

Soy-Based Carpet Backing Coming Home



Universal Textile Technologies (UTT) introduces EnviroCeITM Home, the first soy-based, performance enhancing polyurethane carpet backing for the residential market. The United Soybean Board (USB) and UTT have worked together since 2004 when UTT incorporated soy-based polymers into its carpet backing technology.

UTT's EnviroCel and BioCel® carpet backing lines have long

been recognized in the commercial market and in governmental circles. Now, through a partnership with Southwind Carpet Mills/Cherokee Carpet Industries based in Dalton, Ga., the company brings the same performance to the residential market.

Southwind saw EnviroCel Home as a great benefit to homeowners and families. The product has insulating properties that reduce energy use and noise levels, according to Southwind. The soy-based backing extends the life of the carpet and provides an installation friendly product, according to Southwind.

EnviroCel Home replaces over 90 percent of the petroleum-based polymers in the carpet backings polyurethane formula with biobased polymers derived from U.S. soybeans. In addition, the carpet backing contains renewable and recyclable materials. Manufactured with a secondary backing of 100 percent post-consumer recycled plastic, the backing improves air quality and makes a smaller footprint by lasting longer, so less carpet winds up in landfills.

To learn more about UTT visit <u>universal-textile.net</u>. For additional information on Southwind visit <u>southwindcarpet.com</u> and for more information on soy-based products visit <u>soynewuses.org</u>.

USB is made up of 68 farmer-directors who oversee the investments of the soybean checkoff on behalf of all U.S. soybean farmers. Checkoff funds are invested in the areas of animal utilization, human utilization, industrial utilization, industry relations, market access and supply. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA's Agricultural Marketing Service has oversight responsibilities for USB and the soybean checkoff.