

Carpet America Recovery Effort Grant Proposal Review

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Facts and Data

- How much carpet in landfill?
 - 4.7 Billion pounds each year
 - 1.8 Billion square yards each year
- Products not Digested by landfill
- How does a Landfill work?
- Digestible landfill products
 - Biobased or rapidly renewable products

GOALS of CARE

- Reduce the amount of carpet going into landfill 40% by 2012
- Reduce the gaps between the logistics community and entrepreneur community
- Increase the amount of recycling
- Utilizing carpet waste as raw material
- Help develop an infrastructure for the mining of carpet waste to useful product for the community at large

Two uses of Oil in our Industry

- Cycle of oil used in our Industry
 - Mining oil fields from Saudi Arabia, Iraq, Venezuela, Russia, & Mexico
 - Then it is distributed in barrels to refineries where it is converted into fuels and raw materials for plastics conversion
- Cycle of Oil used for fuel
- Cycle of Oil used in Polymeric Raw Materials

Two uses of Oil in Our Industry

- Greenhouse gases
 - Build up of Carbon dioxide in the atmosphere
- Oil Based products into Plastics
 - Technical cycle: Recycle and Reuse
- CARE is trying to build the infrastructure for the technical cycle without converting our waste directly to green house gases

Encourage Activity

- Research
- Entrepreneurship
- Logistics/ Reclaim and Reuse

Promote Research

- Development of Processes
- Chemistry Development
- Machinery Development
- Polymer attribute Development
- Cleaning Purification of Post Consumer waste
- Linking Technology with users of it

Promote Entrepreneurship

- Turning Carpet scrap into useful products
 - Industrial Products
 - Building Materials
 - Consumer products
 - Fuel Sources
 - Molded Body Parts
- Marketing of those Products
- Developing the Customer base for these Products

Promote Logistics Reclaim and Reuse

- Awareness Campaigns
- Reclamation
- Transportation studies and Milk run philosophies
 - up to 60% of raw material cost
- Identification
- Conversion to Raw material streams
- Economics of those streams

Grant Process

- Develop Conditional Grant procedure
- RFP Tool
- RFP Analysis

CARE RFP Analysis Tool

- A completed **grant application form (attached)**.
- **What must an application include?**
- An application **must** include **each** of the following items:
- A **written proposal no longer than 12 pages** (six double-sided pages) that address each of the following points:

CARE RFP Analysis Tool

- Description of your current business.
- Description of the proposed project.
- Description of how the project addresses the evaluation criteria (above)

CARE RFP Analysis Tool

- Discussion of any similar work done elsewhere (not necessarily only by applicant).
- Discussion of need (technical and financial).
- Description of plans for sustaining the project after the grant ends.

CARE RFP Analysis Tool

- Projection of how many tons of post consumer carpet will be reduced annually by the proposed project.
- Description of how the project's success will be measured.

CARE RFP Analysis Tool

- A one-page **budget** showing the requested funding and the applicant's required match. Costs for the projects can vary widely, therefore CARE reserves the right to ask for justification of budgeted items.
- A one-page **description of personnel** involved in the project.

CARE RFP Analysis Tool

- **If any one of these items is missing from an application, it will be rejected.**
Applicants should keep attachments and supplemental materials to a minimum.
- **How must a proposal be submitted?**
- Applicants must submit **6 copies** of their application **double-sided and on recycled paper with at least 30% post-consumer content**

CARE RFP Analysis Worksheet

- 1) **Waste Stream Impact**: Will the project proposed project lead to a clear, definitive impact on wastes being landfilled, either directly through diversion, or indirectly through stimulation of the demand for the alternative products? Anticipated pounds per year to be diverted from the waste flow. Give realistic 5-year projections.
- 2) **Probability of Program Success**: Is it clear that the project will be sustainable after the end of the grant? Will sustainability arise from stimulated market demand, clear business merit (i.e. profit), or from institutional commitment to continuance? (Business plan including pro forma 5 year cash flow)
- 3) **Planning/Cost Effectiveness**: Is the proposed approach well thought-out? Is it clear that the proposed project will have economic merit, i.e. either through reductions in operating cost, potential capital cost savings, stimulation of higher prices for recycled materials, or through development of new markets? How will you measure progress and success?

CARE RFP Analysis Worksheet

- 4) **Need**: Is there a significant need for this type of program? Is there a strong link to the CARE strategic plan?
- 5) **Technology Transfer**: Does the proposal include mechanisms for dissemination of information to others through publications, presentations, education, outreach, etc.? Does the existence of proprietary information in the proposed approach hinder transfer of project methodology and results to others?

CARE RFP Analysis Worksheet

- 6) **Sourcing and Markets**: Identify the source(s) and/or generator(s) of carpet. Indicate the following, to the extent possible: 1) the amount/percentage of material generated in state in which the grant funds would be used; 2) an estimate of breakdown from commercial and/or residential generators; and 3) if and how the material will be disposed if the grant activity is not pursued. Include any documentation from sources and/or generators, such as copies of letters of commitment or contracts indicating long-term arrangements. Identify the buyer(s) or market(s) for the proposed end products. Include any documentation from end-users that your product will be purchased, such as copies of letters of commitment or contracts indicating long-term arrangements.

Grant Management

- Letters will be distributed to those awarded grants and to those who weren't awarded grants
- Contracts will be distributed to those awarded grants, to insure that grantees follow their business plans and reporting criteria.



SO WHAT???

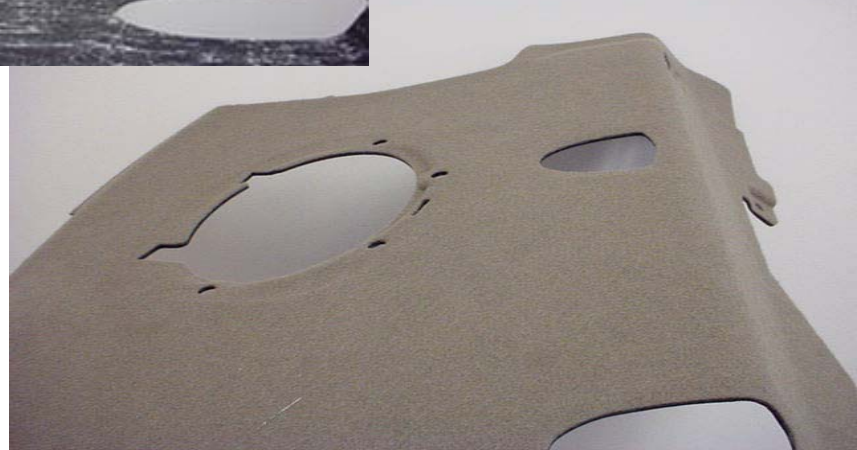
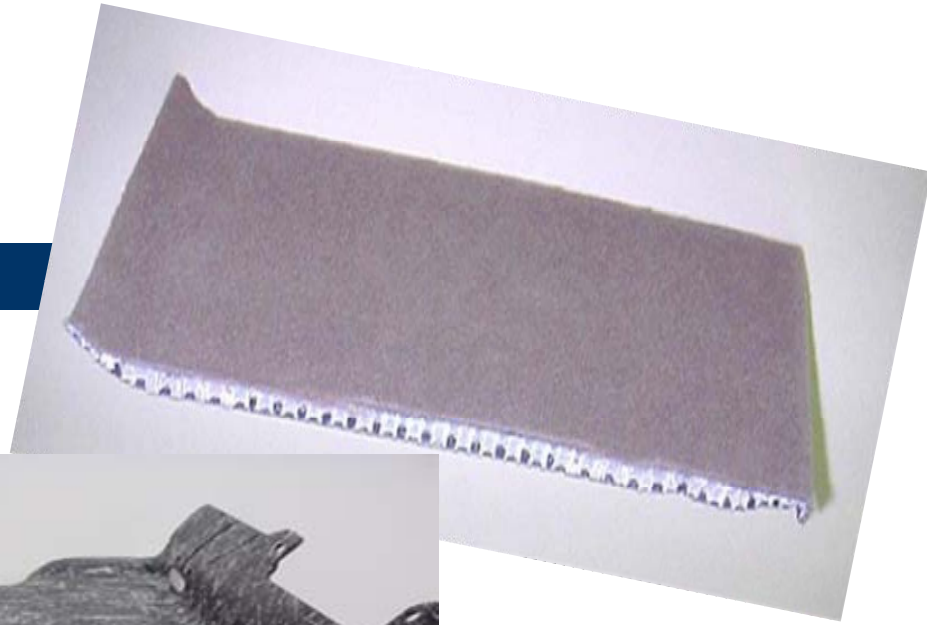
Conditional Grant Proposals

- 15 Grant Proposals
- Requesting \$ 521,000
- \$90,000 Grant Budget
- Three winners

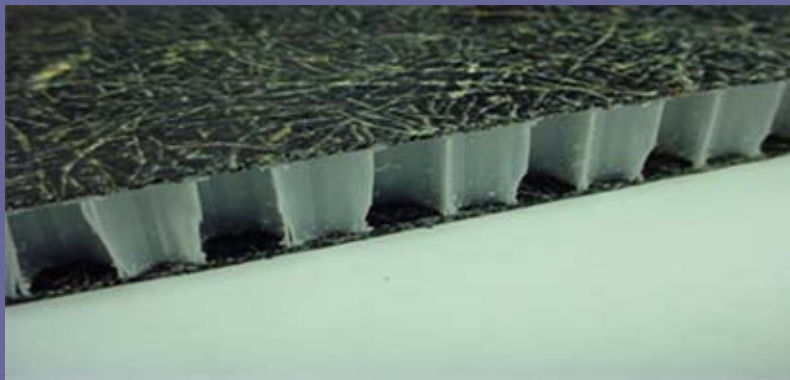
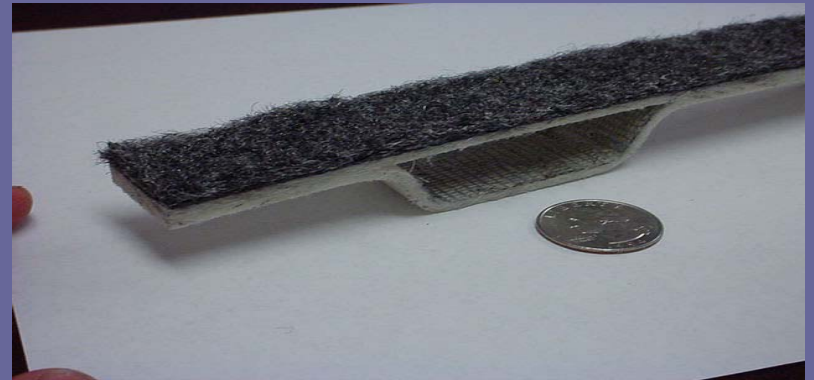
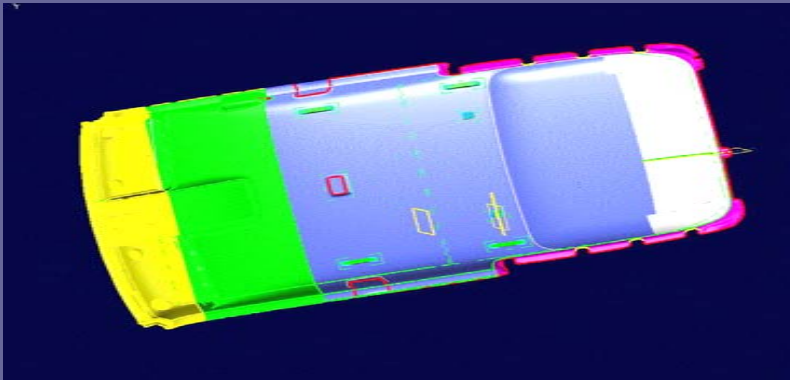
Georgia Composites

Image Title	Description
GCompLoadFloor1a	Carpeted Trunk Flooring for GM SUV
GCompLoadFloor1b	Backside of Trunk Flooring for GM SUV
GCompLoadFloor2	Reinforced Honeycomb Composite Panel
GCompLoadFloor3	Deck Flooring Comprised of GMT*
GCompSpeakerShelf1	Vehicle Speaker Shelf Comprised of GMT and Foam
GCompSpeakerShelf2	Top view of Speaker Shelf
GCompSpeakerShelf3	Rear view of Speaker Shelf
GCompGMTNaturalFiber	Densely Consolidated GMT reinforced with Nat. Fibers
GCompReinforcedHeadliner	CAD rendering of a Vehicle Headliner illustrating areas of additional GComp reinforcement

Georgia Composites

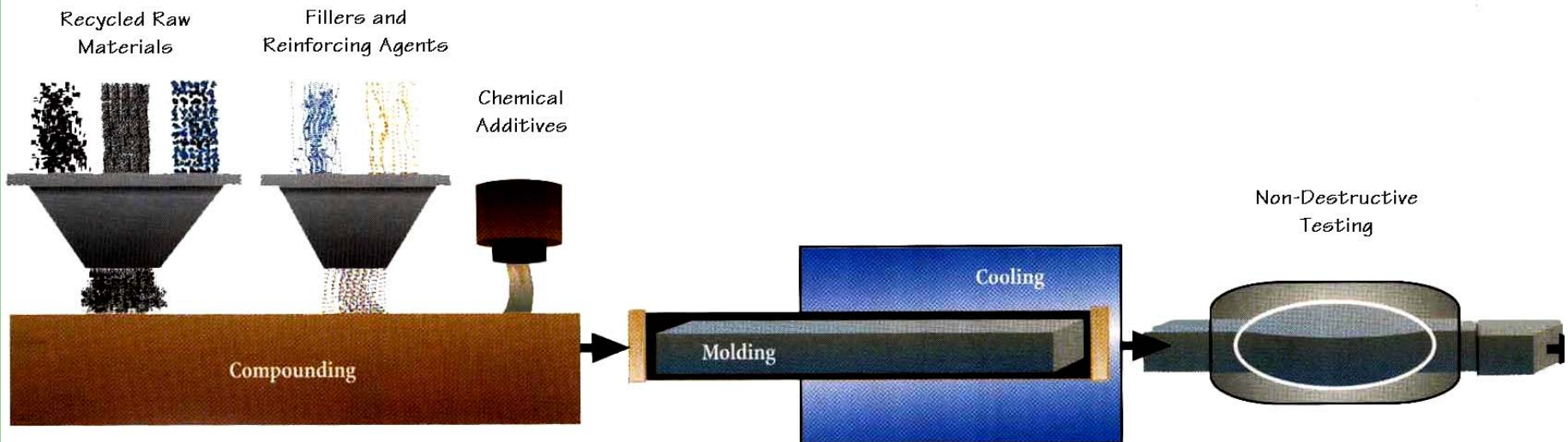


Georgia Composites



Tie Tek Manufacturing Process

- Raw Material Selection and Handling
- Compounding and Mixing
- Shaping, Forming and Cooling
- Quality Assurance



Tie Tek

INVENTORY OF MANUFACTURED RAILROAD TIES

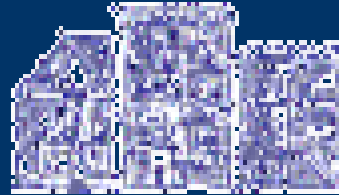


Composite Ties at Work



**TieTek Maintenance Installation on Union Pacific –
Marysville, Kansas 800 MGT**

Building Materials Resource Center



**don't
throw it
away
donate**

Worst kind quality
building materials
from hauloffs

- kitchen
- windows
- doors
- bathroom
- lumber
- flooring
- electrical

Help Non-Profit
Associations
reduce their
waste offloads

save on
disposal fees

save valuable
tax deductions


Building Materials Resource Center
100 Torrey Street, Haverhill, MA 01230
617.442.8917
www.bmrcc.org

**Community Requested
Building Materials**

- **KITCHEN:**
 - Cabinets
 - Countertops
 - Sinks and faucets
- **WINDOWS:** *see local permit please!*
 - Vinyl and wood replacement, like
 - insulated double hungs
 - Casements
 - Awnings
 - Broken sash windows
- **DOORS:** *see local permit please!*
 - Interior
 - Exterior and storm
 - Accessories such as locks and hinges
- **BATHROOM:**
 - Vanities
 - Sinks and faucets
 - Tubs and enclosures
 - Low flow toilets and accessories
 - Ceramic tile
- **LUMBER, PLYWOOD, AND SHEETROCK:**
 - Dimensional lumber
 - Molding
 - Plywood (full sheets please)
 - Sheetrock (full sheets please)
- **FLOORING:**
 - Ceramics and larger tile
 - Ceramic and vinyl tile
 - Sheet vinyl
 - Wood
- **ELECTRICAL:**
 - Light fixtures
 - Electrical Equipment

Building Materials Resource Center
617.442.8917
www.bmrcc.org




*Thank you to Linbeck,
Kennedy & Rossi in
Lexington for our
beautiful new van!*

**We
can
help
you
turn
your
house
into a
home**



*Spotlight on Robert Bersani, Building
Commissioner for the City of Cambridge*

*When we asked Mr. Bersani
to help get the word out to
Cambridge residents,
builders, and contractors
about the Building Materials
Resource Center, he was
eager to help. Not only did he
hang our posters throughout
the Building Department, he
instructed his staff to actually staple our "Don't
Throw It Away, Donate" card to each and every
building permit issued by his office. "I do what
I can to get the word out because I think the
Building Materials Resource Center is certainly
worthwhile," he said.*





Building Materials Resource Center

www.bostonbmrc.org

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