Cartons: Recycling’s Newest Success Story

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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.
In under five years, we've brought carton recycling to more than half of all US households!
WHY?
Cartons are sustainable

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

- **RENEW**
  - Made mainly from paper
  - Paper is a 100% renewable resource
  - Fiber comes from well-managed forests

- **REDUCE**
  - Light weight and compact
  - Low package-product ratio
  - Low carbon footprint through lifecycle

- **RECYCLE**
  - Cartons are recyclable!
Cartons are recyclable

Carton Recycling is Standard Practice Globally

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

Over 140 mills taking cartons worldwide
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
- Develop awareness and participation
- Create sustainable infrastructure
Step 1 - Build Sustainable Markets

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