Cartons: The New Standard for Recycling Programs

August 2014
What are “Cartons”?

- A lightweight sustainable package for refrigerated and shelf stable food and beverage products.
Who is the Carton Council?

The Carton Council is a group of carton manufacturers united to deliver long term collaborative solutions to divert valuable cartons from the landfill.
Our Goals & Outcomes

- Carton Council goals are to:
  - Increase access to carton recycling
  - Increase volume of cartons in recycling stream
- In under five years, we’ve brought carton recycling to more than half of all US households.
Carton Access in GA

Access to Carton Recycling by County

Legend
Access to Carton Recycling
- No Access
- Some Access
- >20% Access
- >60% Access
- Countywide Access

Updated: 8/6/2014
Increase Reach & Recovery of Your Program

*Adding Cartons*
Path to Add Cartons

Do You Currently Recycle Cartons?

NO, NOT YET.
Take the next steps to begin

MRF

HAULERS

SUPPORTIVE POLICY

CONTRACTS

EDUCATION

SCHOOLS

Yes!
Great. Now build a stronger program.

Cartons open up opportunities

CARTON COUNCIL
We make recycling work for you.
Start with Your MRF

- Does your facility accept cartons?
- Common questions when looking to expand materials:
  - Is there a market?
  - Is there enough cartons out there?
  - How are cartons handled?
  - Can the material be moved?
- Carton Council has answered those questions
  - YES!
Is There a Market?

- Several mills are buying cartons.
- Domestic and global markets exist.
Inside a mill

Photos courtesy of Fox River Fibers, WI.
Consider all the potential sources for cartons.
Cartons are in the Stream

Considering adding *cartons* to your local recycling program?

77% of U.S. adults say that food and beverage cartons are recyclable.

Cartons should be a part of every local program. Consumers want to recycle them and they are recyclable.

Source: Carton Council of North America, Omnibus Survey, Fall 2013

RecycleCartons.com
How to Handle Cartons?

- Positive sort of cartons = Grade #52
  - Highest yield, recovery and pricing
- Range of solutions both high and low tech
  - From optical sorter to hand sort

Ask Carton Council for assistance!
Moving Cartons?

- Broker Network in the Grade #52 Marketplace

  - Canada Fibers
  - Continental Paper Grading
  - Cascades Recovery
  - Global Fibers
  - OGO Fibers
  - Paper Tigers
  - Potential Industries
  - Royal Hongcheng International
  - REMM
  - Storelli Recycling
Service Providers & Contracts

- If the MRF accepts cartons, easy for haulers/service providers to follow suit.
  - Communication to customers critical

- New contract or renewal?
  - Add cartons as part of common suite of materials.
  - Cartons recycling available to 1 in every 2 households in the US.
Supportive Policies

- Tools to support:
  - Program performance
  - Diversion goals
  - Recovery

- Examples:
  - Pay as You Throw
  - Recycling ordinances
  - Landfill ban

"Check out our Best Practices"
You Added Cartons, Now What?

- Each link in the “recycling chain” must be strong to achieve diversion and recovery of cartons.
Without consumers, the chain is broken!

There is no material for the MRFs or the mills
Creating the Recycling Buzz

- Increasing visibility of new materials will drive more to the recycling bin, the MRF, and the end markets – keeping the recycle-cycle going!

- Use the addition of a new material to your program to help raise awareness for your entire program.

Carton Council can assist you here – tools, grants, and more!
Creating the Buzz – First Steps

- Update your website
  - People go to websites first
  - Carton Council will link to your site from recyclecartons.com

- Update your Recycling Guidelines
  - May be time sensitive to regular production schedule

- Other tools used in your community?
  - Events
  - Press Releases
  - America Recycles Days and Earth Day

- Timing: As soon as possible!
Schools

- If you can recycle cartons at home, you can recycle them at school.
- Empty, dry cartons are the key to success.
- Incredible volume
  - Just one student generates 180 cartons per school year.
  - Potential diversion of 2000 lbs of cartons per year for one elementary school.
- Tips, guides, grants and technical assistance all available through Carton Council
In Summary

**Carton Council**
- End Markets
- Matchmaking to move materials
- Capital and education grants
- Tool-kits, templates, and carton recycling network of resources

**You**
- Talk to your MRF
- Use contracts and policies to support diversion, addition of new materials
- Build awareness around carton recycling
- Increase recovery through communications and schools programs.
In Summary...

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Stop by our booth - Carton Council

For more information about adding cartons,

www.recyclecartons.com
www(cartonopportunities.org

THANK YOU!