



# Cartons: Recycling's Newest Success Story

*CAFR Summit - Grand Junction  
June 2016*



Carton Council

CartonOpportunities.org

# What are cartons?



**CARTONS ARE**  
**LIGHTWEIGHT,**  
**SUSTAINABLE**  
packages for  
**REFRIGERATED**  
and **SHELF STABLE**  
food and beverage  
products.



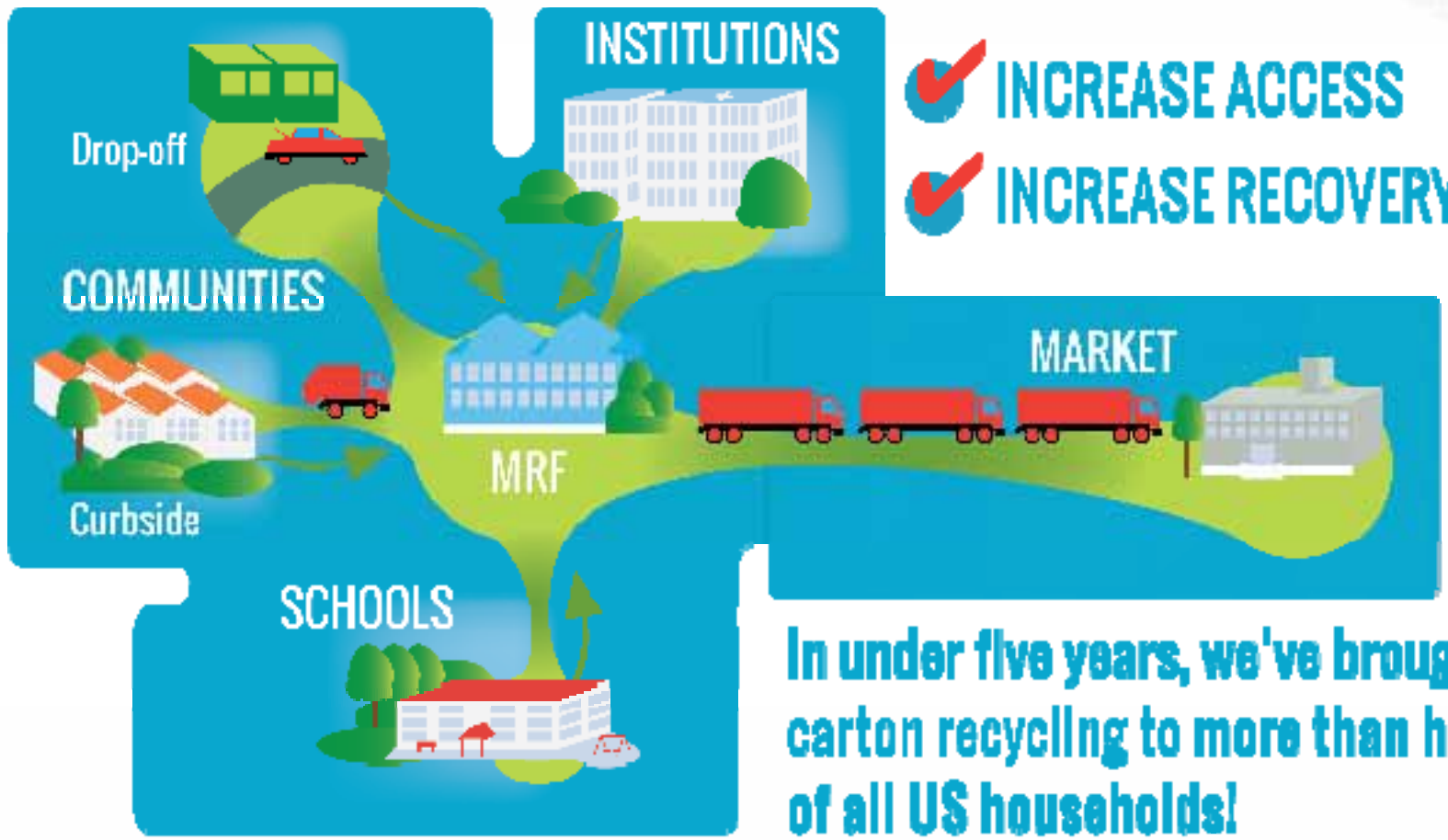
# Who is the Carton Council?



A group of carton manufacturers united to deliver long term, collaborative solutions to divert valuable cartons from the landfill.



# Our Goals & Outcomes



# WHY?

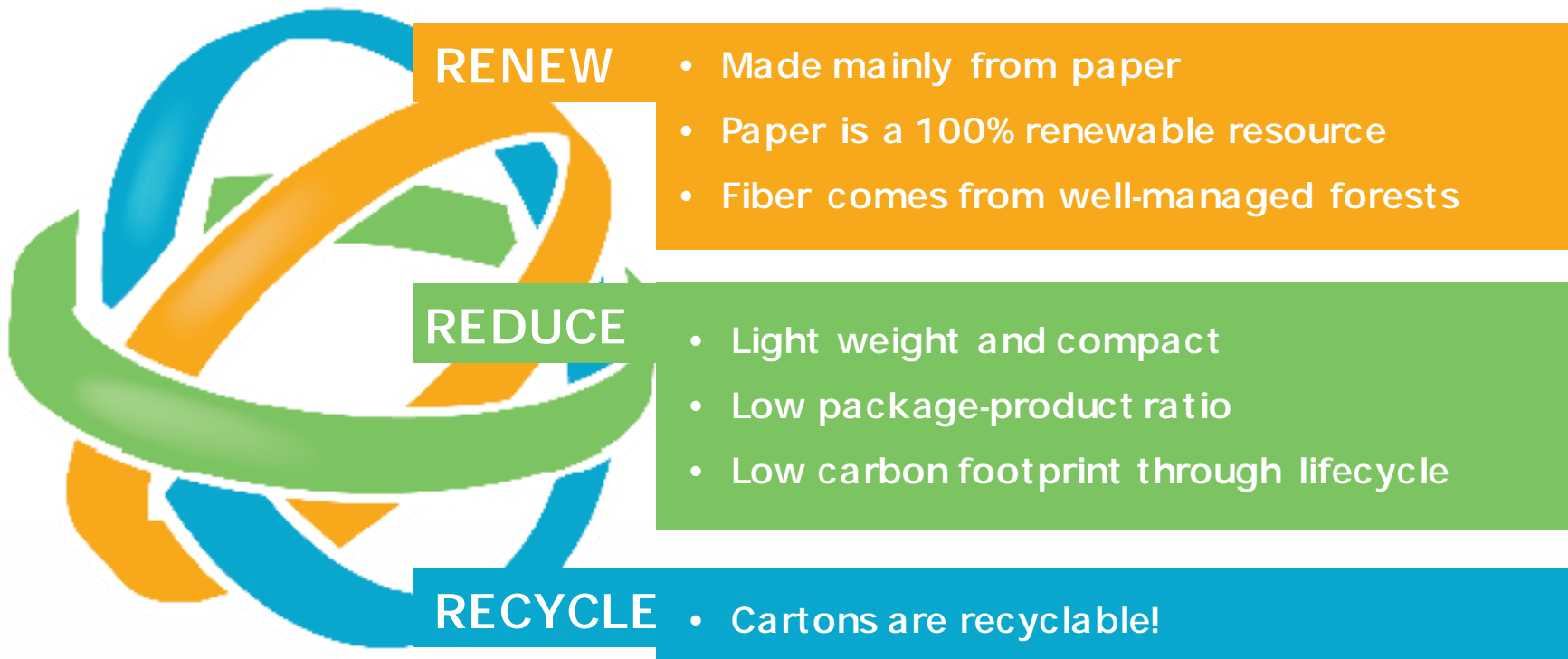




# Cartons are sustainable



Cartons are one of the *most sustainable* options for food and beverage packaging.



# Cartons are recyclable



Carton Recycling is Standard Practice Globally



*Over 140 mills taking cartons worldwide*



- Cartons recycled in US for more than 2 decades
- Carton recycling is already available to more than half of US residents.

# How Carton Council Achieves its Goals





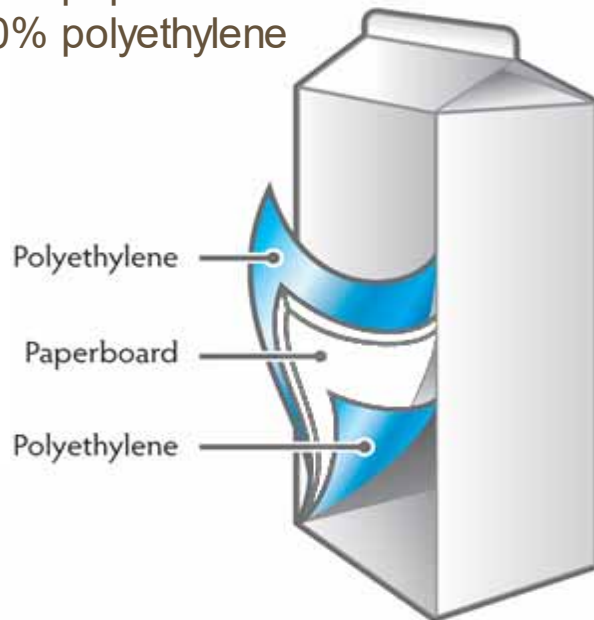
# Cartons contain valuable materials



Made with 100% virgin fibers, cartons contain some of the best fiber still in the waste stream.

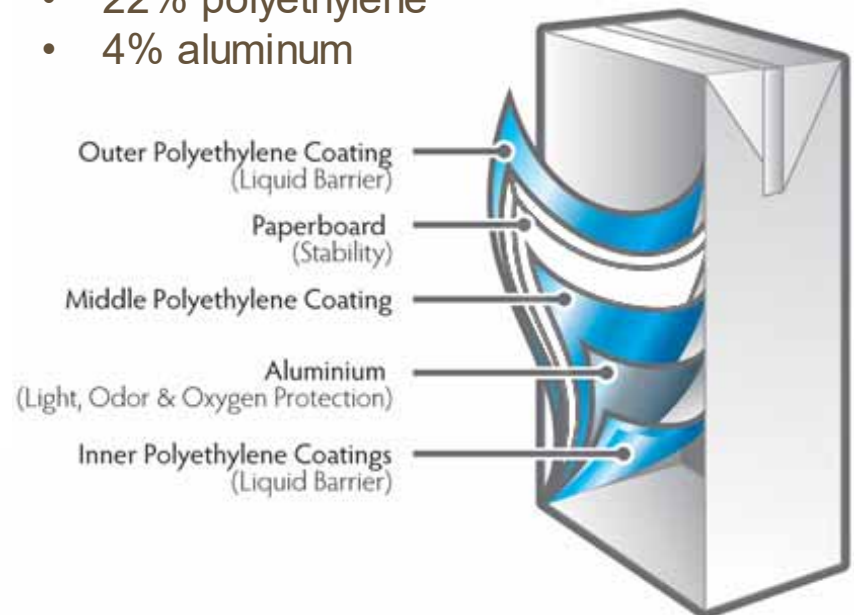
## Refrigerated “gable top” cartons

- 80% paper
- 20% polyethylene



## Shelf-stable “aseptic” cartons

- 74% paper,
- 22% polyethylene
- 4% aluminum

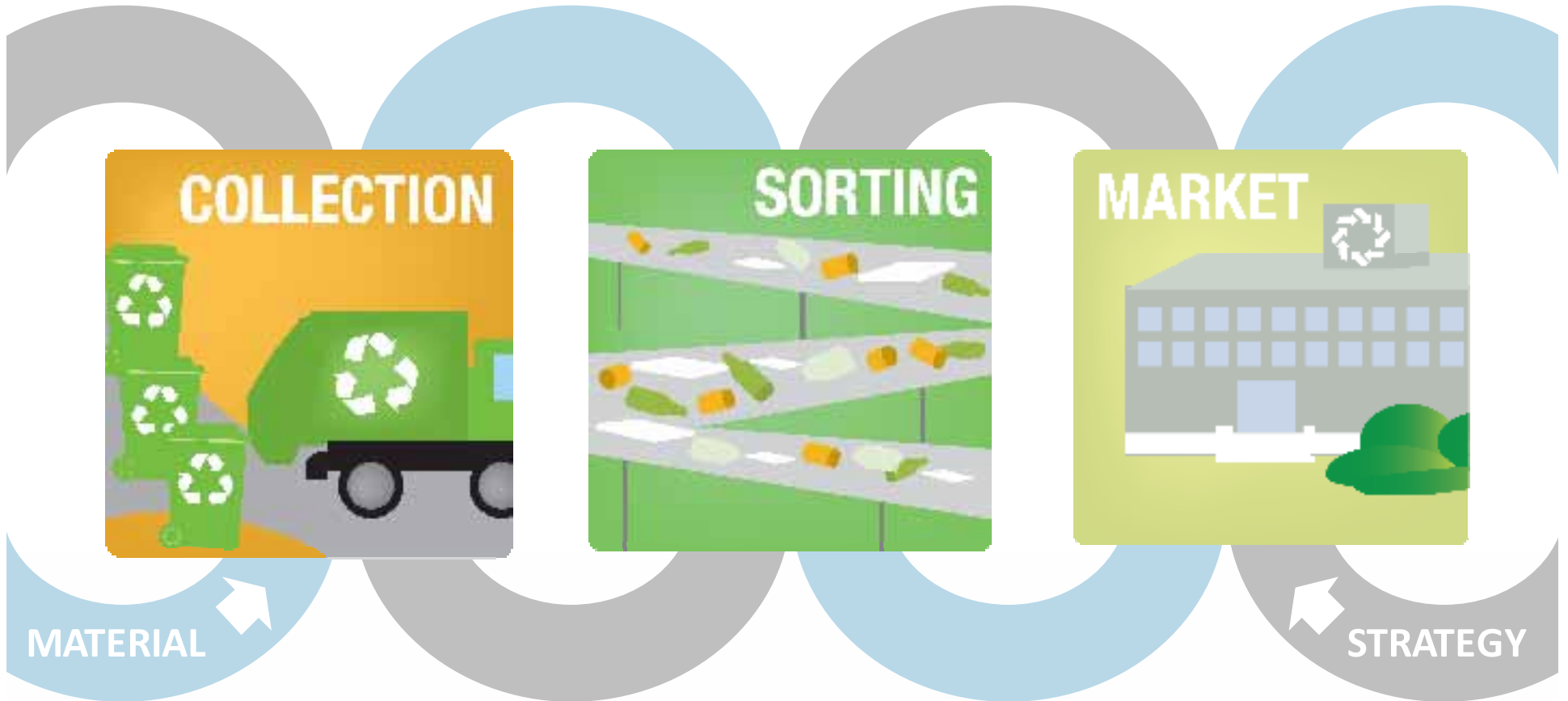


Cartons are Not Wax Coated

# Target the Recycling Supply Chain



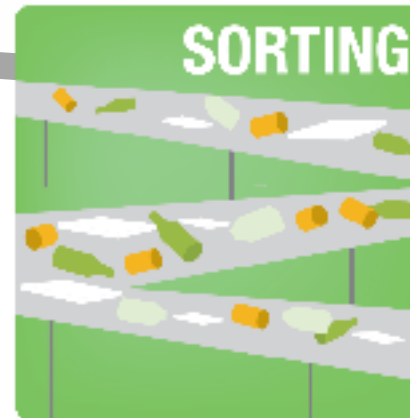
*Our goal: Build carton recovery*



# Work Backwards from End Markets



*Build sustainable markets*



*Create sustainable infrastructure*

*Develop awareness and participation*



# Step 1 – Build Sustainable Markets



2008 - only 1 active mill  
Today - many active mills  
More demand for cartons

*Grupo Empresarial  
Transforma*



**R**  
fibrek



**ECOMADERA**

**SS UA** **SAN JOSÉ**  
PAPEL 100% REICLADO

**REPAK**

**Placove**  
MATERIALES SUSTENTABLES

*Great Lakes  
Tissue  
Company*

**ReWall**

**BIO PAPPÉL**  
...el papel sustentable



*Kimberly-Clark de México*

Collaboration = Success





# 300% Increase in Carton Recycling Access



- 2008-Before Campaign:
  - Carton recycling programs in 24 states
  - 18% of U.S. households had access to carton recycling

- Today:
  - Carton recycling programs in 48 states
  - 58% of U.S. households have access to carton recycling

*Stay in touch...*

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visit **RecycleCartons.com**  
**CartonOpportunities.org**



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