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NEWS RELEASE

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PACIFICREST ELEVATES INDUSTRY BENCHMARKS FOR CORPORATE ENVIRONMENTAL ACCOUNTABILITY

One Earth, One Chance Program

While some companies talk about environmental responsibility, PacifiCrest takes initiative and sets new standards. Nearly a decade ago, the West Coast-based commercial carpet mill launched an aggressive effort to improve its manufacturing processes impact on the environment and minimize its demand for non-renewable resources. Today, the tangible benefits are impressive as PacifiCrest's One Earth, One Chance program creates new industry benchmarks for environmental accountability.

Energy Co-Generation

In a move that helped pioneer a new technology in energy efficiency, PacifiCrest installed its first co-generation engines in 1993. From one fuel, natural gas, the mill creates steam for turbines that generate electricity for the manufacturing facilities. The steam is then re-used to heat water for the dyeing process. Thus, one fuel source yields two types of energy – electric and thermal. By generating its own electricity, PacifiCrest reduces demand on the local public utility company and the regional power grid. Plus, natural gas creates as little as one-twentieth the emissions of the coal or oil, which are traditionally used to generate electricity. The process is a model of energy efficiency. Today, the mill operates four co-generation units capable of producing a total of 1.3 megawatts of electricity, saving enough energy to supply power to 1,300 homes, according to Southern California Edison.

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a subsidiary of Royalty Carpet Mills, Inc.

Revolutionary Use of Reclaimed Water

Water is essential to carpet manufacturing, so PacifiCrest engineers developed ways to use reclaimed and recycled water in dyeing and production processes. Used water is cleaned, de-fuzzed, processed, and then can be returned to the local reclaimed water distribution system for further industrial use – creating a closed-loop environment for this precious natural resource. Implementation helped the firm to earn a 1997 Water Winner Award from the Irvine Ranch Water District.

Resource Efficiency, Low-Impact Manufacturing Practices, Reclamation, Re-use & Recycling

PacifiCrest’s One Earth, One Chance program is a top-to-bottom corporate philosophy that extends from manufacturing to shipping and administration. Nylon sheared from the surface pile of carpet is reclaimed, sold and converted for use in auto parts. Hard waste finds a new life through an innovative process that heats and pulverizes it for asphalt paving projects, automotive applications or as a substitute for gypsum drywall. New E-LOK BioBak™ performance backings offered by PacifiCrest feature a revolutionary bio-based polyurethane chemistry, created in part from soybean oil, a 100% renewable resource. Non-woven secondary backings on these products are made of 100% post-consumer materials. PacifiCrest’s carpet is recyclable.

PacifiCrest and its parent Royalty Carpet Mills have a long-standing record of accomplishment on air quality issues. The company is proactive in implementing environmental safeguards and in surpassing all environmental compliance regulations – for which it is a Clean Air Partner with the South Coast Air Quality Management District in Southern California, among the strictest environmental regulatory agencies in the USA. All of PacifiCrest’s products exceed the “Green Label” specifications for low-emission of volatile organic compounds (VOCs) established by the Carpet and Rug Institute (CRI).

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Additional measures include re-use of packing materials such as cardboard cores and boxes. A comprehensive recycling program throughout the company's plant and offices targets everything from scrap metal to office paper. Plant hours are set so that shift changes occur during non-peak hours for vehicular traffic and an incentive-based carpooling program is in place. Digital photography is used extensively, reducing the need for chemicals used in conventional film processing.

For recyclable samples and architect folders or sales information, contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, www.pacificrest.com, phone: 800.522.8838 or 949.474.5543, fax 949.833.2161.

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Editors Notes:

- *Please email bobbi@bprco.com for digital images, press releases and product information.*