



With the Trees for Carpet initiative, trees grow in your name while you save the environment — and money — by keeping carpet from landfill.

How trash becomes a treasure grove

Milliken's environmental story is online at www.SustainableCarpet.com

Milliken Floor Covering



Trees for Carpet



Methodist School of Nursing, Omaha, Nebraska



In 2006, five billion pounds of carpet reached the end of its desired use in the U.S., yet only 261 million pounds went anywhere besides our overburdened landfill.

When used carpet goes to landfill, the only beneficiary is the contractor who takes your money to haul it away. Sending your used carpet to a landfill can be costly to the environment and your budget. You may be surprised by how cost-effective reuse and recycling choices can be.

Introducing the Milliken Trees for Carpet initiative. This national reclamation program exists to help you connect with organizations that want your old carpet. Our network focuses on the most environmentally favorable methods for disposing of your old carpet: reuse and recycling. The longer we can keep usable carpet "in use," the less we have to tap our earth's natural resources for materials and energy. If the carpet cannot be reused, recycling the carpet into usable products is a great alternative.

Reuse: Your gently used carpet may be a beautiful addition to non-profit organization facilities or low-income housing projects. Milliken partners with non-profit organizations like Habitat for Humanity, World Vision and Reuse Development Organization (ReDO) to help ensure that your carpet has the opportunity to have a "second life" with a new owner.

Recycle: Components of your used yardage can be reclaimed as raw materials for use in carpet, or for

a number of other products including automotive parts, wood substitutes and insulators. These recycling solutions can save raw materials, energy and overburdened landfill space in your community.

For more than a century, Milliken has been implementing ideas that reduce our impact on the environment. Our manufacturing plants have recorded zero waste to landfill since 1999. And as part of our No Carpet to Landfill pledge, we continue to innovate ways of extending the life cycle of our products.

Milliken will plant trees in your honor when you reuse or recycle your old carpet. Carpet kept out of landfill translates directly into more trees for our planet.

Why? In 2006, only 5% of all retired carpet in the U.S. escaped landfill. We'd far rather plant hundreds of thousands of trees than see billions of pounds of carpet added to these environmentally costly sites.

With the Trees for Carpet initiative, we're simply making it easy for you to ensure it gets that chance. Of course, we will celebrate your participation whether your old carpet was manufactured by Milliken or another company.

Your Milliken rep can help you identify which option(s) best suit your situation and put you in touch with the providers who can make it happen. Call today.



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