

July 25, 2008



GOT IT COVERED: Corporate Floors Inc. President Thomas Holland stands in the company's warehouse with discarded carpet to be recycled.

IDEAS IN ACTION

Best laid plans

CORPORATE FLOORS INC.'S QUEST FOR A CARPET RECYCLER LED IT TO START A BUSTLING SIDE BUSINESS OF ITS OWN

BIGGEST PROBLEM

In 2007, Thomas Holland decided his commercial carpet removal and installation firm would no longer take rugs to the landfill. But he was unable to find a recycler in North Texas to do the job. So the owner of Corporate Floors Inc. started a recycling business of his own. Now both of his companies are booming.

As head of a company that installs new carpet in large commercial buildings, Corporate Floors Inc., Thomas Holland was bothered by the billions of pounds of used carpet going into landfills annually in the United States.

So last year, Holland decided his Grapevine-based company would recycle all the old carpet it pulls from buildings.

Easier said than done.

Holland found that carpet, especially old carpet, is difficult to deconstruct, and recyclers are few. After six months of scouting for help, he wasn't happy with the options, so he started Texas Carpet Recycling. The company sorts, bales and grinds down used carpet, then ships it by truck to a recycled carpet manufacturer in Georgia.

Demand from customers has been

overwhelming, Holland says.

"We can't keep up," he said. "'Green' and 'sustainability' are so popular that companies — and their employees — are clamoring for it."

Environmental pressure on companies is so strong, one executive told him recently "I don't care what it costs, I just don't want it to go to the landfill."

Texas Carpet Recycling began with a 3,000-square-foot warehouse in Grapevine. This past March, it expanded into a 10,000-square-foot facility.

Holland says the company was just named the recommended recycler in Dallas-Fort Worth for Granite Properties, a real estate development firm based in Plano.

It also is the recommended recycler for a local pilot project launched by CB Richard Ellis Inc. and giant carpet-maker Shaw Inc., a Berkshire Hathaway company.

CB Richard Ellis, the world's largest commercial real estate firm, has committed to becoming carbon neutral, and Shaw has a "cradle-to-cradle" carpet manufacturing process, said Jim Carew, regional vice president in Dallas for Shaw. "Cradle-to-cradle" means Shaw's new carpet is made from recycled content, both materials that are recycled in-house and through outside companies such as Holland's, Carew said, adding that carpet is the second largest U.S. landfill item, behind disposable diapers.

CBRE's goal is to ultimately recycle all carpet in its buildings, either through Shaw or through Texas Recycling, Carew said.

"We decided we were going to roll the project out in Dallas, effectively because of Thomas (Holland)," he said. Carew said Texas Recycling could han-

LAYING IT DOWN

NAME: Corporate Floors Inc.

BUSINESS: Carpet and textile installation, maintenance, recycling

HEADQUARTERS: 1702 Minters Chapel Road, Ste. 116, Grapevine 76051

OWNERSHIP: Private

TOP EXECUTIVE: Thomas Holland, president

EMPLOYEES: 30

ANNUAL REVENUE: \$6 million (projected, 2008)

PHONE: 817-329-7100

WEB: www.corporatefloors.com

dle the large volume of discarded carpet, rather than Shaw having to ship the heavy carpets to another market.

The fast-growing volume of business means Texas Carpet Recycling will likely expand into a 20,000-square-foot warehouse in Dallas-Fort Worth in

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Thomas Holland
Corporate Flooring Inc.

carpet recycling warehouse and four warehouse employees, Holland said.

early 2009, Holland said.

"We've got to find a way to get (our warehouse) on a rail line, though, because freight is our biggest cost," he said.

Plans also call for Texas Carpet Recycling to expand into Houston during the first quarter of 2009.

That will require a 10,000-square-foot

Texas Carpet Recycling recently oversaw the reprocessing of 20-year-old carpet for American Airlines, which made it possible to keep out of the landfill the equivalent of some 70 dumpsters that could accommodate 30 yards each, Holland said. His installation group, Corporate Floors Inc., put 630,000 square feet of the recycled carpeting in place at American's Fort Worth headquarters.

Founded by Holland 10 years ago, Corporate Floors is experiencing significant growth of its own, expanding into Austin and Houston and adding employees and warehouse space. The company currently has 60 employees.

"Business is good," Holland said.

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**CORPORATE
FLOORS**
INC.

**We Understand
What's Underfoot**

**Texas Carpet
Recycling** 