



# A GREAT INVESTMENT FOR THE FUTURE.

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## The Facts about Carpet and Sustainability for Dealers and Consumers

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Carpet industry is not only designing way to make carpet last longer, it's also designing ways to reduce the environmental footprint. Manufacturers are voluntarily addressing this problem by recycling old carpet materials into new carpet production or alternative uses, as well as refurbishing old carpet into new carpet tiles. Because less waste means a better future for us all.

### What You Should Know

- Through the Carpet America Recovery Effort (CARE), carpet companies are taking the initiative to work with government entities and product suppliers to develop market-based solutions for the recycling and use of post-consumer carpet. For more information, visit [carpetrecovery.org](http://carpetrecovery.org).
- It is estimated that carpet recycling efforts currently have saved nearly 4 billion pounds of waste from being deposited in U.S. landfills.
- Many times, carpet is replaced before it is worn out because it no longer has the appearance of a new carpet. CRI understands the investment put into a carpet - and also the environmental ramifications of replacing carpet before its time. That's why we created the CRI Seal of Approval program – to extend carpet's longevity.
- The Seal of Approval program helps 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](http://carpet-rug.org).



Visit [carpet-rug.org](http://carpet-rug.org) to learn more.

