

**Green Dot Awards™ 2008
GreenWorks Center**

Background and contact information about your business, organization, or company:

Name of Submission: GreenWorks Center
Location of Submission: Kennesaw, GA
Submission Type: Other

Entity Making Submission: Stern + Associates
Address: 11 Commerce Drive
City: Cranford
State: NJ
Postal Code: 07016
Country: USA
Tel: (908) 276-4344 ext. 210
Fax: (908) 276-7007
E-mail: emily@sternassociates.com
Contact Person: Emily Dell/PR Representative

Corporation/Manufacturer: The Mohawk Group
Address: 500 Town Park Lane, Suite 400
City: Kennesaw
State: GA
Postal Code: 30144
County: USA
Tel: 1-800-554-6637
Fax: (908) 276-7007
Email: merrie_barnett@mohawkind.com
Contact Person: Merrie Barnett

-more-

A division of Mohawk Industries, The Mohawk Group is backed by a history of long standing leadership in quality floor coverings. The leading commercial carpet manufacturer's four brands – Karastan Contract, Lees Carpets, Bigelow Commercial and Durkan – produce award-winning broadloom, modular and custom carpeting, and provide superior performance, cutting-edge style and revolutionary innovation, continuing to be a pioneer in sustainable design. The Mohawk Group is driven by a philosophy of “innovation that works” – for its company, its customers and the environment. Placing an unprecedented focus on fulfilling the promise of a sustainable future, the company continues to make significant investments in state-of-the-art technologies to enable the creation of the life-enhancing, eco-friendly products and processes that have become the cornerstone of its corporate character.

Detailed explanation of the entry:

Landfill loads have just gotten lighter and the environment has Mohawk Industries to thank. Committed to helping divert the more than six billion pounds of carpet that weigh heavy on North American landfills every year, the flooring industry's largest recycler is showing the world how it's done as it unveils its new GreenWorks Center. An innovative, scalable recycling facility, GreenWorks Center is the first of its kind to not only process all major types of synthetic carpet fiber – accounting for 90 percent of the nation's post-consumer carpet waste – but also the only recycling program to recover 90 percent of those materials into useable products.

How the entry is manufactured and delivered to its consumers:

The GreenWorks Center is now open in Chatsworth, Georgia but other locations can be built easily and quickly due to the center's portable and scalable design. Because the plants can be built anywhere, recyclers can keep fuel and transportation costs down by being close to any GreenWorks processing center, furthering the environmental efficiency of the entire process.

-more-

How the entry and its function/use maintains excellence in eco-sustainability in an environmentally friendly and responsible manner:

GreenWorks Center reclaims all major types of synthetic fiber – Nylon 6, Nylon 6,6, and Polypropylene – that make up 90 percent of the carpet industry’s waste stream, helping to reduce the industry’s environmental footprint while increasing carpeting’s recovery rate. In fact, at 90 percent, GreenWorks Center has the highest recovery rate in the industry. Regardless of manufacturer, yardage or yarn system, the Center works with the C.A.R.E. (Carpet America Recovery Effort) initiative and Mohawk’s own ReCover reclamation program to reclaim carpet.

Leveraging advanced recycling technology, GreenWorks Center processes 100 percent of the carpet it receives, including fiber, backing and latex. It also manages a variety of thermoplastic non-carpet recyclables, helping to further minimize the amount of carpet that finds its way to the landfills. The majority of recycled material processed at the Center goes “carpet to carpet” – face fiber to backing, backing to backing, and in the near future, face fiber to face fiber. Providing a broad array of solutions across both residential and commercial applications, Mohawk Industries currently produces more than 500 products composed of recycled content, including recently introduced Remade in the USA™. Manufactured using post-consumer materials (95 percent) from the company’s own Greenworks Center, Remade in the USA is the industry’s first – and only – carpet tile to feature 98 percent post-consumer recycled content.*

A complete eco-friendly process that ensures minimal materials go to waste, GreenWorks is the only Center to reclaim all major types of synthetic fiber in one facility. Along with the reclaimed materials that will go carpet-to-carpet, the Center processes a percentage of the materials to be used in Engineered Resins that are shipped to Mohawk’s Engineered Resin partners. This material is then used to produce chair components, consumer accessory products for lawn equipment, storage containers and hundreds of other valuable plastic components containing post-consumer content (electrical outlets, hub caps, gears, engine components, etc.).

###

* ReMade in the USA is still in development for commercial use and not yet available for sale.