

Trends in Recovery: A Carton Recycling Example

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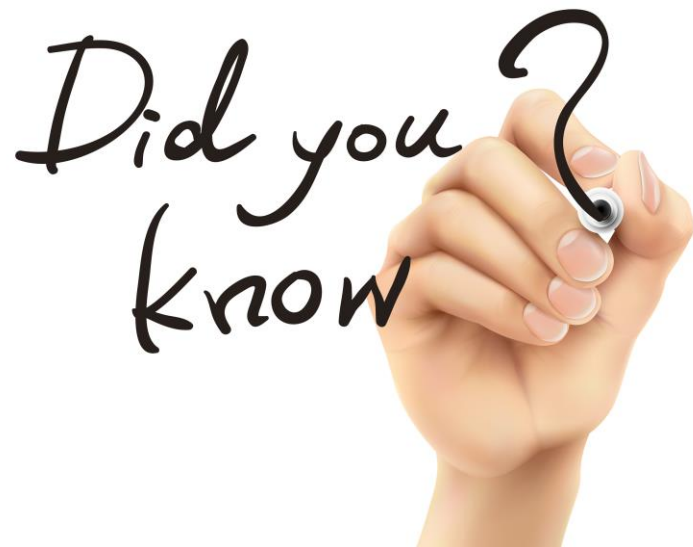
Who is the Carton Council?

- Composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak, the Carton Council formed in 2009 to deliver long-term collaborative solutions to divert valuable cartons from the landfill.
- Through a united effort, the Carton Council is committed to expanding carton recycling nationwide.



Five Things We Want You to Know

1. Cartons are recyclable and should not end up in landfills
2. There is value (economic and environmental) in carton recycling, especially when sorted into Grade #52
3. New technology is making carton recycling more efficient
4. End markets exist and are growing
5. The Carton Council has resources to



1. Cartons are recyclable and should not be landfilled.



What are cartons, exactly?

Made mainly from **paper**, a renewable resource, light weight and compact, **cartons** have a low carbon **footprint** and are **recyclable**.

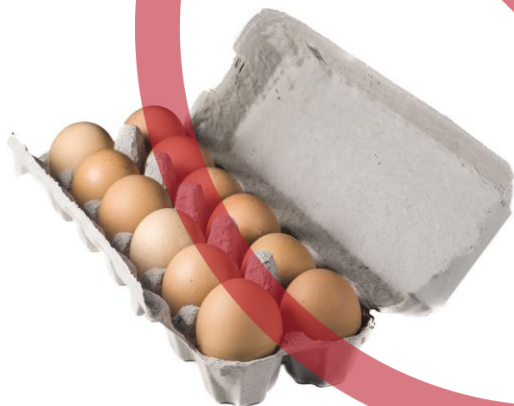


What is NOT a Food and Beverage Carton?

Frozen Food
Boxes



Takeout
Containers

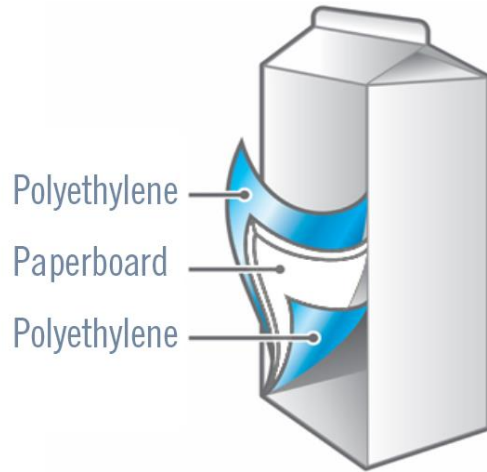


Ice Cream
Containers

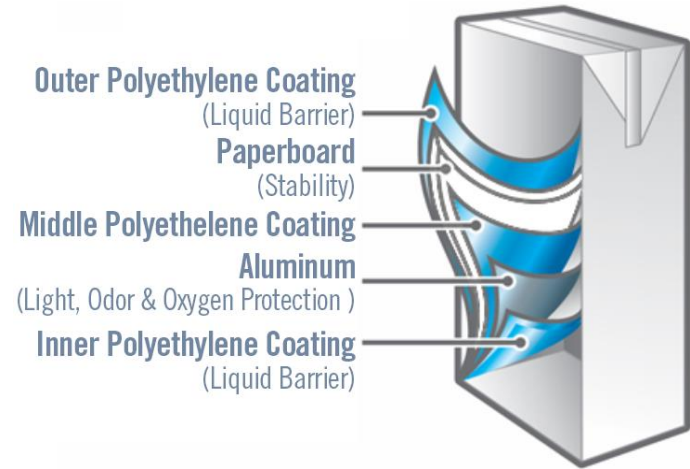


Multi-layer design provides protection against light, air and harmful bacteria

Refrigerated “gable top”



Shelf stable “aseptic”



No wax or “waxy coating”

Environmental Benefits of Recycling Cartons

**Recycling
cartons saves
trees, electricity
and decreases
air pollutants**



A ton of paper made from
recycled fibers conserves:

7,000 Gallons
of Water

400 Kilowatts of
Electricity

17-31 Trees

Eco-friendly construction
materials allow cartons to
“live” another 20 years

30 cartons

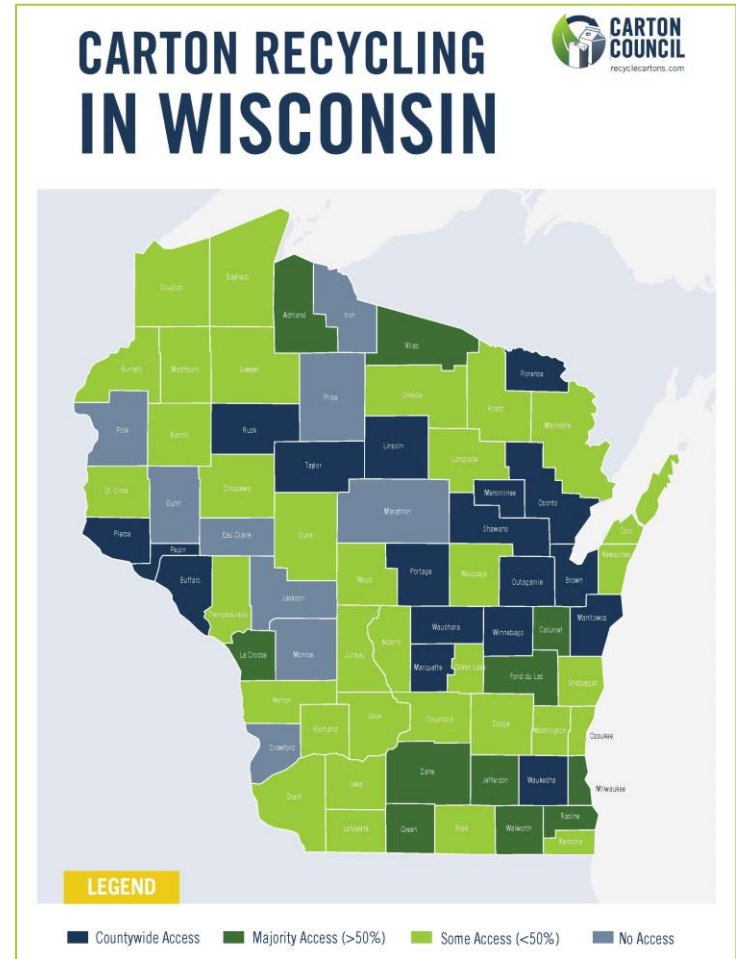
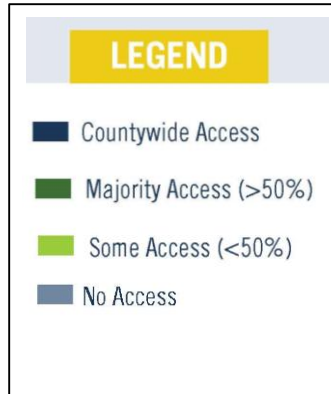
Can be used to create
a 2'x2' ceiling tile

400 cartons

Are used to become a
panel of wallboard

Carton recycling is happening in Wisconsin

- 691 communities
- 401 schools
- 64.4% of households have access to carton recycling
- 1 recycler of cartons



2. Cartons have value

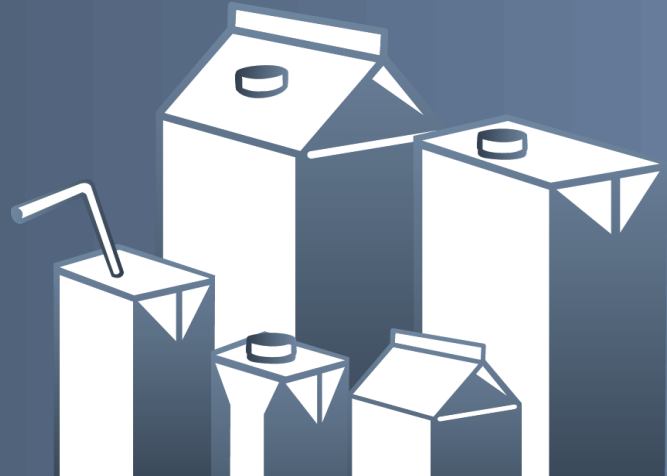


Getting the Most out of Cartons at MRFs

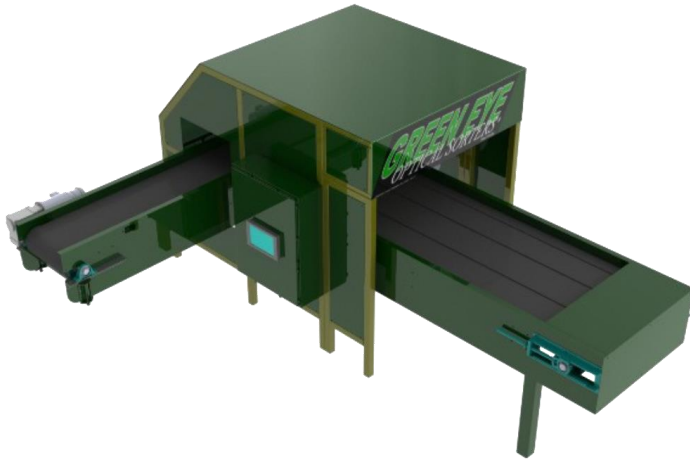
- Highest value obtained for MRFs when sorted and baled into Grade #52
- ISRI Grade #52 – what is it?
 - Consists of liquid packaging board containers including empty, used PE coated, printed once side aseptic and gable top cartons containing no less than 70% bleached chemical fiber and may contain up to 6% aluminum foil and 24% PE film



3. New technology is making carton recycling more efficient



Sortation Methods for Grade #52 Cartons

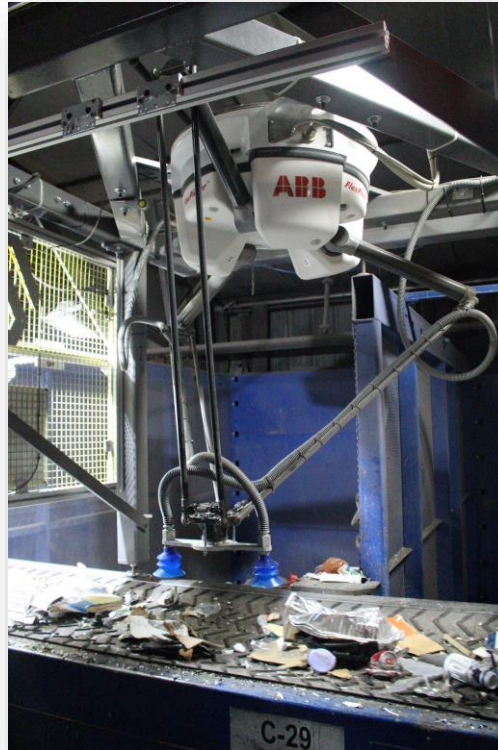


Optical Sorter



Manual Sorting

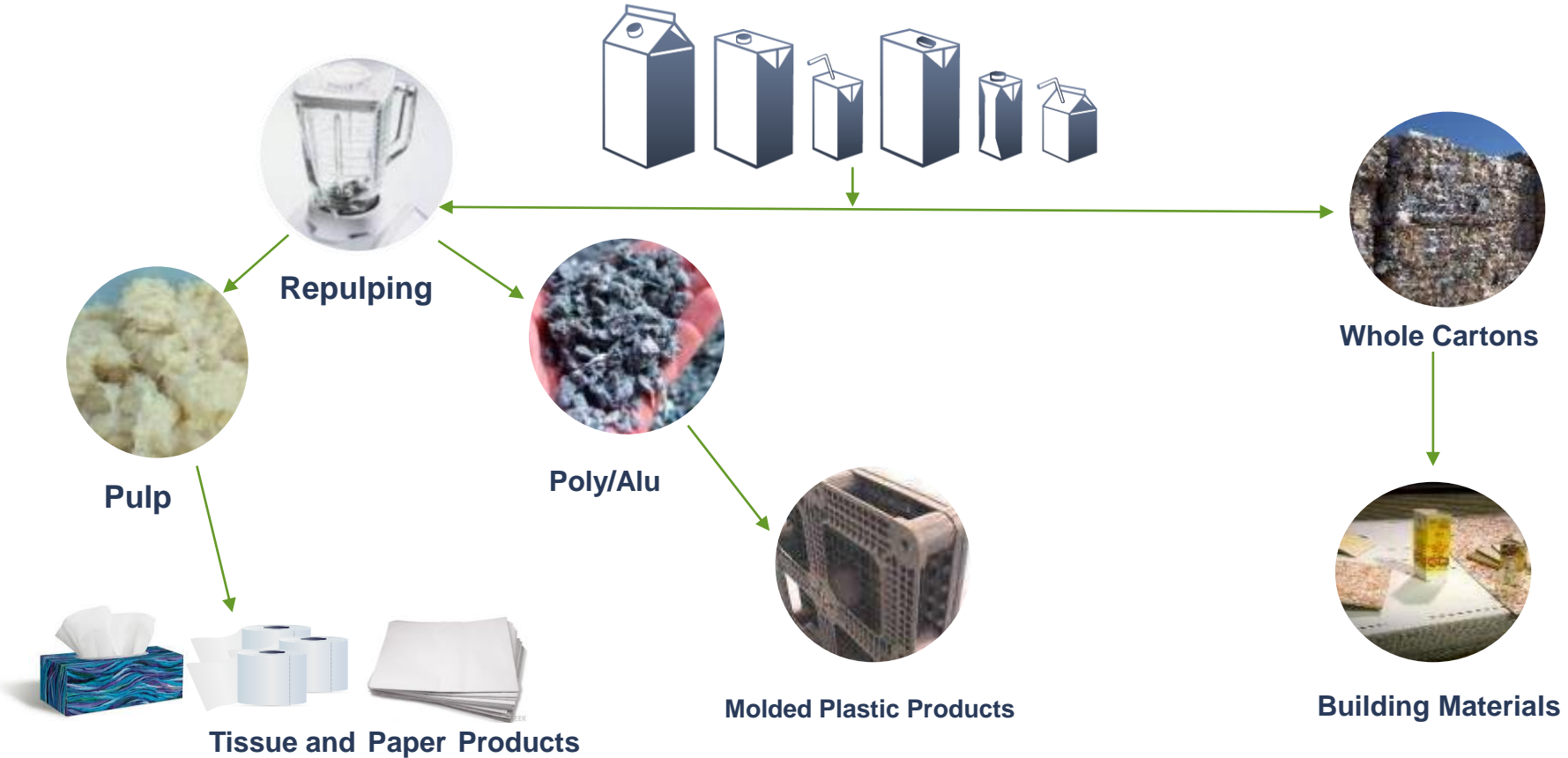
Robots!



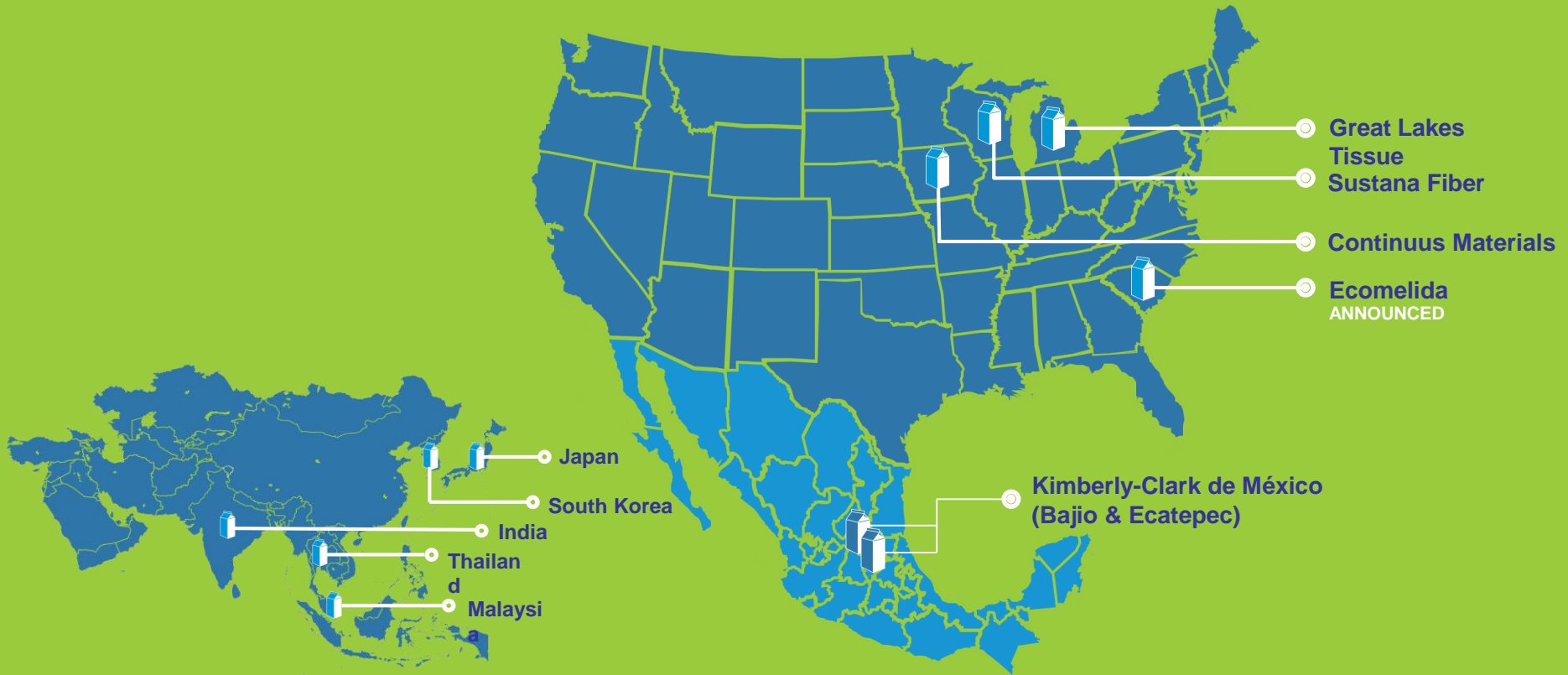
4. End Markets Exist and are Growing



How Grade #52 Gets Recycled



End Markets for Grade #52



5. Carton Council is here to help



Carton Council Resources

- For MRFs
 - Best Practice Resource – Technical Assistance
 - Equipment Grants
- For Schools
 - School Technical Assistance, Financial Grants, and Bin Grants
- For Communities
 - Community Outreach Tool-kit
- Visit www.cartonopportunities.org for more information and view resources



Stay in touch...

Email us:
info@recyclecartons.com

visit **RecycleCartons.com**
CartonOpportunities.org



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COUNCIL**

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