



# SOFTEX

MARINE CARPETS



The high-quality polyester fiber made from 100% post-consumer recycled plastic bottles.

In today's world, more and more people are concerned about the environment. With so many disposable products on the market, it's no wonder eco-friendly products have become such a hot topic. From manufacturers down to consumers, there are several ways to help preserve the environment. Softex Carpets Softex Carpets has changed the way in which it produces its polyester fiber by making textiles from recycled materials. Consumers are faced with many choices when it comes to which products to buy. Our hope is that consumers think responsibly and buy products made from recycled materials, like Eco-fi.™

## WHAT IS ECO-FI?

Eco-fi is a high-quality polyester fiber made from 100% certified recycled plastic PET bottles. It can go into any textile product such as clothing, blankets, carpets, wall coverings, auto interiors, home furnishings, and craft felt. Eco-fi can also be blended with other fibers, such as cotton or wool, for enhanced qualities.

Fabrics made from Eco-fi fiber are chemically and functionally nearly identical to those made from non-recycled fabrics. The difference is that Eco-fi fiber is made without depleting the Earth's natural resources. With properties such as strength, softness, shrinkage-resistance, and colorfastness, market applications for Eco-fi are expanding every day.

## WHY BUY ECO-FI PRODUCTS?

We have the capacity to keep billions of plastic PET bottles out of the world's land

fills each year. For every one billion plastic bottles created, 18 tons of harmful air emissions are produced and 2.5 million barrels of oil are used, contributing to acid rain, global warming, and smog. The amount of petroleum saved annually by using post-consumer bottles instead of virgin materials in the manufacturing process is enough to supply power to a city the size of Atlanta for an entire year!

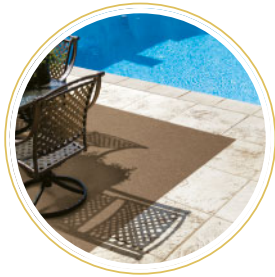
Leading manufacturers have given their endorsement to Eco-fi as the fiber of choice for delivering exceptional technical qualities to their products. Our supply of recycled PET is received with product certification and specification test data. This ensures the criteria for 100% recycled PET and the quality level of the material are met. Supplier certifications are available upon request.



## HOW MANY BOTTLES?

Some examples of products made from Eco-fi and the number of plastic bottles each saves from landfills:

\*Bottle counts are approximate due to variation in size and thickness of bottles recycled and size of the finished product.



6' x 8'  
Indoor/Outdoor Carpet\* =  
**48 bottles**



Sweatshirt\* =  
**17 bottles**



Exhibit/Display\* =  
**80 bottles**



Back Seat of Car\* =  
**90 bottles**

Plastic PET containers are picked up at curbside and community recycling centers, and then sorted by type and color.

They are stripped of their labels and caps, washed, and crushed, then chopped into flake.

These tiny pieces are melted and extruded to create fiber. The fiber produced is crimped, cut, drawn and stretched into desired length for strength, then baled.

The baled fiber can be processed into fabric for a variety of textile product end uses.

## LIFE CYCLE OF **eco fi**



### FACTS:

- Two million plastic bottles are used in the U.S. every ten minutes and 51 billion plastic bottles go into landfills annually.
- The 51 billion plastic bottles in U.S. landfills end-to-end would wrap around the earth 5 times. It will take 700 years before plastic bottles in landfills start to decompose.
- Less than 30% of plastic bottles in the U.S. are actually recycled.
- Currently only 11 U.S. states have direct deposit.