



Project Yellowstone Partners Receive Prestigious “Excellence in New Uses” Award from the United Soybean Board

The United Soybean Board (www.unitedsoybean.org) recently recognized the partners in Project Yellowstone by granting them the prestigious “Excellence in New Uses” award. The award recipients included Jim Evanoff of Yellowstone National Park (www.nps.gov/yell/index.htm) as well as Doug Giles of Universal Textile Technologies and John McIntosh of Signature Crypton Carpets (www.signaturecryptoncarpet.com), whom accepted the award on behalf of their respective companies for producing the Yellowstone Collection of carpets.

The United Soybean Board reserves the Excellence in New Uses award for industrial companies using soybean oils in new and innovative ways. Soybeans are a rapidly renewable and sustainable crop grown in America, offering industrial companies great potential for cost savings as well as the ability to create products that better benefit the environment. Awarded only once every several years, the “Excellence In New Uses” award's prior recipient was the Ford Motor Company.

With development help from Karen Edwards, KCE Public Affairs Associates Consultant at the Biobased Products Coalition and Mike Erker, BioProducts Development Director, United Soybean Board, Project Yellowstone was conceived to create American jobs by forging partnerships across industries. The Yellowstone Collection is an excellent example of how this partnership can work. First, Yellowstone National Park collects plastic bottles discarded in the park and recycles them through US-based recycling partners. Universal Textile Technologies (UTT) then takes this recycled material and combines it with soybean polyols to create BioCel™ and EnviroCel™, ecologically sustainable carpet backing systems used in the Yellowstone Collection. “We’re taking tons of plastics out of Yellowstone National Park,” says UTT’s Doug Giles.

An industry leader in the use of soy-based polyols, UTT’s high-performance backings are used in many commercial brands of carpet and synthetic turf. “Soy helps us replace a portion of the petroleum oils formerly used to create these backings,” explains Giles. “So along with the ecological benefits, soy also helps us mitigate the volatile prices of petroleum-based product ingredients by giving us a high performing alternative that makes financial sense for us and for our customers.”

The U.S. Farm Bill makes green manufacturing partnerships such as Project Yellowstone even more beneficial to American workers. Over the years this directive will increase the Federal Government’s procurement of products made with greater amounts of bio-based content. “The Federal Government is the number one purchaser of carpeting,” says Giles. “This bill will benefit our customers’ companies and employees, all of which are located right here in the United States.”

Even the U.S. National Parks are seeing benefits from the program. Park visitors are learning to recycle more.

“Never has such a large-scale environmental cause been taken to the carpeting sector,” adds Giles. “It just goes to show that even carpeting can change the world.”

Universal Textile Technologies supplies the carpet industry with multiple backing systems manufactured for use in mid to high-traffic commercial, hospitality, residential, corporate, healthcare, education and lodging markets. Additional markets include synthetic turf for sports fields and synthetic grass for landscape applications. For more information, contact Universal Textile at www.universal-textile.com.