home  
About CARE & MOU  
News & Announcements  
Waste Diversion  
Reading Room  
Great Ideas  
Partnerships  
Entrepreneurial Resources  
About Membership  
Member Login  
CARE Affiliates  
Links  
Contact Us

**News & Announcements:**  
Participation, Interest High at CARE 2009 Entrepreneurial Conference  
Carpet America Recovery Effort (CARE) Elects Officers  
CLICK HERE FOR ALL TOPICS

**BULLETIN BOARD:**  
Partnership & may concern, The Sound Method to clean...  
Use of Loose Model 160 H Graphics Sublim. Managed.  
CLICK HERE FOR ALL TOPICS

**What did you know by diverting carpet?**  
ENTER THE NUMBER OF SQUARE YARDS DIVERTED TO RECYCLE  
RESULTS  
CALCULATE

**VIEW OUR NEWSLETTER -**  
WRITE THE CARE READING ROOM -  
FREQUENTLY ASKED QUESTIONS -  
WHAT CAN I DO WITH MY OLD CARPET? -  
Another Great Idea...

**CARE'S PARTNERS**  
Annual Conference  
Entrepreneurial Meeting  
Annual Report

**2008 CARE Survey Results**  
Cumulative diversion since 2002 > 1,338 pounds

**Join our mailing list!**  
Enter Your Email

**Carpet Reclamation Partners**  
Click on a State to Zoom and Click on a Yellow Dot For More Information

**Landfill Diversion Initiatives**  
Where does spent carpet go? See the following list of recycle processors and recycled content products:

- Printable Map and List of Carpet Reclamation Centers (PDF format - 73 KB)
- Reclamation Opportunities for Post-Consumer Waste Carpet (PDF format - 22 KB)
- Reclamation Opportunities for Post-Consumer Waste Carpet (Excel format - 62 KB)

**SUSTAINABLE 100 CHAMPION**  
CARE is proud to be a Champion for the Partnership for a Sustainable Georgia (PARG) of the Georgia Department of Natural Resources encourage participation in this voluntary Partnership, which helps companies encourage participation operations through environmental excellence. For more information about the Partnership for a Sustainable Georgia, visit the [CSGUS website](#).

**POLYMERS Center of Excellence**  
The Polymers Center of Excellence is a non-profit organization devoted to supporting the plastics industry through training, product development, material testing, small batch compounding, and action run molding. PCE is familiar with post-consumer carpet materials.



# Entrepreneur Membership Fee

Membership Fee	\$1000
Annual Survey Reimbursement	\$500
Annual Conference Refund	\$300
<u>Annual Conference Scholarship</u>	<u>\$200</u>
	<b>\$0</b>

Possible to receive 100% of Membership Fee back...



# Strong Consumer Brands

## STAINMASTER™

### DOING OUR PART

A carpet cushion designed for high traffic areas, made from recycled materials.

#### A CONSCIOUS CHOICE

- 100% Recyclable
- Contributes to US Green Building Council LEED

#### A SMART CHOICE

- Breathable Cushion Allows Water to Pass Through
- Evaporation of Moisture Prevents Mold and Mildew
- Meets CRI Green Label for Indoor Air Quality

#### A PERFORMANCE CHOICE

- Made with Recycled Nylon 6,6 Carpet Face Fibers
- Meets or Exceeds Carpet Cushion Council Standards
- Firm, Stable, Uniform Feel Underfoot
- Resilient and Crush Resistant for Light, Medium and Heavy Traffic
- Provides Additional Thermal and Acoustical Insulation
- Flame Retardant – Meets DOC FF-1-70
- Meets FHA & HUD Minimum Requirements

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## STAINMASTER™ EcoSoft™ carpet cushion

### PRODUCT SPECIFICATIONS (32oz.)

Roll Weight	80 lb.
Weight per sq. yd. (ASTM D3674)	32 oz.
Thickness (FTMS 191)	5/16" approx.
Width	6'
Length	60'
Tear Strength	44 lbs.
Acoustical NRC (ASTM C423-77)	.69
Insulation "R" Factor (ASTM C423-77)	2.29
FHA/HUD UM 72-A	Pass CLASS II
Flammability (DOC-FF-1-70) Pill Test	Pass
Minimum Nylon 6,6 Fiber by weight	70%
<b>RECYCLED CONTENT</b>	<b>90%</b>

#### LIMITED WARRANTY

Manufacturer warrants that its carpet cushion products are free from any defects in workmanship and material for the life of the carpet under which they are originally installed. This warranty applies only when properly installed over flat, smooth, hard surfaces on, or above grade. This warranty specifically excludes stairs and is applicable to the original purchaser of the carpet cushion only.

Should a manufacturing defect exist which affects the quality and performance of this carpet cushion, the manufacturer, as a sole and exclusive remedy, will replace, without charge, the defective cushion F.O.B. manufacturing plant. This warranty is specifically restricted to carpet cushion replacement only. This warranty does not include the cost of removal or installation. No liability will be assumed for any consequential damage, loss or expense.

**ALL PRODUCTS ARE 100% RECYCLABLE  
MADE IN THE USA**

4920 Boyle Avenue • Vernon, CA 90058  
800-522-5252 • 323-321-2300

**RELIANCE**  
CARPET CUSHION

**greenliving**  
SUSTAINABLE LIVING

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## STAINMASTER™ EcoSoft™ carpet cushion

### STAINMASTER® ECOSOFT™ CARPET CUSHION IS 100% RECYCLABLE AND MADE FROM RECLAIMED CARPETS.

GIVE YOUR CUSTOMERS A CONSCIOUS CHOICE, A SMART CHOICE, AND A PERFORMANCE CHOICE.

Combine the power of STAINMASTER® carpet and STAINMASTER® EcoSoft® carpet cushion to provide a 100% recyclable product, extend limited warranties and improve customer satisfaction.

#### STAINMASTER® ECOSOFT™ CARPET CUSHION BENEFITS

- Extends life of carpet
- Resilient and crush resistant for light, medium to heavy traffic areas
- Provides additional thermal and acoustical insulation to any floor
- Resists mold and mildew by allowing moisture to escape
- Increases comfort with a firm, stable and uniform feel
- Made with over 90% recycled materials
- Meets CRI Green Label for Indoor Air Quality
- Easy to install

#### EXTEND LIMITED WARRANTIES BY USING STAINMASTER® ECOSOFT™ CARPET CUSHION

- 3 YEARS** Using STAINMASTER® EcoSoft® carpet cushion under STAINMASTER® XTRA LIFE® carpet and STAINMASTER® MASTERLIFE™ carpet extends the limited warranties on these carpets by 3 years.
- 5 YEARS** Using STAINMASTER® EcoSoft® carpet cushion under STAINMASTER® ACTIVE LIFE™ carpet and STAINMASTER® ULTRA LIFE™ carpet extends the limited warranties on these carpets by 5 years.

**ALL PRODUCTS ARE 100% RECYCLABLE  
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**RELIANCE**  
CARPET CUSHION

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## STAINMASTER™ EcoSoft™ carpet cushion

...we work with flooring retailers to reclaim and recycle old carpet as STAINMASTER® EcoSoft® carpet cushion.

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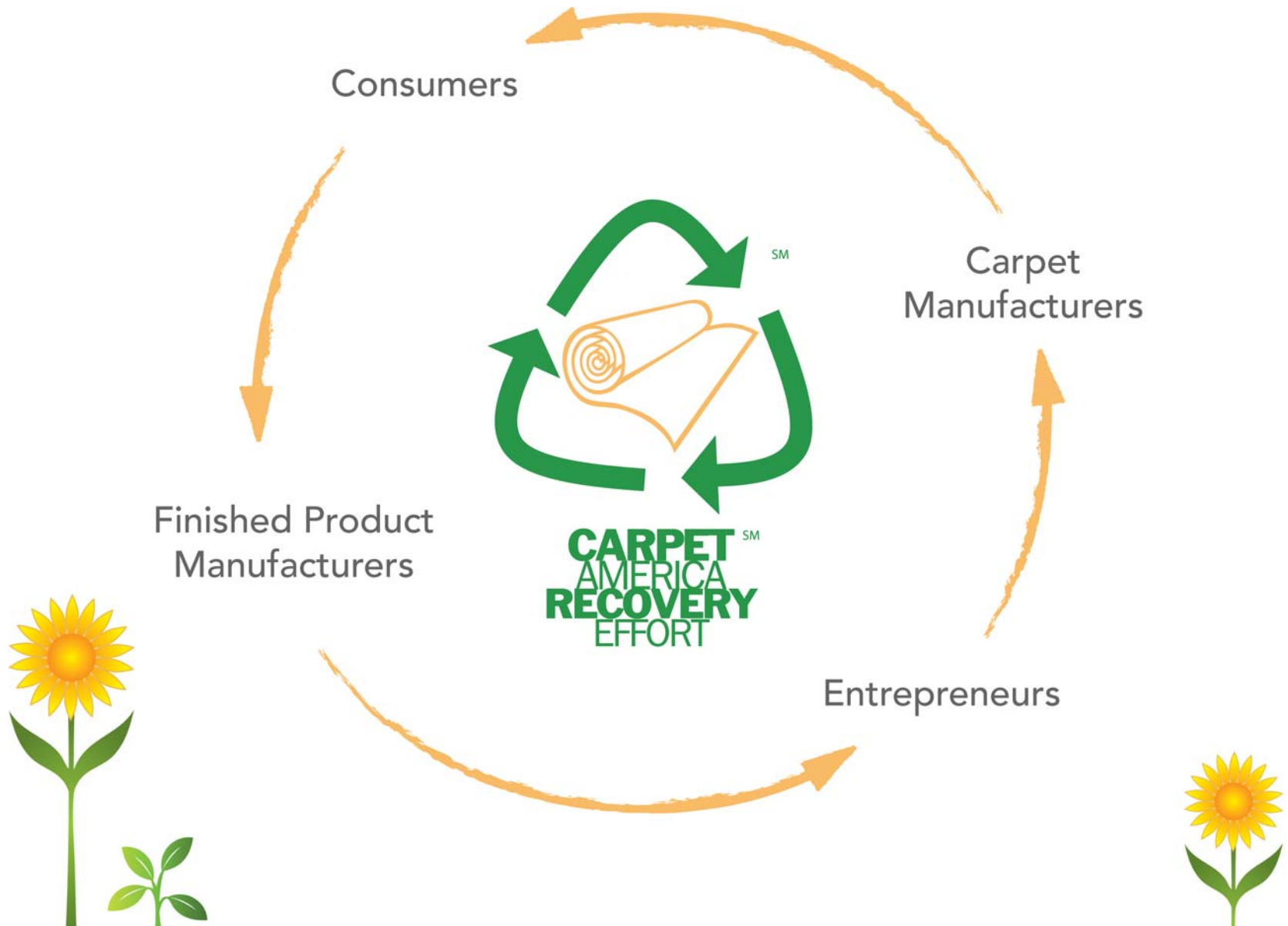
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# Working Together



Join CARE and help to make a  
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