

Membership benefits for manufacturers



What is Carpet Recycling UK ?

Carpet Recycling UK is a trade association working to increase the recycling of carpets across the UK.

Carpet Recycling UK drives innovation in end-of-life solutions for carpets. Our vision is of a strong and diverse UK carpet recycling industry which recovers all carpet waste using the best environmental technologies.

Why should manufacturers join?

One of the success factors critical to the UK carpet industry will be to demonstrate the sustainability of carpet. Carpet Recycling UK is the industry organisation dedicated to promoting re-use and recycling of carpet including funding and supporting R & D to overcome the technical challenges presented by recycling this material. Carpet manufacturers have a vested interest in demonstrating carpet's sustainability. Manufacturers will want to exploit all features of their product to improve sales, including recyclability of the product and each company's own green commitments. They will be interested in reducing costs by reducing waste.

Carpet Recycling UK membership will enable manufacturers to meet their producer responsibility to investigate recycling routes for waste. The best options will be to pool resources and set up industry collection/re-use/recycling schemes. Carpet Recycling UK lobbies government for funding for R & D in carpet re-use and recycling.

Members benefit in 5 major ways:

- Development of recycling and re-use routes for carpet.
- Reduced waste disposal costs
- PR
- Consultancy
- Networking



Development of recycling and re-use routes for carpet.

- Carpet Recycling UK will lobby for funding to develop routes for re-use and recycling of carpet.
- The results of the latest R & D carried by Carpet Recycling UK will be available to members, allowing manufacturers to demonstrate the 'recyclability' of their product.
- Members will benefit from R & D carried out by Carpet Recycling UK to advise manufacturers on 'designing for recyclability' (For example, printing a list of the materials used on the back of carpets to allow easier recycling). Designing for recyclability will help to improve recycling rates and contribute towards the company's 'green' credentials.
- Members will be able to offer services such as take-back schemes, knowing they have routes for disposal of the material.

Reduced waste disposal costs

- Manufacturers will be advised on reducing the volume of waste sent to landfill and the associated costs. Carpet Recycling UK will help manufacturers to find routes for recycling post-production waste.
- Carpet Recycling UK will advise on reducing the overall volume of in-house waste.
- Carpet Recycling UK will help manufacturers to find recycling outlets for other forms of waste such as plastic, packaging, cardboard and paper.

Marketing/PR benefits:

- Use of Carpet Recycling UK Member logo and certificate. Carpet Recycling UK membership improves green credentials of products *and* strengthens company's environmental profile. The logo can appear on the manufacturer's own website, used on stationery, business cards etc. The logo could be printed on back of carpets for additional PR.
- Company logo and link will appear on the Carpet Recycling UK website, promoting membership and demonstrating commitment to re-use and recycling. The link may help to optimise a manufacturer's own website in search rankings.
- Carpet Recycling UK will produce a case study for each manufacturer that can be used for their own marketing purposes. All case studies will appear on the Carpet Recycling UK website and will be compiled in a pdf Carpet Recycling UK Case Study book. The Carpet Recycling UK Case Study book will be distributed to all members and sent out to interested industry members.
- Manufacturers will benefit from additional PR when featured in the Carpet Recycling UK Newsletter.
- Carpet Recycling UK will issue regular PR about developments in carpet re-use and recycling and members' 'success' stories. Members will gain valuable PR by association but will also be able to re-use or 'piggy back' their own PR on the back of it.
- Membership of Carpet Recycling UK will help to fulfil members' social responsibility obligations, for example contributing towards their 'Halving Waste to Landfill' commitments.



Consultancy:

- Reduced price consultancy on carbon footprinting. Carpet Recycling UK agent Axion Consulting is a registered consultant with Carbon Trust and can help you to calculate the carbon footprint of your products or processes.

Networking:

Members will have opportunities to network at various events organised by Carpet Recycling UK:

- Annual conference – members benefit from reduced price attendance;
- Regular regional breakfast meetings of affinity partners;
- Members forum hosted on Carpet Recycling UK website.



Carpet Recycling UK

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