



Carton Recycling is Happening!

*The Carton Council's
Carton Recycling Access Campaign*

August 2013



Carton Council

CartonOpportunities.org

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.



Associate Member



What Does the Carton Council Want?



What are “Cartons”?



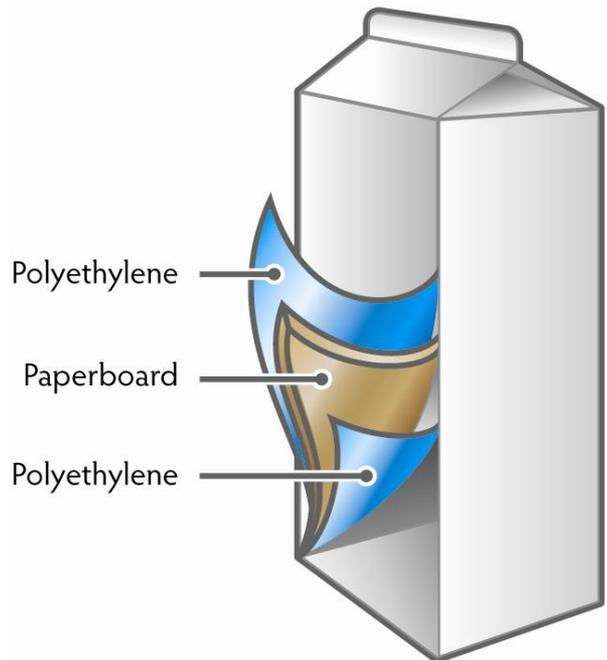
- **Refrigerated (Gable Top):** used for milk, juice, creamer ...
- **Shelf stable (Aseptic):** used for soups, milk, juice, wine, water...



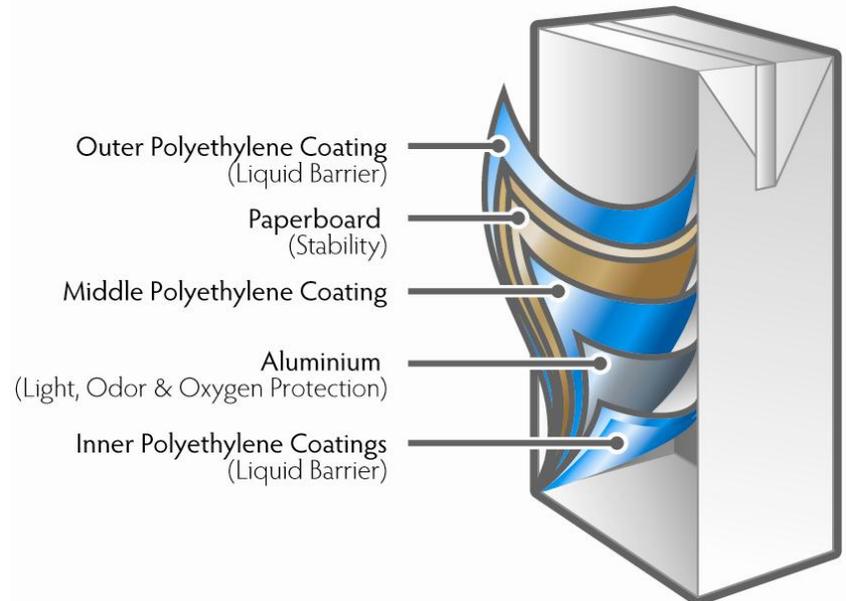
Polycoated Paperboard Cartons



Refrigerated “gable top” cartons contain about 80% paper and 20% polyethylene



Shelf-stable “aseptic” cartons typically 74% paper, 22% polyethylene and 4% aluminum



Cartons are Not Wax Coated

Sustainable Cartons



Cartons are one of the most sustainable food and beverage packages

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

Recycling and Cartons – A Misunderstood Commodity In US



- High Value Material
 - 100% virgin fibers – no ink
 - Some of the best fiber still in the waste stream
 - High yield for mill operations
- Carton Recycling Standard Practice Globally
 - Over 140 mills taking cartons worldwide, 5 in N.A.
 - We are playing catch-up here in the US
- Cartons Recycled in US for More than 2 Decades
 - Proven in large markets like New York
 - Expect Cartons to be .5% and higher of incoming material

Carton Recycling Supply Chain



Seeking Partnerships across supply chain



Push Factors
Collection Volume



Sorters



Pull Factors
High Value End Markets



Carton Recycling Access Campaign



The Strategy

1. Build sustainable markets
 - *Build the Demand*
2. Build sustainable infrastructure
 - *Build the Supply "Pipeline"*
3. Develop consumer awareness and participation
 - *Fill the Supply "Pipeline"*

Achieving the “Right Formula”



- Pro-active **industry partnership** for voluntary producer responsibility
- Pushing carton friendly **financial and technical resources** into supply chain
- **Capital support** for sorting facility upgrades
- Marketplace assistance for **movement of cartons**
- Community/hauler **communications and outreach support** for carton recycling access

Carton Recycling Strategy- Working Backwards from End Markets



Sorters & Brokers



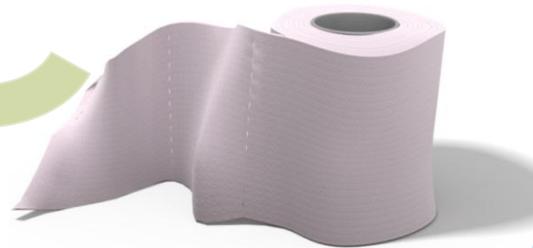
Mills/Pulping Process



Paper Products
Tissues
Plates
Paper

Developing
Markets for
Poly/Au
Component

Communities
Haulers



Consumer

**Strategy Step #1: Start
with End Markets**

Carton Recycling Strategy- Working Backwards from End Markets



Strategy Step #2: Targets MRFs and Sorting

Sorters & Brokers



Mills/Pulping Process



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Consumer

**Strategy Step #1: Start
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Carton Recycling Strategy- Working Backwards from End Markets



Strategy Step #2: Targets MRFs and Sorting

Sorters & Brokers

Mills/Pulping Process

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Tissues
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**Strategy
Step #3: Targets
Household Access**

Consumer

**Strategy Step #1: Start
with End Markets**



Step 1 - End Markets



From 1 active mill in 2008 to many that are now buying cartons, with more demand in pipeline



Grupo Empresarial Transforma



Great Lakes Tissue Company



Kimberly-Clark de México

Step 2- MRFs & Sorters



- Work with Facilities to
 - Agree to take cartons
 - Agree to report data to Carton Council
 - Household access and tonnages
- Positive Sort of Cartons at Facilities
 - Capital Equipment Grants available, based on criteria
- Optional Assistance Offered
 - Broker Services/Market Channels
 - Assistance with Movement of Bales/Partial Loads
 - Promotional Materials
 - Access to Co-promotion Grants

Small and Medium Sorting Center Needs



Small Sorting Centers

May include sorting conveyors, with heavy reliance on manual labor for sorting



Typical capital need:

- Hoppers for storage of manually sorted cartons

Medium Sorting Centers

May include air sort, trommel, eddy current, steel belt conveyor, self-dumping bins and push-through bunkers



Typical capital need:

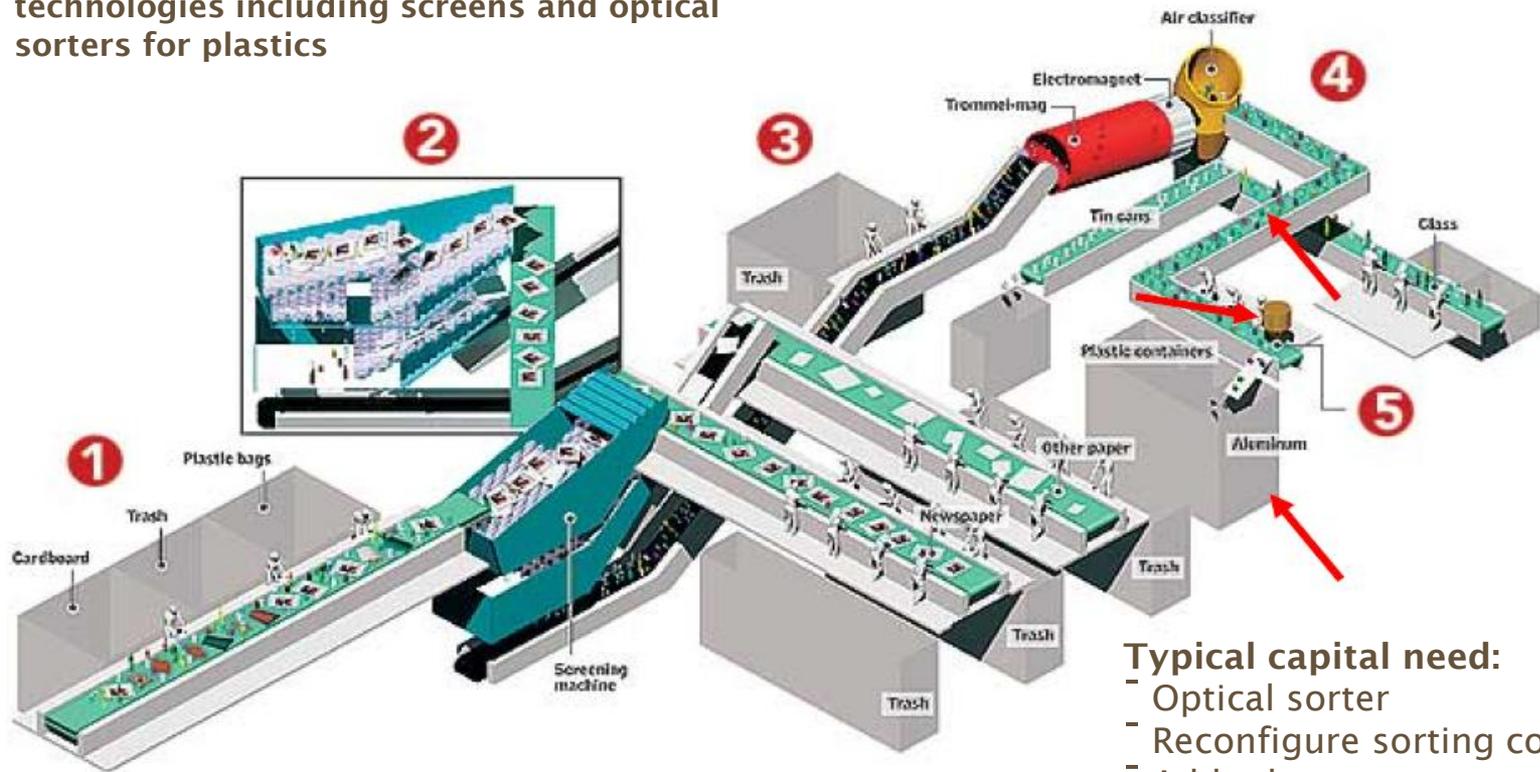
- Reconfigure sorting conveyor
- Extend sorting platform
- Add bunker

Large Sorting Center Needs



Large Sorting Centers

May include advanced mechanical sorting technologies including screens and optical sorters for plastics



Typical capital need:

- Optical sorter
- Reconfigure sorting conveyors
- Add takeaway conveyor
- Extend sorting platform
- Add bunker

Step 3 – Household Access



- Notify users of facility that now accepts cartons
 - Collectors
 - Communities
 - Residents
- Outcomes
 - Increased visibility of carton recycling
 - Drive carton volumes to facilities

Step 3 – Household Access



- Carton Council offers series of tools to assist with promotion and education around carton recycling
 - Tool-kit with template advertisements, etc.
 - Mini-grants to assist with costs, case by case basis
 - Large major metropolitan area awareness campaigns



Adding School Cartons to the Equation



Carton Recycling and Schools



- If you can recycle cartons at home, you can recycling cartons at school!
- Guide and technical assistance available



Successes to Date

As June 2013



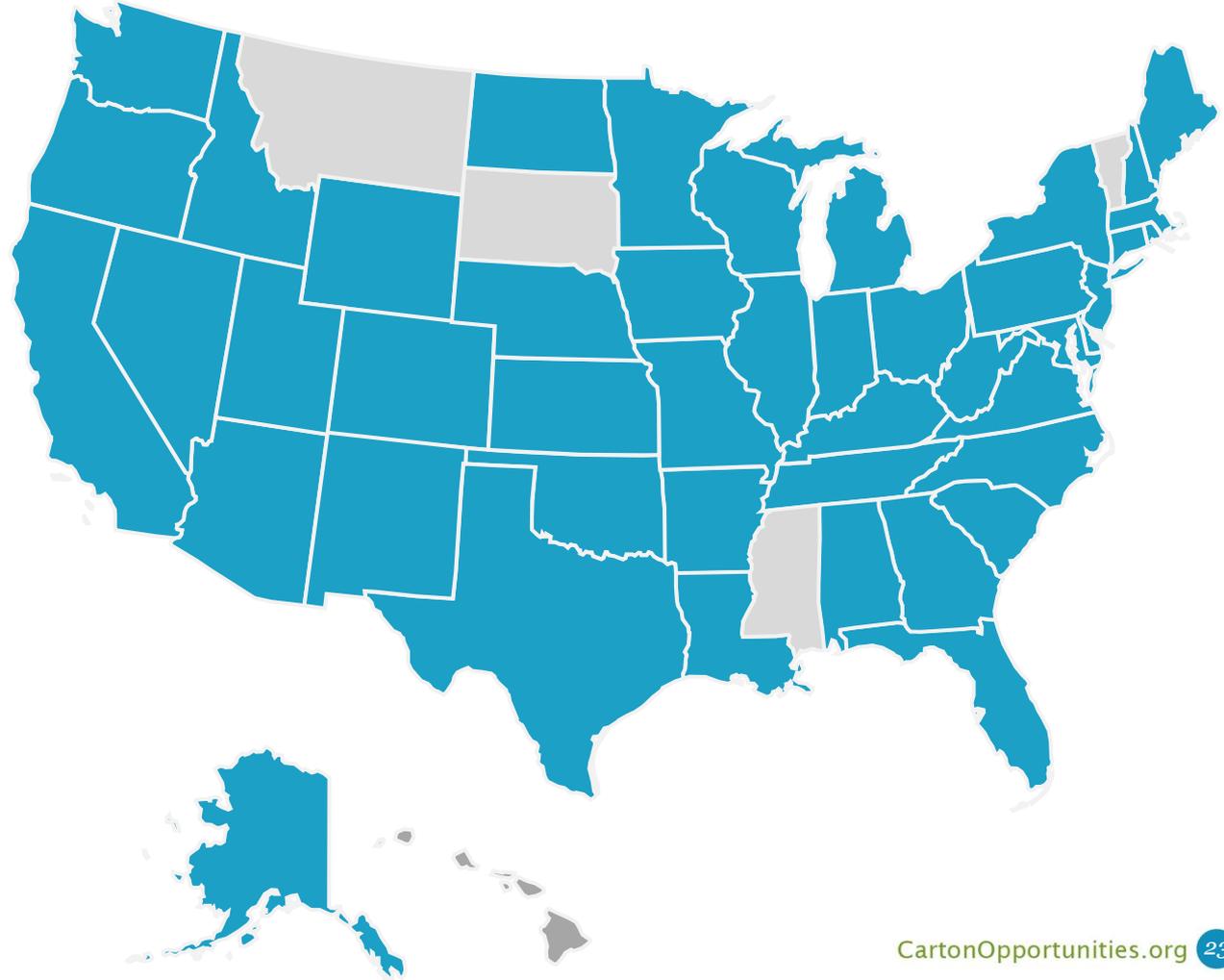
Access to Carton Recycling



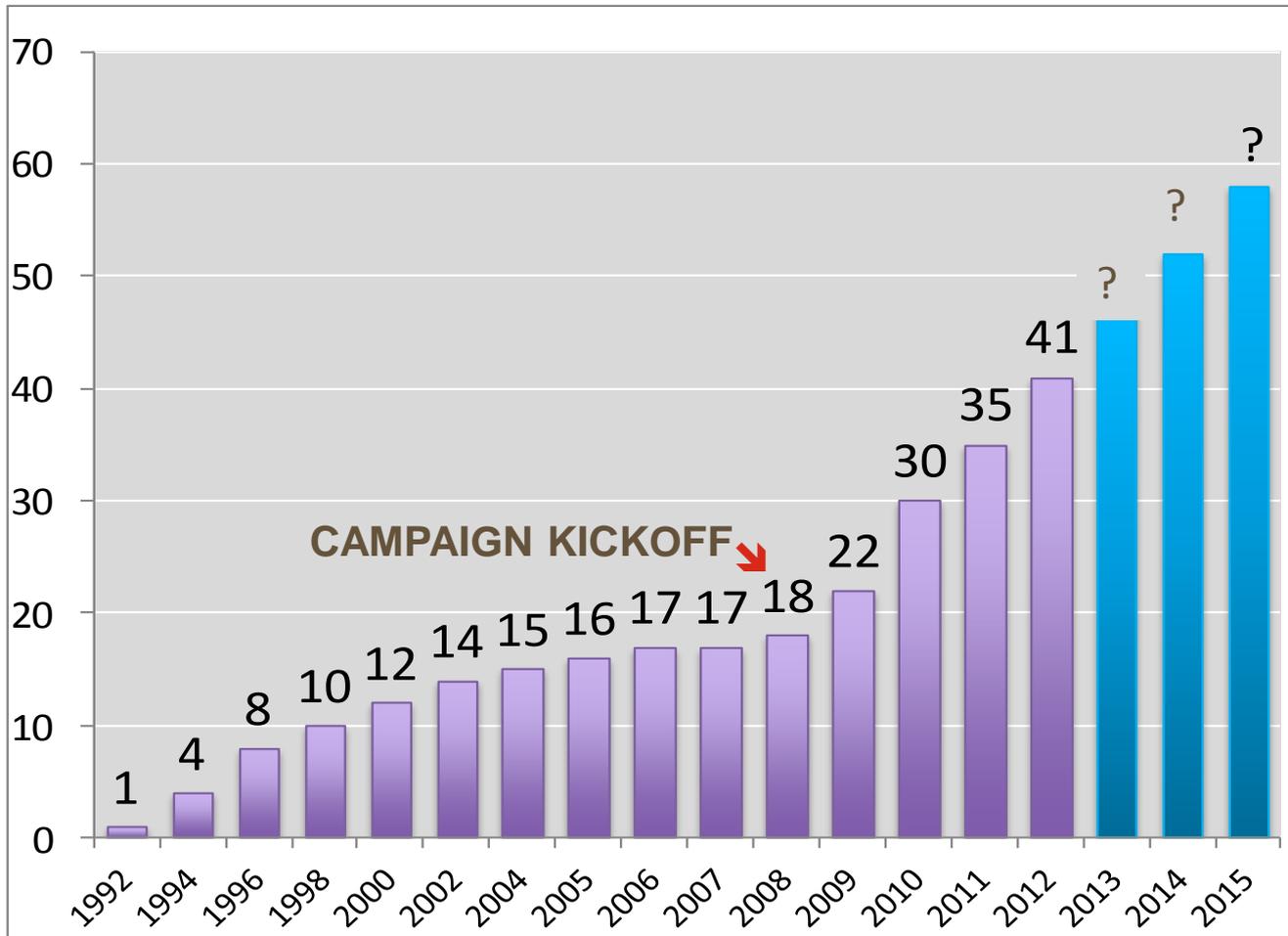
As of June 2013-

- 45 states
- 44% or 51.4 million US households
- Over 7,000 programs in the US

All with access to carton recycling



Steady Progress since 2008



Sustainable Carton Pricing



- Grade #52 announced in April 2011, reflecting industry recognition of this grade – eventual use of index expected
- Carton pricing generally follows Sorted Office Paper (SOP) pricing—varies by location of source, fiber mix, etc.
- Export pricing varies based on shipping container weights and locations—strong export demand—over 140 mills consuming cartons worldwide

New PSI* Spec Grade #52 - Definition



- Consists of liquid packing board containers including empty, used PE coated, printed one-side aseptic and gable-top cartons containing no less than 70% bleached chemical fiber and may contain up to 6% aluminum foil and 24% PE film.
- Prohibitive materials may not exceed 2%
- Total out-throws may not exceed 5%

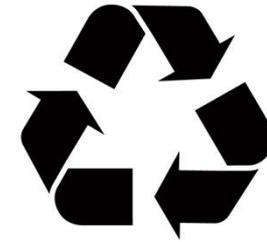
**PSI = The Paper Stock Industries (PSI) Chapter is a national chapter of the Institute of Scrap Recycling Industries, Inc. (ISRI). It is dedicated to the recovered paper industry*

More access = more visibility



- Brands that use carton packaging are now able to include a qualified logo* on their packaging.
- The on-pack logo makes carton recycling more visible to consumers because the package informs consumers of what to do.

RECYCLABLE



ONLY WHERE FACILITIES EXIST

Visit recyclecartons.com to see if recyclable in your area

* Currently with a negative qualifying statement in compliance with Federal Trade Commission guidelines. As cartons reached a significant majority of households with carton recycling access, the packaging may reflect only the recycle symbol.

About RRS



RRS



Consultants Building Waste Free Solutions

For 27 years RRS has worked on innovative ways to meet the resource management, economic and recovery goals of our clients and their supply chains.

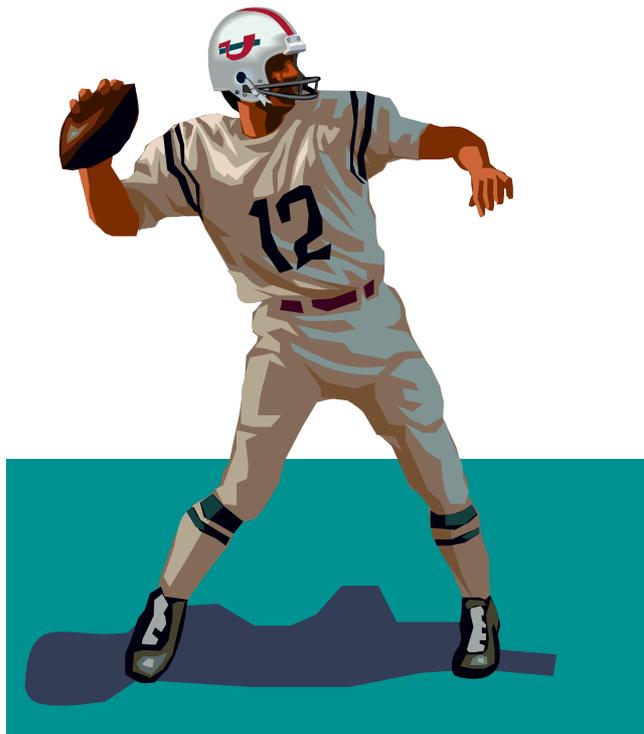
What We Do



Offer sustainability services and resource management solutions for materials and products.

- Management Consulting
- Performance Enhancement
- Strategic Resource Management
- Policy Analysis & Risk Assessment

RRS and Carton Council



- Project management and execution of carton access campaign.
- Strategic planning
- Data management and tracking
- Communications coordination



Carton Recycling

What's Happening In Ohio...

Summer 2013



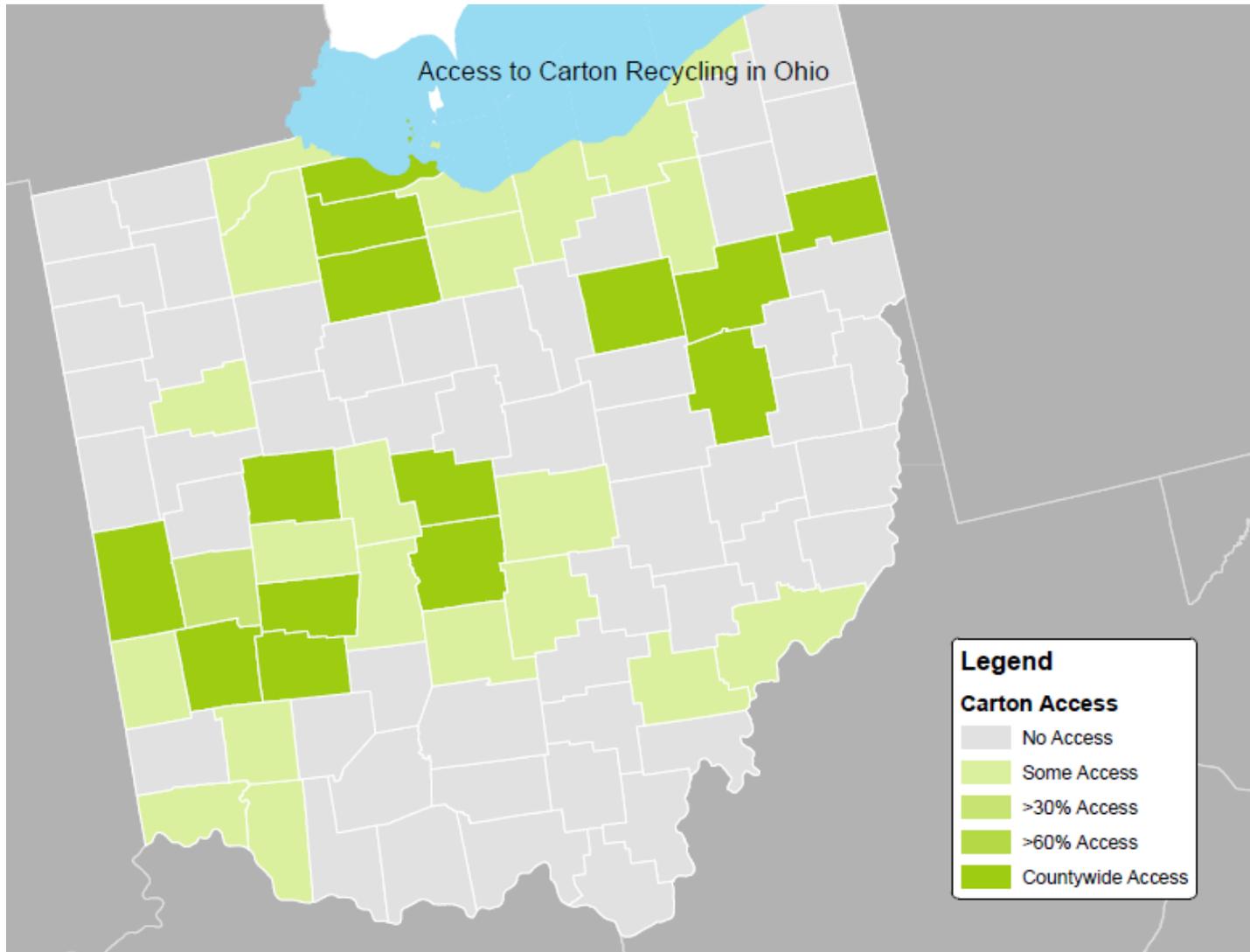
Carton Council

| CartonOpportunities.org

41% Access in Ohio to date!



Communities with Carton Recycling



Counties with Carton Recycling



Allen County

Athens County

Champaign County

Champaign County

Clark County

Clermont County

Cuyahoga County

Darke County

Delaware County

Erie County

Fairfield County

Franklin County

Greene County

Hamilton County

Huron County

Lake County

Licking County

Logan County

Lorain County

Lucas County

Madison County

Mahoning County

Miami County

Montgomery County

Ottawa County

Pickaway County

Preble County

Sandusky County

Seneca County

Stark County

Summit County

Tuscarawas County

Union County

Warren County

Washington County

Wayne County

Wood County

City of Columbus



Rumpke Recycling Optical Sorting Systems Upgrade

- 26,000lbs of cartons recycled (2011 Q4)

Households Added:
331,602



Public Education in Columbus



RECYCLE YOUR CARTONS, COLUMBUS!

When the contents are gone,
let the carton live on.

Go to RecycleColumbus.org or call (614) 645-3111
for more information.



RECYCLE YOUR CARTONS, COLUMBUS!



When the Contents Are Gone,
Let the Carton Live On



Public Education in Akron





Let's Recycle Akron!



NEW!
Milk, juice, broth,
soup and other food
& beverage cartons



Plastics #1 - #7



Paper and Cardboard:
Do not tie & bundle





**Aluminum & other
metal cans**



**Glass bottles
& jars**

Labels are fine



HOW TO RECYCLE:
Mix together all
recyclables, place in
clear plastic bag and
place in cart.

Please remember to!

- Flatten cardboard boxes.
- Empty and rinse all
containers.
- Place all recyclables in
a clear plastic bag.

*Recycle Right Akron and
place the correct items in
your cart!*

*See reverse side for more
helpful hints.* →

Questions? Please contact:
Call 311 or 330-379-4311
or visit akronohio.gov





Guidelines provided by:
Carton Council
RecycleCartons.com

Website Best Practices



Columbus, OH

What Goes in the Blue Cart



Aluminum and steel cans – and lids



Newspaper, magazines, catalogs, junk mail, computer paper, phone books and dry food boxes



Plastic bottles and jugs



Cardboard

- Cardboard flattened
- Pizza boxes free of food & grease



Glass bottles and jars



Cartons and juice boxes

NO plastic bags, please.

Website Best Practices



City of
Westlake, OH

Recycling: Exciting Changes to Make Recycling Easier for You!

The City of Westlake will provide each residence with an 18-gallon bin. All recyclables can be mixed together in the single bin. Place your bin at the tree lawn on the same day as your trash collection, and Rumpke will collect the recycling. You no longer need to use the blue bags. Residents may still use blue bags when materials exceed the volume of bins and/or for newspapers.

You Can Recycle:

PAPER

- Office paper, junk mail, folders
- Magazines & catalogs
- Newspaper, including inserts
- Paperboard
- Cardboard (flattened)
- Clean Pizza Boxes

PLASTIC BOTTLES

Bottles & jugs ONLY
1-7

GLASS

Bottles & jars (any color; lids removed)

METALS

Aluminum, steel, tin and aerosol cans

CARTONS

(caps and straws removed)

Website Best Practices



Elyria Township, OH

Yes! Cartons are Recyclable!



Written by webmaster

Thursday, 23 May 2013 13:07



Republic Services now accepts cartons for recycling! The last drop of milk, juice or soup does not mark the end of a carton's useful life. Cartons are easy to recycle and in high demand.

How? Simply place empty cartons in your recycling bin with your plastic, metal and glass containers.

The bales of recycled cartons are shipped to paper mills, where cartons are mixed with water in a gigantic blender to extract all the paper fiber. These recycled carton paper fibers are a valuable resource for making products such as recycled paper products and even building materials.

Contact Republic Services at 800.433.1309. For more information on how cartons are recycled, visit www.RecycleCartons.com. For even more information, click [here](#) and [here](#).

Website Best Practices



Bath Township, OH

Reuse, Reduce, Recycle!

A red Rumpke recycling bin will be delivered to your home. Please mix all recyclables in your bin and place it out for collection on your trash day. Items do not need to be bagged other than paper to keep it from blowing out and becoming litter

You Can Recycle:

Glass Bottles & Jars

Plastic Bottles #1-7

Metal Cans

Cartons (milk, juice, etc.)

Paper Products – newspaper, office paper, magazines, cardboard, cereal and cracker boxes (flattened, emptied of all packing materials)

Not acceptable for recycling: garbage, food, yard waste, electronics, buckets, butter tubs, food trays, syringes, light bulbs, drinking glass, window glass, batteries, ceramics, dishes, pots, pans, cups, utensils, foil juice pouches, and any plastics that are not bottles.

Confusing descriptions



Chipboard and Boxboard



Paper Bags



Phone Books, Catalogs & Magazines



Newspapers



Paper Cardboard, Dairy and Juice Containers



Junk Mail
Including envelopes



Office and School Paper

Stay in touch....



Visit the Carton Council:
www.recyclecartons.com
www.cartonopportunities.org

For updates and information, follow Carton Council
on Facebook and Twitter@RecycleCartons



Have a question, call the Carton Council at
1-855-7-CARTON