

# Membership benefits for waste transfer stations



## 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 waste transfer stations 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. Waste transfer stations stand to benefit from supporting the work of Carpet Recycling UK to establish a carpet recycling infrastructure in the UK. Carpet represents an enormous opportunity for waste transfer stations, providing them with a new and valuable waste stream.

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.
- Access to a new valuable waste stream
- PR
- Networking



## Development of recycling and re-use routes for carpet.

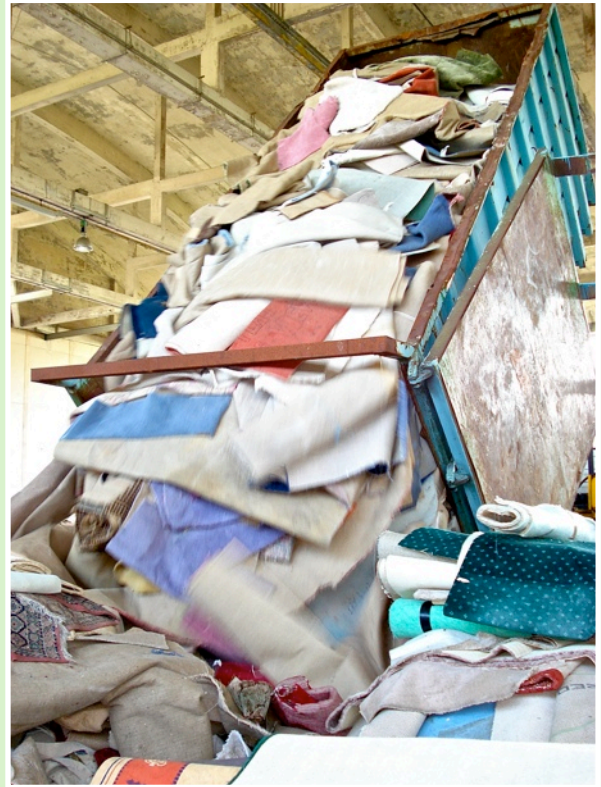
- Carpet Recycling UK will lobby for funding to develop routes for re-use and recycling of carpet.
- The results of the latest R & D carried by Carpet Recycling UK will be available to members, allowing waste transfer stations to understand the 'recyclability' of this waste stream.
- Members will benefit 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 help ensure that carpet recycling becomes economically viable.
- Members will be able to offer services such as collection schemes, knowing they have routes for disposal of the material.

## Access to a new valuable waste stream

- Construction & Demolition Companies will be advised on reducing the volume of waste sent to landfill and the associated costs. Carpet Recycling UK will help Construction & Demolition companies to find routes for the carpet waste stream. waste transfer stations will benefit from recommendation.
- Carpet Recycling UK will help members to find recycling outlets for other forms of waste such as plastic, packaging, cardboard and paper. Waste transfer stations signed up to Carpet Recycling UK will be recommended.

## 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 advertises acceptance of this waste stream *and* strengthens company's environmental profile. The logo can appear on waste transfer station's website, used on stationery, business cards, 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 waste transfer station's own website in search rankings.
- Waste transfer stations will benefit from PR work carried out by Carpet Recycling UK to raise awareness that this material can be successfully recycled, and therefore helping to generate a new waste stream.
- Waste transfer stations 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.



## 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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