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**PLANET POSITIVE**  
MAKE A GOOD IMPACT

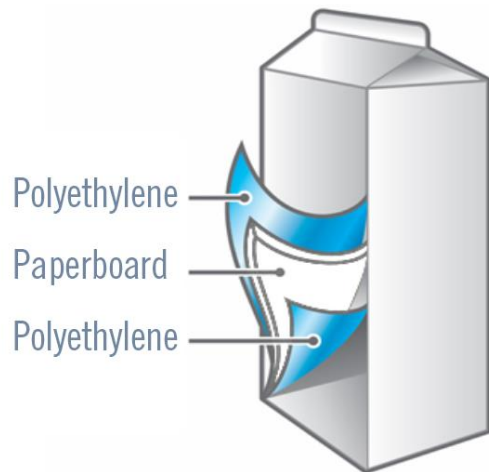
# Expanding Carton Recycling Within Evolving Fiber Markets

Scott Byrne- 7/8/20

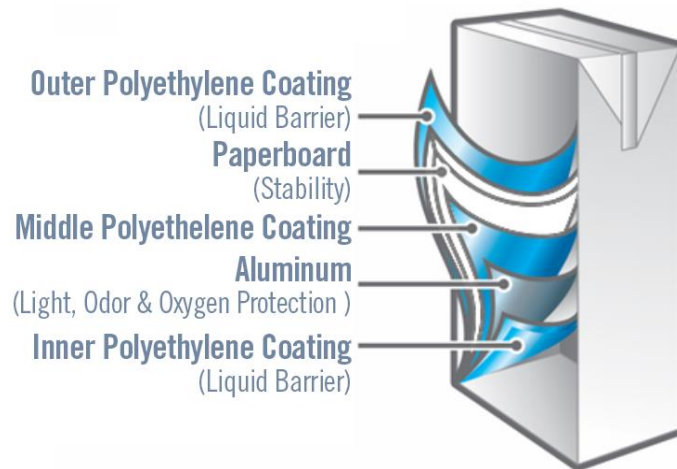
Market Sustainability Manager @ Tetra Pak  
Director of Public Affairs @ Carton Council of North America

# What Constitutes a Food and Beverage Carton?

## Refrigerated “gable top”



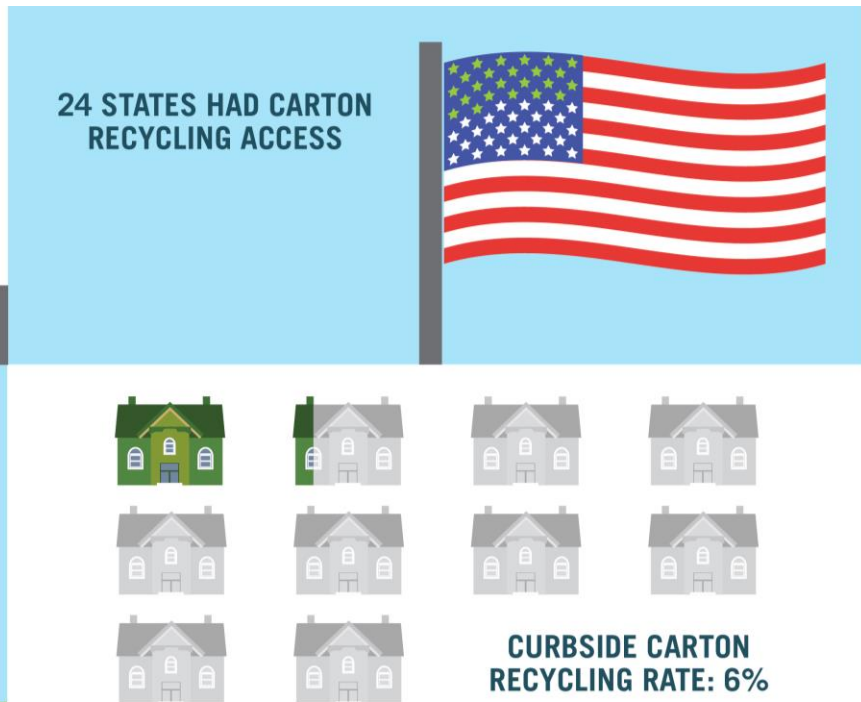
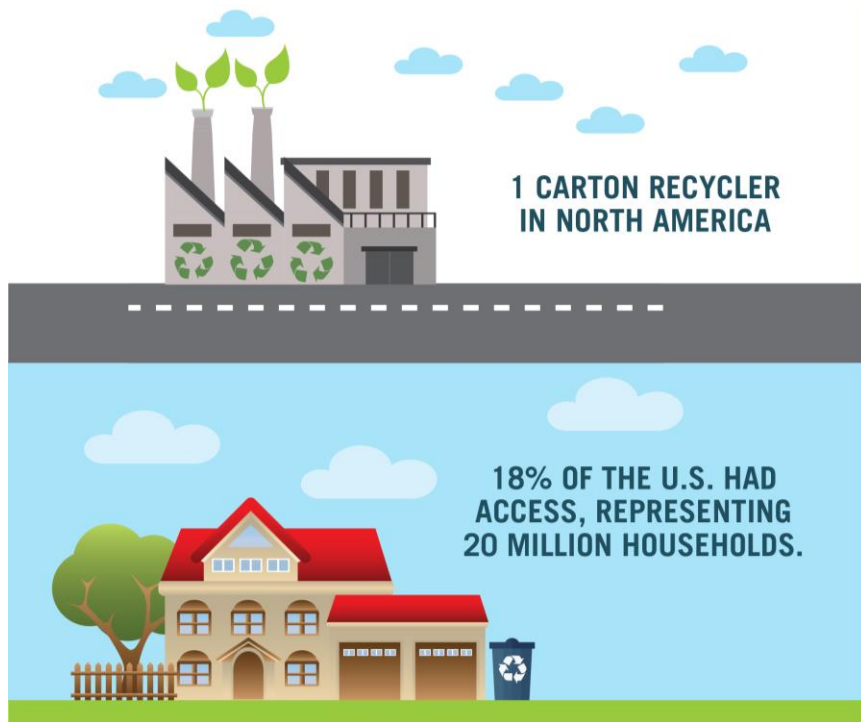
## Shelf stable “aseptic”



**No wax or “waxy coating”**

# The State of Carton Recycling

When we started in 2009



# 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 access** and **participation** nationwide.



# Carton Council Strategy

## OUR ULTIMATE GOAL:

Increase the carton recycling rate and decrease the amount of cartons going to landfills or becoming litter

## OUR OBJECTIVES:



Expand  
Access



Increase  
Participation

## STRATEGIES FOR ACHIEVING:

Provide counsel and  
resources to MRFs to encourage  
sorting of Grade #52 cartons

Engage with recycling  
facilities/officials

Support implementation of  
school recycling programs

Partner with  
stakeholders/advocates

Foster the development  
of solid end markets

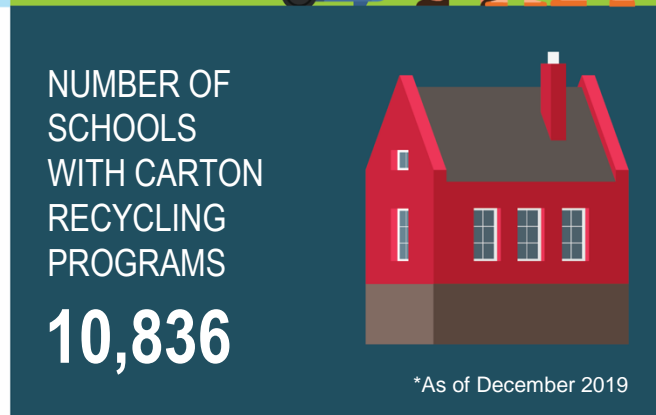
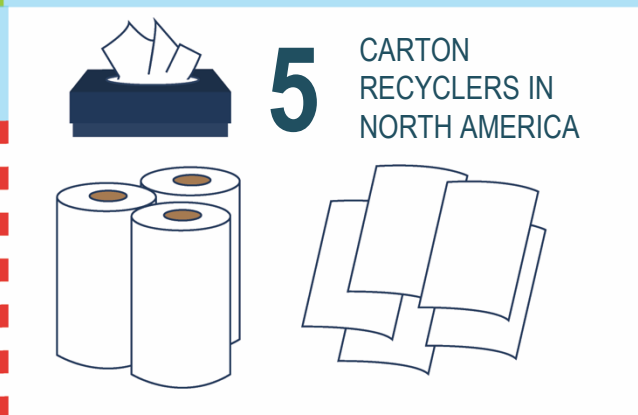
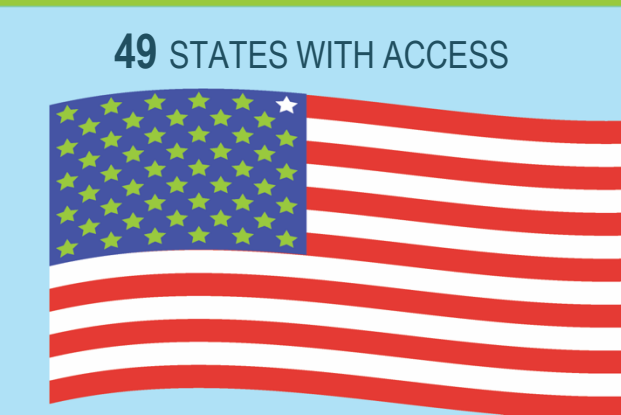
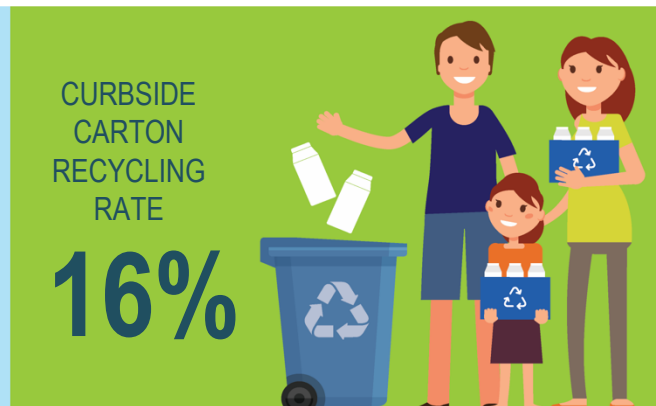
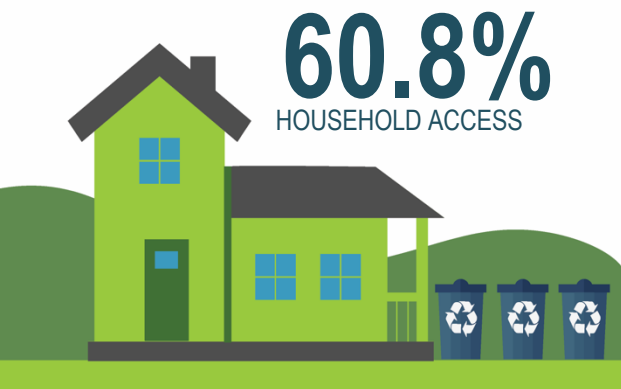
Educate consumers

Encourage company/brand  
involvement

Participate in  
legislative discussions



# The Current State of Carton Recycling



\*As of December 2019



# End Markets: Helping to Grow Access



# Making the Grade- Grade #52

The Paper Stock Industries (PSI) is a national chapter of the Institute of Scrap Recycling Industries, Inc. (ISRI). It is dedicated to the recovered paper industry and issued this grade in 2011.

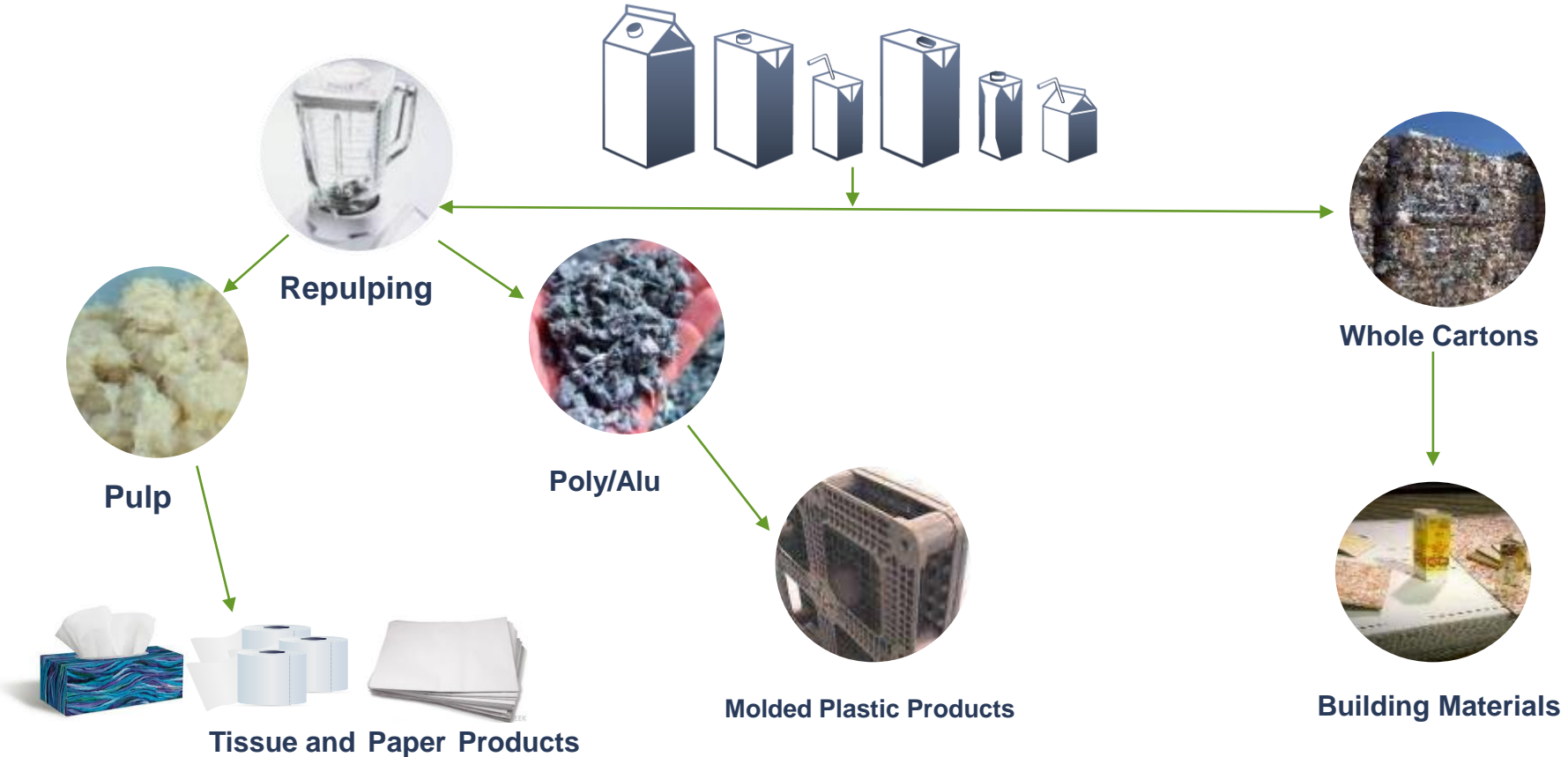
Consists of liquid packing board containers including empty, used PE coated, printed one-side aseptic and gable top cartons containing no less than 70% bleached chemical fiber and may contain up to 6% aluminum foil and 24% PE film

**Prohibitive materials may not exceed 2%**

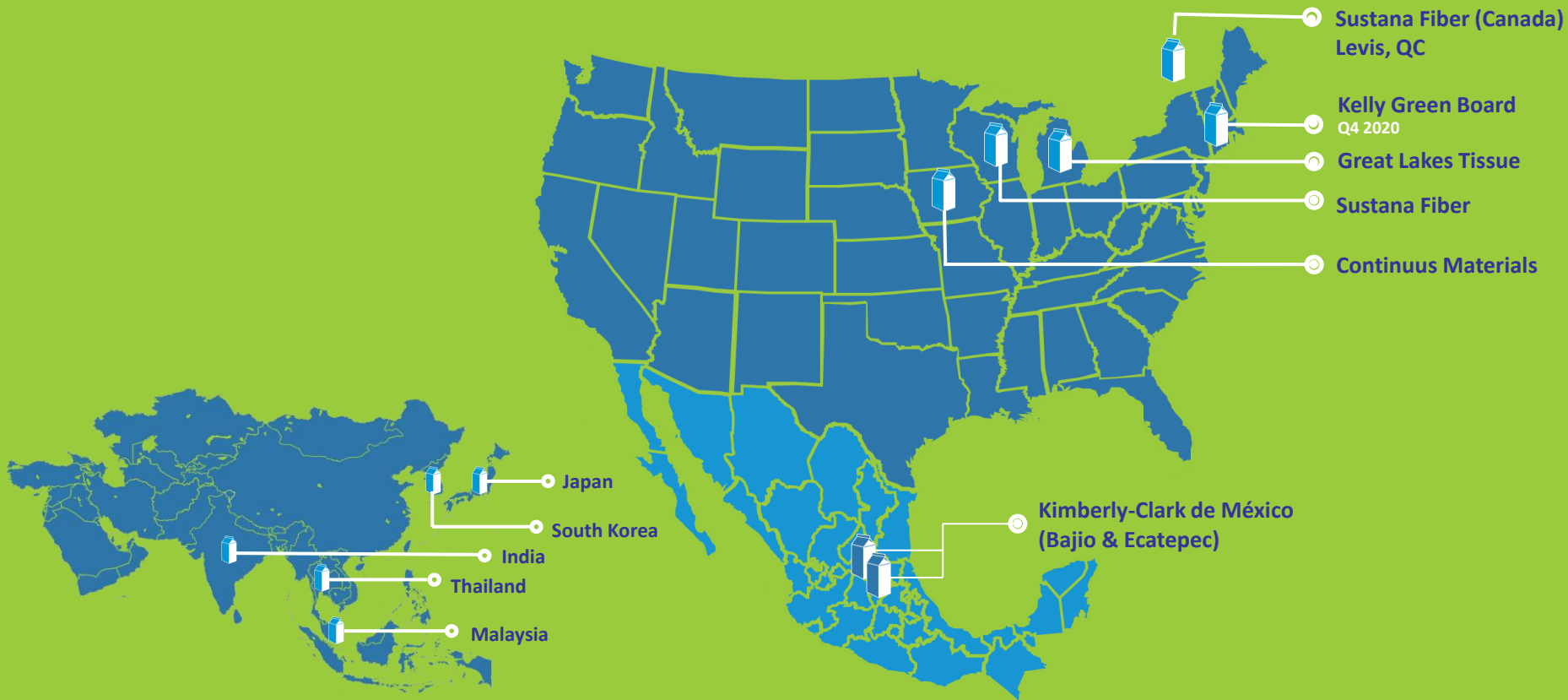
**Total out-throws may not exceed 5%**



## Best Value for Cartons is by Sorting Them into Grade #52

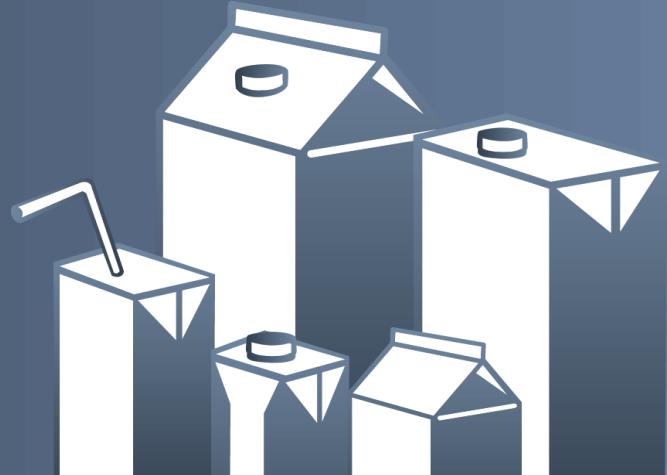


# End Markets for Grade #52 Cartons





# MRFs: Carton Recycling in the Evolving Ton



# Conducted MRF Study to Better Understand Carton Flow

## FACTORS IMPROVING A PACKAGE'S RECOVERY

### Size + Shape:

Dimensions make a difference - items tend to flow with similarly sized and shaped materials

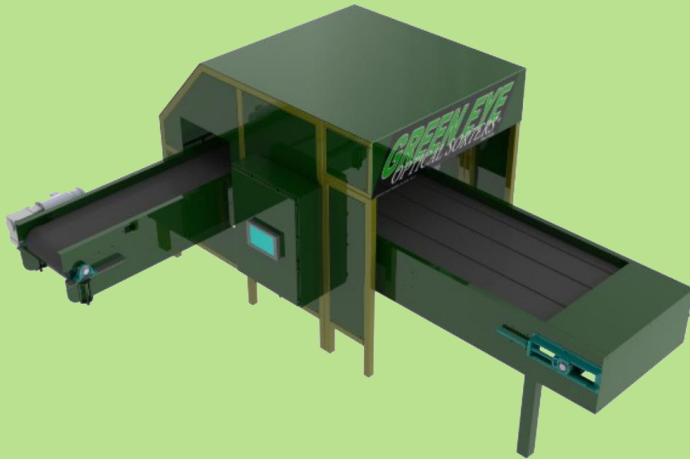
### Stiffness:

Holding the 3D shape improves likelihood of moving with containers

### Common:

More prevalent resin combination will increase ability to target with dedicated optical or manual sorter

# Common sortation Methods for Grade #52 Cartons



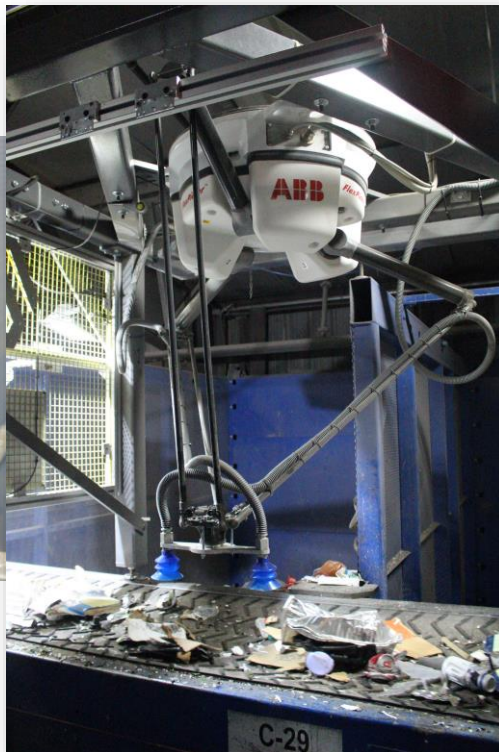
Optical Sorter



Manual Sorting

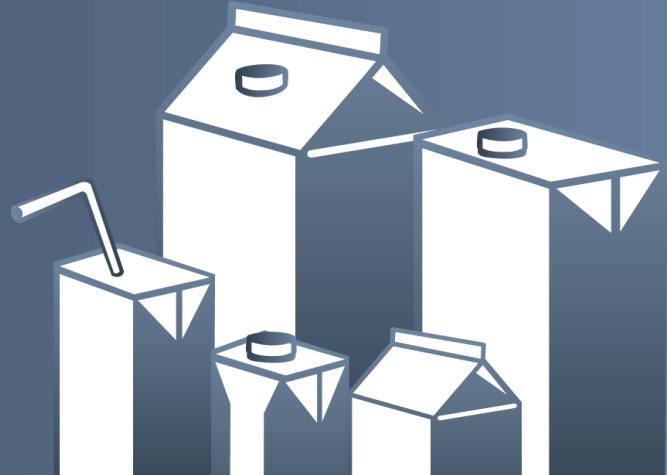


# New Technology to Help Sort Cartons Into Grade #52





# Carton Recycling and the Pandemic

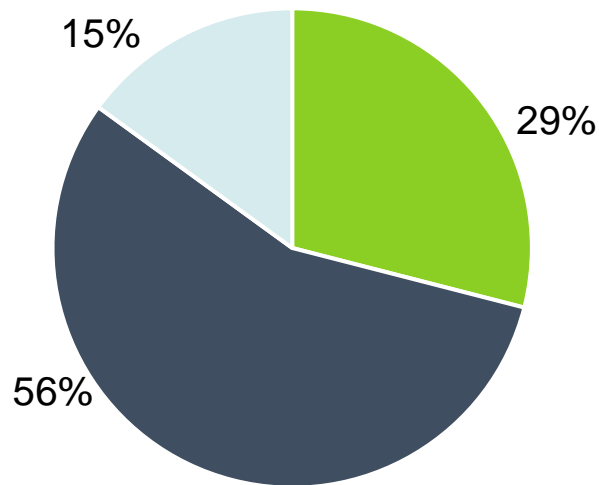


# Quebec paper mill first in two decades to accept recovered cartons in Canada

**Alternative sources required as a result of high demand for household paper products due to coronavirus**

By Keith Barker — May 05, 2020

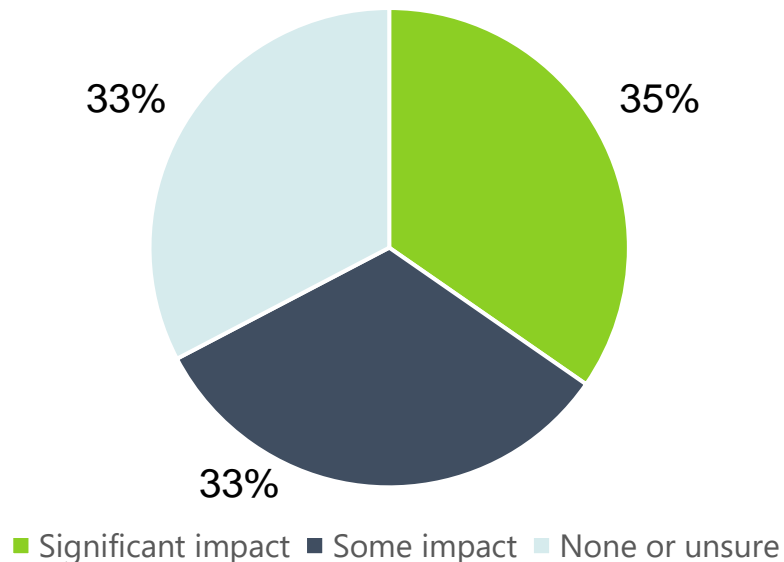
## Recycling During the Pandemic- 6/23/20



■ Recycling more ■ Recycling the same ■ Recycling less

- During the pandemic over 119 programs were suspended or changed
- 20 MRFs across five states also reported temporary suspensions of service

## Recycling's impact on paper shortages- 6/23/20



- “Recycling programs are extremely important for our facility. We use 100% recycled raw material to the tune of over 2,100 tons per month, with over half of that coming directly from post-consumer recycling operations across the U.S. and Canada” – Tori Berckett, GLT
- “People are consuming a larger quantity of paper products like toilet paper, tissues, and paper towels in their homes currently. It is important for everyone to recycle their cartons because the fibers in cartons are clean and of excellent quality to be used to produce the pulp needed to manufacture these essential items.” – Michele Bartolini, Sustana

# Campaign Overview

- **Goal:** Raise awareness that food and beverage cartons are recyclable and are recycled into essential household paper items like toilet paper, tissues, and paper towels.
- **Target audiences:** Consumers and B2B in MI, WI, IL, OH, MN
- **Campaign duration:** May - August 2020
- **Channels:** Instagram, Facebook, Twitter, YouTube, Hulu, website ads



# Additional Resources- Mail In Program

Carton Council is continuing to grow curbside recycling access. However, if you live in a city that does not yet accept cartons, our network of recyclers can help! Here's how to mail them:

- 1. Make sure your cartons are: empty, dry, and keep straws in and caps on, if that applies. Flatten your cartons to save space.
- 2. Address your cartons to the facility closest to you and include proper postage. Write "CARTONS" on the front of your package.

1. Altogether Recycling  
645 W 53rd Place  
Denver, CO 80216

2. Emmet County Recycling  
7363 Pleasantview Rd  
Harbor Springs, MI 49740

3. Firstar Fiber  
10330 "I" Street; Suite 100  
Omaha, NE 68127

4. Tidewater Fiber  
1958 Diamond Hill Road  
Chesapeake, VA 23324



## Additional Resources- Helpful Links

- MRF Flow Study-

<https://www.cartonopportunities.org/MRFStudy>

- Community education toolkit-

<https://www.cartonopportunities.org/communitiesfacilities>

- Consumer Survey Press Release-

<https://www.cartonopportunities.org/sites/default/files/files/Research%20Release%20FINAL.pdf>

*Stay in touch...*

Email us:  
**info@recyclecartons.com**

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



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Thank you