

# Membership benefits for retailers



## 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 retailers 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. Large retailers will be keen to demonstrate the sustainability of carpet as a key product. Retailers will be looking to exploit all features of their product to improve sales, including recyclability of the product and the retailer's own green commitments. They will be interested in reducing costs by reducing waste.

Carpet Recycling UK membership will enable retailers to illustrate their support for the investigation and development of 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 4 major ways:

- Development of recycling and re-use routes for carpet
- Reduced waste disposal costs
- PR
- 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, enabling retailers to speak confidently to customers about the 'recyclability' of the 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 rate, providing a selling point for retailers.
- Members will be able to offer take-back schemes etc, knowing they have routes for disposal of the material.

## Reduced waste disposal costs

- Retailers will be advised on reducing the volume of carpet waste sent to landfill and the associated costs.
- Carpet Recycling UK will advise on reducing the overall volume of in-house waste.
- Carpet Recycling UK will help retailers 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, logo window and van stickers, and certificate - improves green credentials and helps gain new customers. Carpet Recycling UK membership improves green credentials of product *and* strengthens company's environmental profile. The logo can appear on retailer's website, used on stationery, business cards, point of sale display boards, company vehicles etc.
- 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 retailer's own website in search rankings.
- Carpet Recycling UK will compile a case study book, containing a case study on each participating manufacturer. The case study book will be distributed to all members and will provide useful background on carpet manufacturing companies for retailers.
- 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 fulfill members' social responsibility obligations, for example, contributing towards their 'Halving Waste to Landfill' commitments.



## 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.



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