

The Facts about Carpet and Sustainability *For Dealers and Consumers*

Making the right decisions about carpet starts with having the facts. That is why the Carpet and Rug Institute (CRI) sponsors scientific research and gathers data from independent sources to help professionals and the public make educated flooring choices. **Visit carpet-rug.org to learn more.**

Issue

The carpet industry is reducing its impact on the environment for present and future generations.

What You Should Know

- The carpet industry is concerned about the amount of old carpet that ends up in landfills each year. Carpet manufacturers are voluntarily addressing this problem by recycling old carpet materials back into carpet production, recycling old carpet into alternative uses such as building materials and auto parts, refurbishing old carpet into new carpet tiles and even hauling away old carpet so it can be reused or recycled.
- Through the **Carpet America Recovery Effort (CARE)**, carpet companies, government entities and product suppliers are working to develop market-based solutions for the recycling and use of post-consumer carpet. Visit carpetrecovery.org.
 - It is estimated that carpet recycling efforts currently save about 200 million pounds of waste from being deposited in U.S. landfills.
- Many times, carpet is replaced not because it has actually worn out, but because it no longer has the appearance of a new carpet. CRI understands the investment put into a carpet - but also the environmental ramifications of replacing carpet before its time.
- Learn more about how the carpet industry is reducing its environmental footprint in the **CRI Sustainability Reports**, which can be accessed from the CRI home page by clicking on Carpet Industry. (check).
- To help reduce premature replacement of carpet, CRI established the **Green Label Vacuum** Testing program. The program identifies vacuum cleaners that keep carpets looking their best.
- Additionally, CRI created the **Seal of Approval** to help customers identify carpet cleaning products that clean effectively without harming the carpet. From spot cleaning to periodic deep extraction cleaning, proper carpet maintenance is the first step in preserving the life of carpet. For a list of certified carpet cleaning products, click on Seal of Approval at carpet-rug.org.