

## Source Report: ReEntry®

### What is it?

Through our ReEntry program, Bentley Prince Street can take back any carpet at the end of its useful life – a good time is when we are installing new Bentley Prince Street carpet! The reclaimed carpet is either repurposed, recycled or used for energy capture and conversion. We also reclaim competitors' carpet.

### Commitment of responsibility

The ReEntry program has enabled both floorcoverings companies to divert over 66 million pounds of material from landfills since 1994. In 2003, 12.8 million pounds of materials were diverted from landfills; a 38% increase over 2002, and tile recycling was up 51%.

Bentley Prince Street is committed to being responsible for what we bring into the world, so if a customer buys carpet from us and has existing carpet that needs to be disposed of, we will take it – regardless of its original origin – and determine the best means for processing the product(s), through recycling, repurposing or energy capture and conversion.

### Environmentally conscious practices

There are a variety of options available for diverting carpet from landfills and some are less preferred than others. Today, most of them still entail costs that are greater than landfilling, but we realize that we must take the lead in order to drive the market toward more environmentally conscious practices.

It is our practice to first seek those solutions that are most environmentally conscious. We also consider the economic impacts and energy intensity of the processes in our evaluation of the options. For instance, if the cost of fuel to transport a product to a recycling facility is higher than the value of the original product, then other alternatives, such as repurposing or energy capture and conversion, may be considered.



Much of the carpet that can be reused is donated to charities and “repurposed”. If carpet cannot be recycled for use in other products, and it cannot be repurposed, it is used for energy conversion to create steam and/or electricity.

In this process, carpet is heated in a forced air furnace to create steam. A generator turns the steam into electricity for the community, thereby reducing the use of fossil fuels. These facilities are very efficient and closely monitored to ensure low emissions. Although this is not our preferred solution, it is a better option than putting the carpet in landfills, and it serves as an interim solution for traditional broadloom carpet and non-recyclable carpet tile.

### Closing the loop

We recognize that **recycling is merely one component of the solution to a larger problem**. We are committed to continue our work to develop new backing systems that can easily be recycled into the original material (closed loop recycling) and we are committed to continue our research to identify and perfect means for recycling other existing backing types and nylon from the face construction. We are also committed to certify our products to those programs like the [EPP Certification for Carpet from Scientific Certification Systems](#) that provides third-party validation for multiple environmental attributes, including recycling.

---

## Source Report: ReEntry®

### Cycling Definitions

**Recycling:** turning waste materials into new materials with the same value. Example: vinyl backing into vinyl backing, or face fiber into face fiber.

**Upcycling:** turning waste materials into more valuable products. Example: waste PET (plastic from soda bottles) into Terratex® panel fabric.

**Downcycling:** turning waste materials into less valuable products. Examples: broadloom carpet face fiber into car parts or carpet padding, or carpet into energy.

**Repurposing:** Finding suitable products for reuse by organizations or individuals. Example: donating used carpet to community charities or other not for profit organizations.

### Maintenance

Maintenance plays a vital role in the sustainability efforts to keep material out of landfills. By extending the life of your floor covering, you increase the value of your investment and delay the environmental impact of any reclamation option. To this end, Bentley Prince Street offers a comprehensive maintenance service package, and also manufactures a full line of cleaning solutions specifically designed for our products to help extend the life of your floor covering investment.

### More information

For more information, please contact the ReEntry Reclamation Center at 1.888.733.6873.

Visit us on the web at  
[www.bentleyprincestreet.com](http://www.bentleyprincestreet.com)

For samples, visit us at The Market at  
[www.bentleyprincestreet.com/themarket](http://www.bentleyprincestreet.com/themarket)