



29 Depot Street
Buffalo, NY 14206

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Contact: Maggie Russell
mrussell@heritagefloor.com
(716) 853-1555

**Heritage Contract Flooring joins Carpet America Recovery Effort (CARE);
Demonstrates Commitment to Finding New Uses for Post-Consumer Carpet**

Buffalo, NY -- Heritage Contract Flooring announced that they have joined the Carpet America Recovery Effort, the only nationwide organization devoted to recovering and finding new uses for post-consumer carpet. Heritage Contract Flooring membership shows that they support CARE's efforts to divert carpet from the landfill.

Since CARE's beginning in 2002, thousands of people have supported carpet recycling through membership in CARE. Because of that support, CARE has helped keep over 1.3 billion pounds of carpet from clogging our landfills, reducing the emissions of greenhouse gases by an amount equivalent to ten million barrels of oil. That's a record we can all be proud of.

"With the help of Heritage Contract Flooring, CARE is transforming post-consumer carpet into consumer and other products - saving land, reducing emissions, and creating jobs for people across the United States", says Georgina Sikorski, Executive Director of CARE. "They are making a sustainable difference".

"We are proud to become members of CARE", says Don Faltisco, President of Heritage Contract Flooring. "We know that, through CARE, we are investing in resources to improve carpet separation technology, find regional uses for post-consumer carpet (PCC), develop new PCC products, and employ thousands of people who recycle and reuse carpet everyday".

Post-consumer carpet content goes into the manufacturing of new carpet and other consumer goods such as automobile parts, furniture, and various household items.

For more information about Heritage Contract Flooring, please call (716) 853-1555, or visit them at www.heritagefloor.com.

For more information about CARE or to join CARE, please visit www.carpetrecovery.org.

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Carpet America Recovery Effort (CARE) is a joint industry-government effort to increase the amount of recycling and reuse of post-consumer carpet and reduce the amount of

waste carpet going to landfills. For more information about CARE, please contact Jeremy Stroop at jstroop@carpetrecovery.org or call (706) 428-2127.

Since 1916, Heritage Contract Flooring LLC has been providing Upstate New York with its flooring needs including Carpet, Vinyl, Linoleum, etc. To learn more, please visit our website at www.heritagefloor.com or call (716) 853-1555.