FLOORCYCLE

A reclamation partnership for New Jersey public projects

KEEP FLOORING OUT OF LANDFILLS

A simple idea: when public flooring comes out, give it a planned next destination.

RECLAIM **REPURPOSE** **DOCUMENT**



THE SCALE

This year, public projects are already creating measurable diversion

200,000+

POUNDS DIVERTED

from landfill so far this year — all from state/public projects.

≈ 100 TONS

Roughly the weight of 67 average passenger cars.



A NEW JERSEY HOME FOR RECLAMATION

Matawan • staging, sorting and material routing



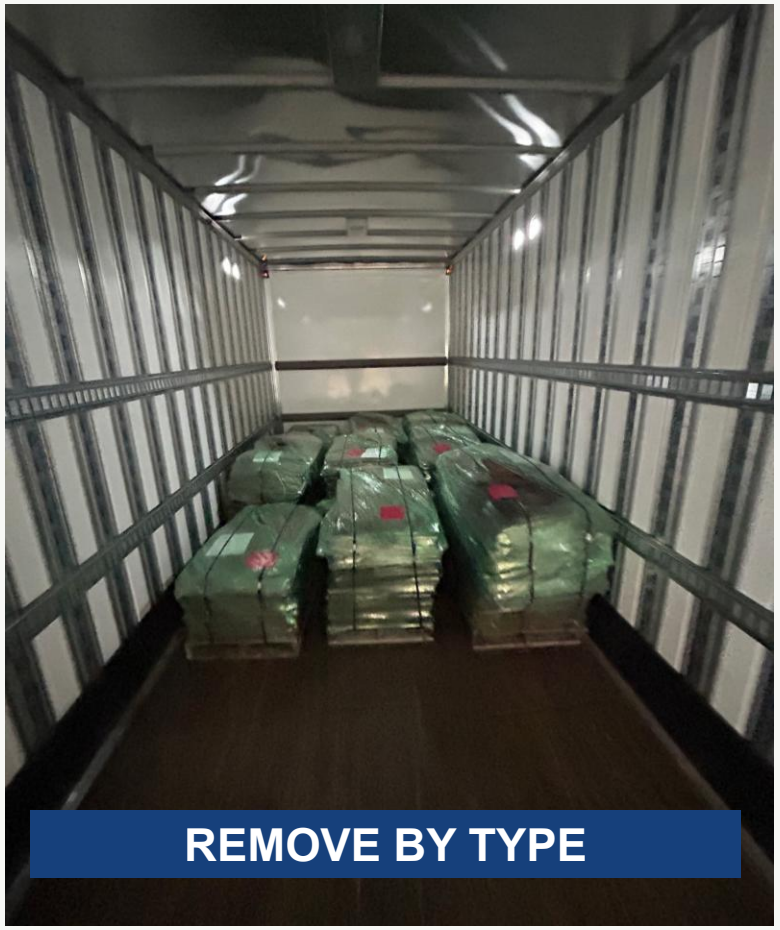
MATAWAN, NJ

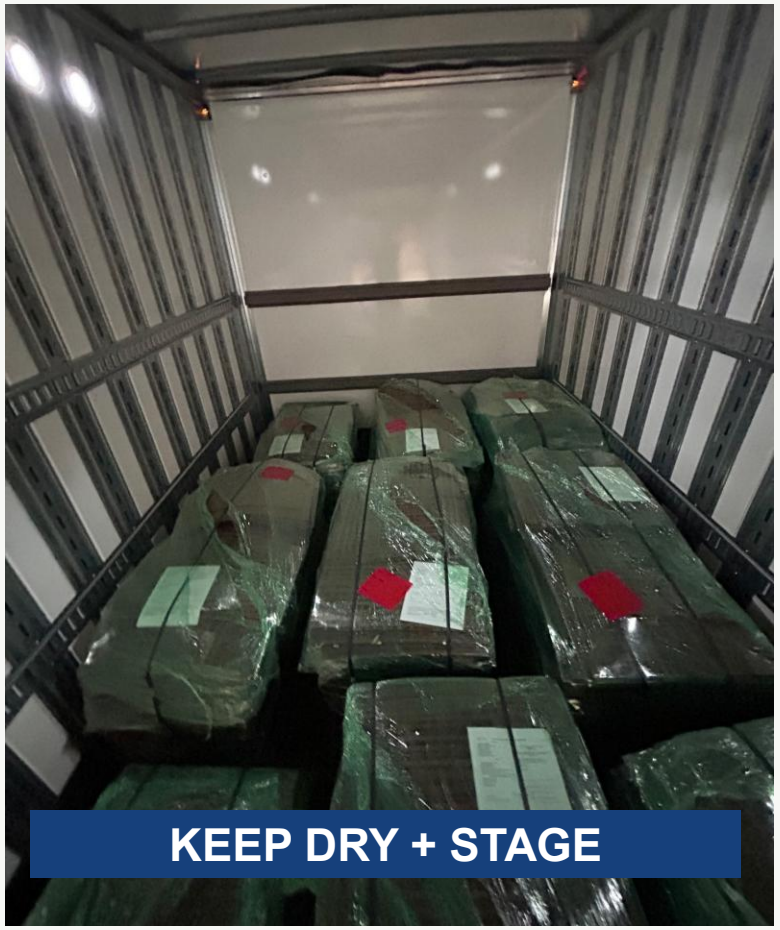
Our Matawan hub stages, sorts and combines flooring for the right partner. The showroom will also help county and municipal teams see the process.

SHOWROOM OPENS JANUARY 1

FROM PUBLIC BUILDINGS TO A SECOND USE

Identify and separate flooring before demolition







WHAT ACTUALLY HAPPENS TO THE MATERIAL?

Not one generic “recycling” stream — material-specific destinations

CARPET

Ground → filler in insulation or feedstock for new carpet backing

New York

LVT

Processed → automotive products such as all-weather car-mat material

Georgia

RUBBER

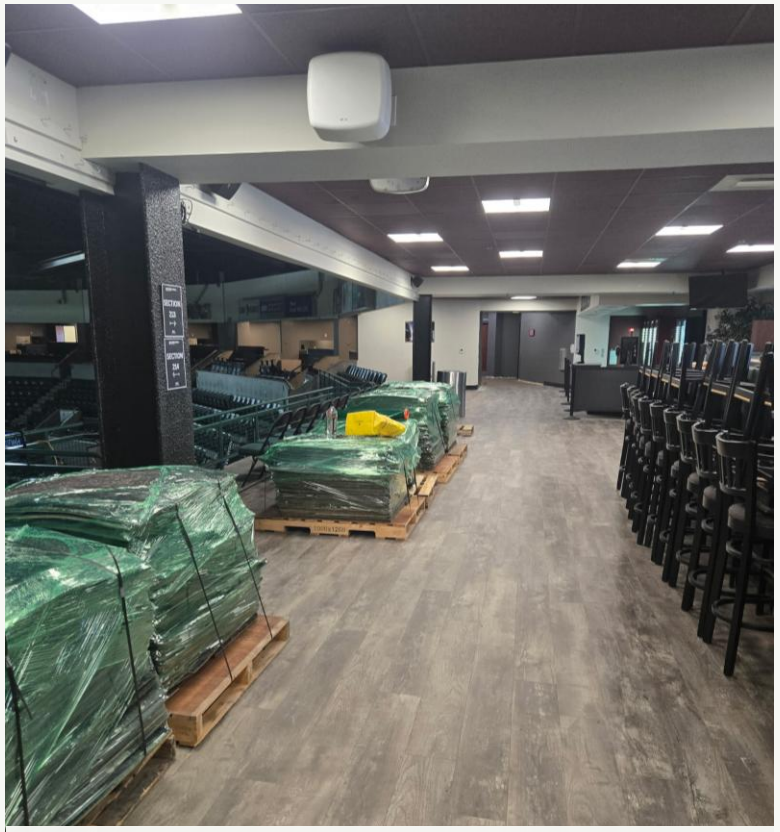
Separate recovery route based on the product and receiving partner

Partner network

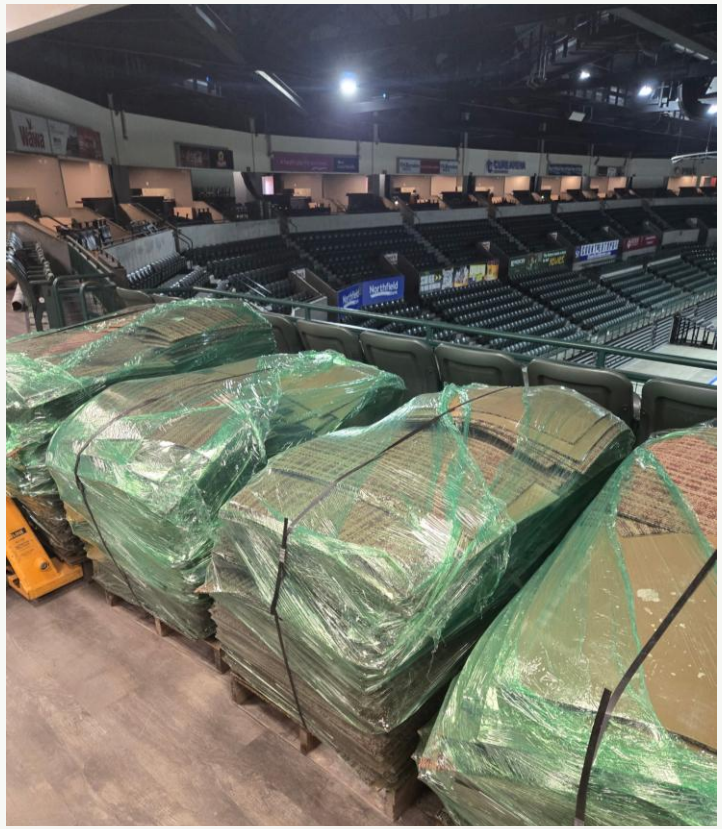
The product and receiving partner determine the route.

MERCER COUNTY: RECLAMATION IN REAL TIME

Cure Insurance Arena • Mercer County project





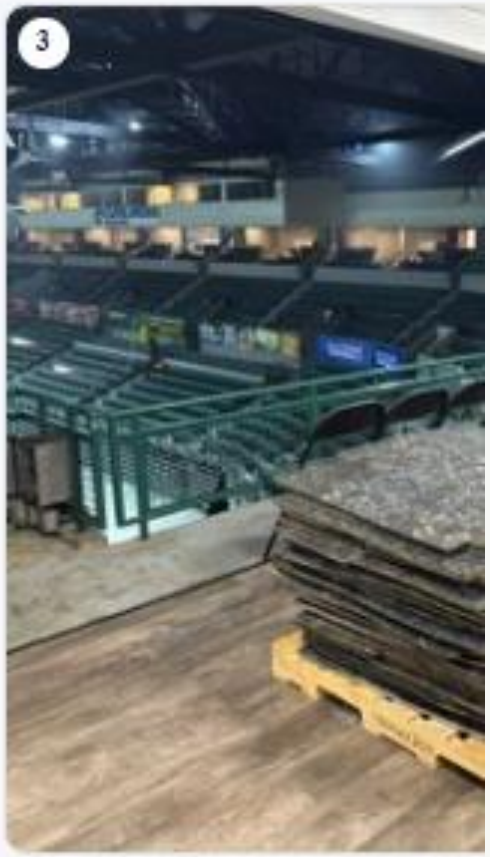


Removed carpet is palletized, wrapped and documented inside the arena before it moves to the right recovery partner.

THIS IS ALREADY HAPPENING ACROSS NEW JERSEY

County and municipal sites, plus other public projects





- Cure Insurance Arena • Paterson Police
- Paterson Town Hall • municipal complexes
- Rutgers University • Old Barracks Museum
- Roxbury • Kenilworth • Hillsborough
- Little Egg Harbor • Point Pleasant
- Hackettstown • Forked River • Berkeley
- Long Beach Island • other public sites

FIVE COUNTIES. THE SAME MISSION.

You are already building the infrastructure and habits that make diversion work

BERGEN	Countywide HHW, electronics, tires + shredding events
ESSEX	County HHW + electronics collection; reduce/reuse/recycle education
HUDSON	Textile reuse/recycling, organics-to-biogas + environmental education
MORRIS	Contamination control + audited recycling tonnage; C&D waste management
PASSAIC	Textiles, electronics, tires, tote-bag reuse + Clean Communities grants

We’re excited to add flooring reclamation to the sustainability work you are already leading.

THE POLICY DIRECTION IS CHANGING

EPR + LEED v5 are making recovery pathways more important

NEW YORK

New York's carpet EPR law assigns producers responsibility for collection and recycling, with rising recycling and recycled-content requirements.

LEED v5

Under LEED v5, qualifying take-back counts as fully diverted for the waste credit. Carpet is named for source separation and recycling.

NEW JERSEY

New Jersey is discussing producer responsibility. A carpet-specific law mirroring New York has not been verified.

Plan the route early, and document where the flooring goes.

A 5-STEP PATHWAY

We help public owners decide the destination before demolition starts

1	2	3	4	5
IDENTIFY	**REMOVE**	**DISTRIBUTE**	**DOCUMENT**	**INSTALL**
What is on the floor?	Keep dry + separate	Route by product + partner	Weights + destination	Choose the next floor responsibly

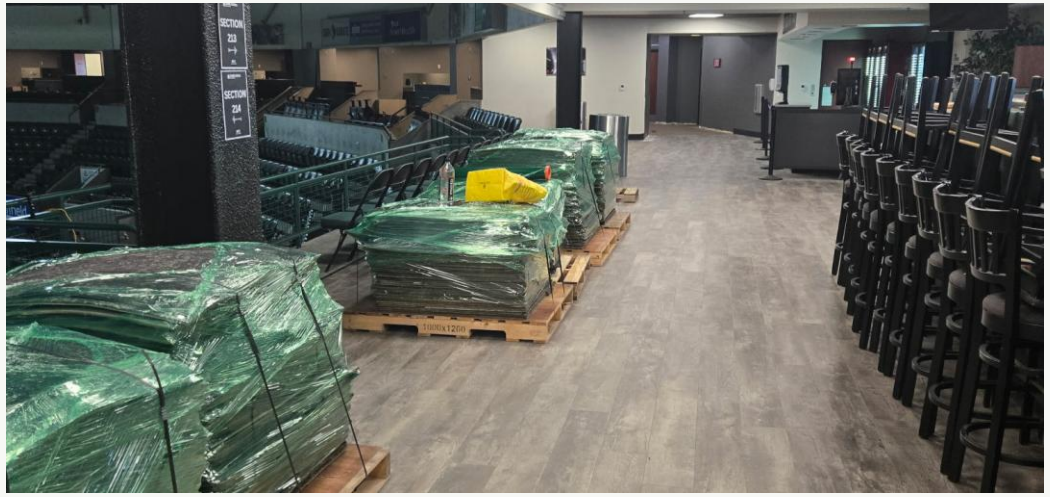
On appropriate projects, our goal is a cost-neutral reclamation pathway compared with conventional disposal.

MANUFACTURER TAKE-BACK MAKES THIS WORK

The right destination depends on what is actually on the floor

SHAW **TARKETT** **MILLIKEN** **MANNINGTON**

We work across major manufacturer take-back networks and identify the product before removal.



CURE INSURANCE ARENA

About half of the carpet was identified as Milliken and half as Shaw. Manufacturer tractor-trailers collected the separated pallets so the material could return to their processing streams and be used in new carpet backing systems.

SUSTAINABILITY ON BOTH SIDES OF THE PROJECT

Recover the old floor. Make a more informed choice for the new one.

RECOVER

Separate the removed flooring and route it to reuse, recycling or manufacturer take-back.

REPLACE

At Cure Insurance Arena, Shaw Terrain II LVT was selected for the new installation.

DOCUMENT

Terrain II has an EPD, HPD and FloorScore certification, and Shaw identifies a resilient-flooring reclamation pathway through its environmental guarantee.

Choose the new floor with its eventual recovery in mind.

PUBLIC-FACILITY PROGRAM — FOR NOW

Our current collection model is intentionally focused

WE CURRENTLY ACCEPT

Carpet • LVT • rubber from county and municipal buildings and other planned public projects.

NOT RESIDENTIAL DROP-OFF

We do not currently collect flooring directly from county or municipal residents. A residential collection mechanism has not been established yet.

This is the start: build a reliable public-facility pathway first, then let the infrastructure and policy evolve.

READY FOR PUBLIC PROCUREMENT

A sustainability pathway that can fit into normal public flooring work

NJSTART VENDOR

Flooring Foundation is NJSTART Vendor #V00083452.

STATE CONTRACT

G2005 is a statewide Carpet & Floor Covering, Supplies and Installation contract with NJ Cooperative Purchasing enabled.

PUBLIC PROJECTS

The procurement pathway already exists for eligible state and cooperative public entities.

The goal is to make reclamation part of the project — not another project for your team to manage.

SUSTAINABLE JERSEY: BUILDING THE BRIDGE

From a good project outcome to a repeatable municipal sustainability action

THE CONVERSATION

We have been discussing how documented flooring reclamation could align with Sustainable Jersey's municipal sustainability framework.

WHY IT FITS

Sustainable Jersey already includes actions around non-mandated materials recycling, materials reuse, C&D waste and waste reduction.

THE GOAL

Make verified diversion easier for municipalities to recognize, document and repeat.

No FloorCycle action or points have been approved by Sustainable Jersey yet.

THE PUBLIC OWNER IS THE CHAMPION

The biggest decision happens before the flooring ever leaves the building

1. Ask where removed flooring will go.
2. Build reclamation into the project conversation.
3. Document the pounds diverted and the destination.



DOCUMENT IT. MAKE IT VISIBLE.

Verified outcomes give public teams something concrete to report

2,500 LB

Rutgers School of Dental Medicine
Mannington carpet diverted

556 LB

Rutgers Livingston Campus
Carpet tile diverted

CERTIFICATE

A simple closeout record: material, weight, project and diversion.

The story belongs to the public owner. Our job is to make the result measurable.

PARTNERSHIP

A small operational choice can support a much larger county sustainability strategy

ANJR MEMBER

Connected to New Jersey's recycling professionals and public-sector network.

SUSTAINABLE JERSEY

Proud sponsor supporting municipal sustainability work.

YOUR PROGRAMS

County + municipal leadership is what turns a diversion idea into standard practice.

We're excited to add to the sustainability work you are already doing.

TWO QUESTIONS TO TAKE BACK

For your next county or municipal flooring project

WHERE WILL THE OLD FLOOR GO?

CAN WE PLAN A BETTER ROUTE?

Thank you for the work you do in your buildings and for considering another option for the old floor.

