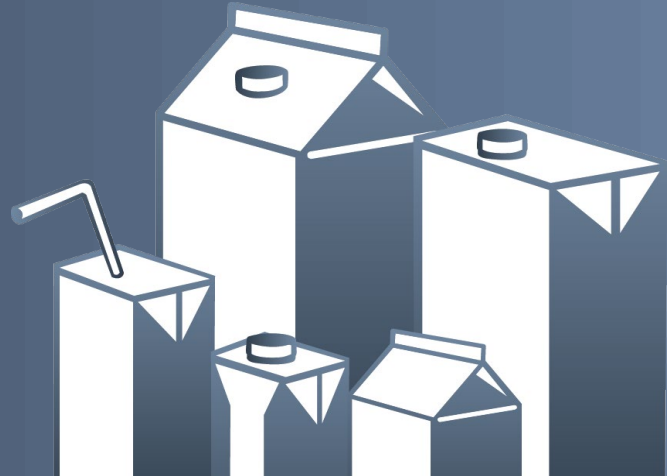


# The Future of Packaging: The Carton Recycling Story

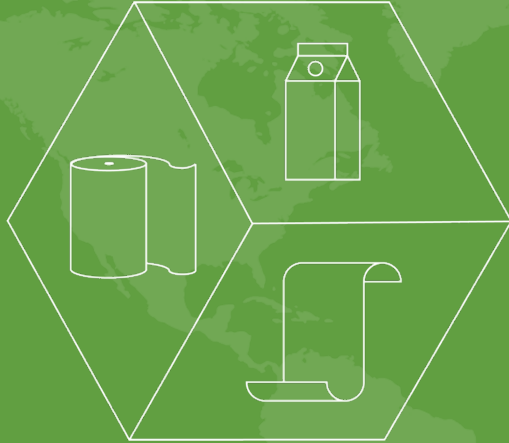
Arkansas Recycling Coalition

Derric Brown

Evergreen Packaging  
and Carton Council

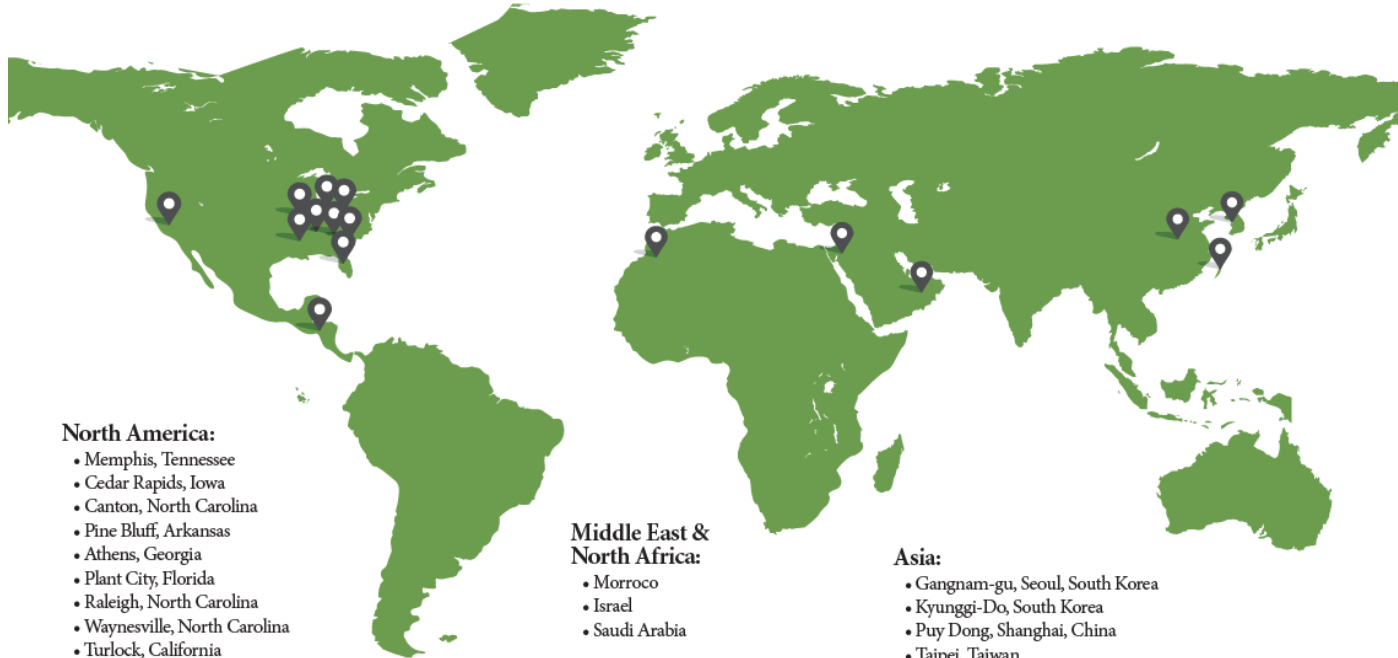


# Who is Evergreen Packaging



We're A Global  
Company

# We Have Strategically Positioned Manufacturing Facilities



## North America:

- Memphis, Tennessee
- Cedar Rapids, Iowa
- Canton, North Carolina
- Pine Bluff, Arkansas
- Athens, Georgia
- Plant City, Florida
- Raleigh, North Carolina
- Waynesville, North Carolina
- Turlock, California
- Olmsted Falls, Ohio
- Kalamazoo, Michigan
- Antigua Cuscatlan, La Libertad El Salvador

## Middle East & North Africa:

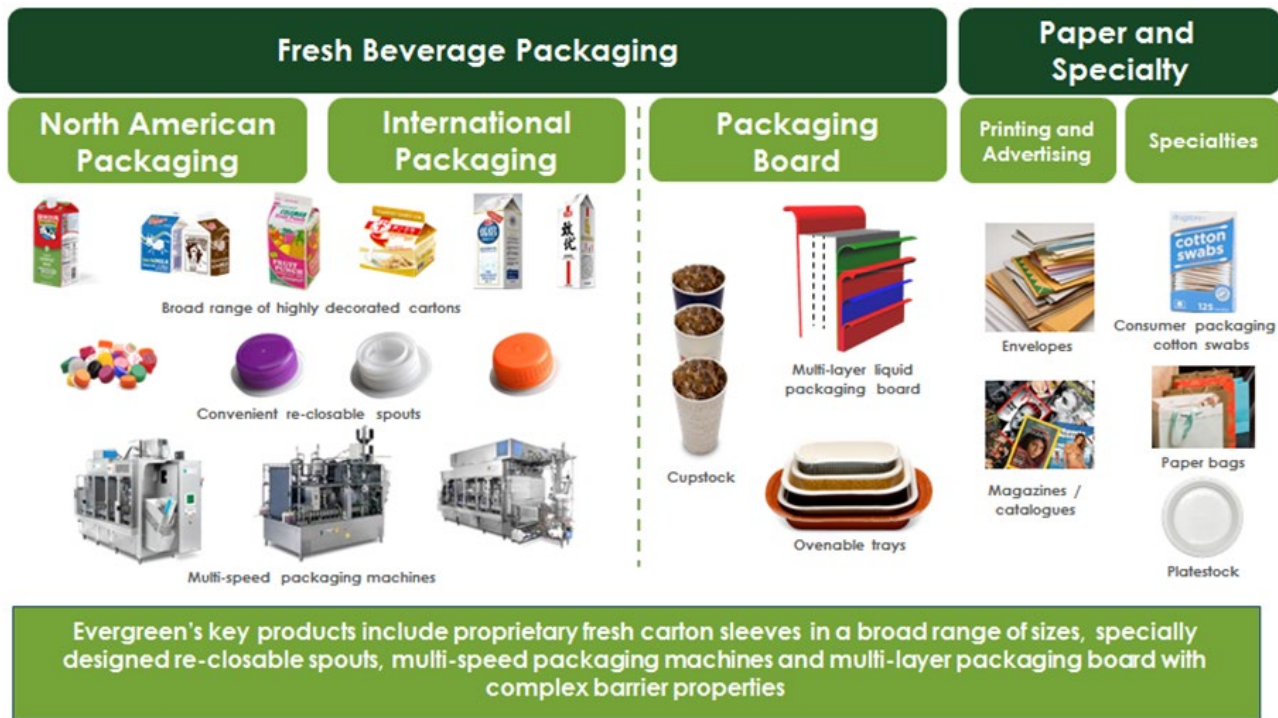
- Morocco
- Israel
- Saudi Arabia

## Asia:

- Gangnam-gu, Seoul, South Korea
- Kyunggi-Do, South Korea
- Puy Dong, Shanghai, China
- Taipei, Taiwan
- Hsin Chu Hsien, Taiwan



# Diversified Portfolio of Paper Products





# Leading Positions in Product Segments

Evergreen Packaging maintains leading positions in each of its major product categories, deriving over 70% of its net sales from product segments where it is the #1 or #2 supplier.

## Position in Key Product Segments (\$ in millions)



### Gable Top Bleached Board

Majority Manufactured  
in Arkansas

#1

#1

#2

#1



### Gable Top Cartons

#1

#1

#3\*1

\*1 #1 China & #1  
Korea #2 Taiwan

#3



### Evergreen Equipment

#1

#1

#3

#1

# 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.



# What Constitutes a Food and Beverage Carton?

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?

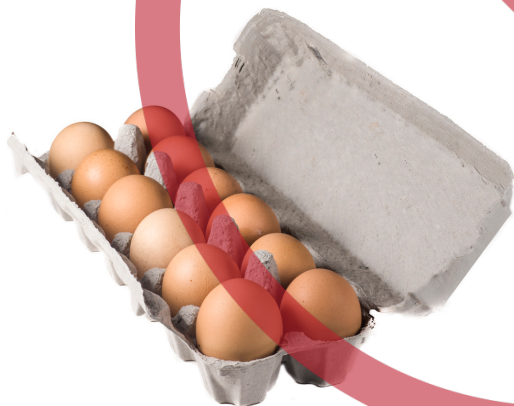
Frozen Food  
Boxes



Takeout  
Containers



Egg Cartons



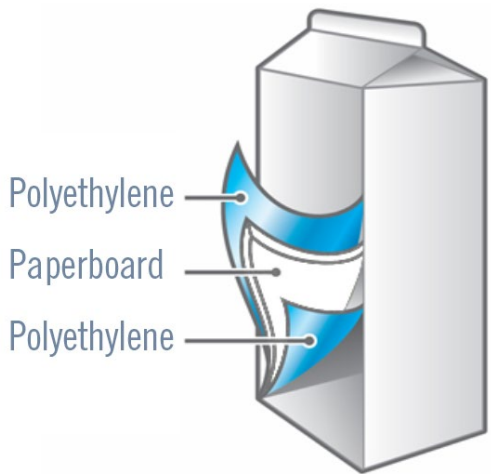
Ice Cream  
Containers



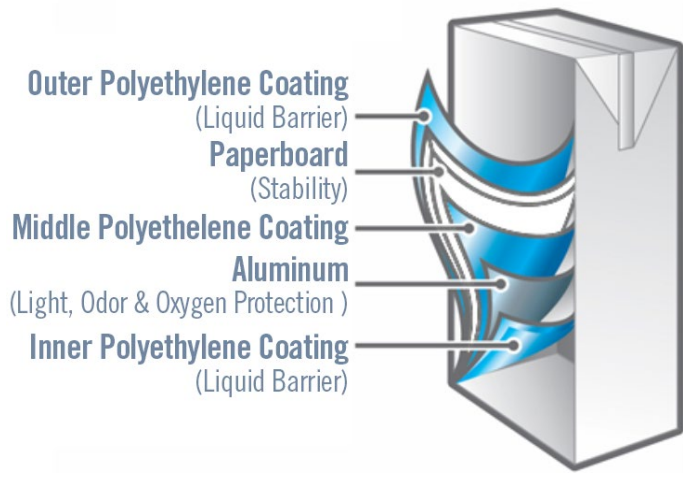


# Multi-layer Design Provides Protection Against Light, Air and Harmful Bacteria

## Refrigerated “gable top”



## Shelf stable “aseptic”



No wax or “waxy coating”

# Five Things We Want You to Know

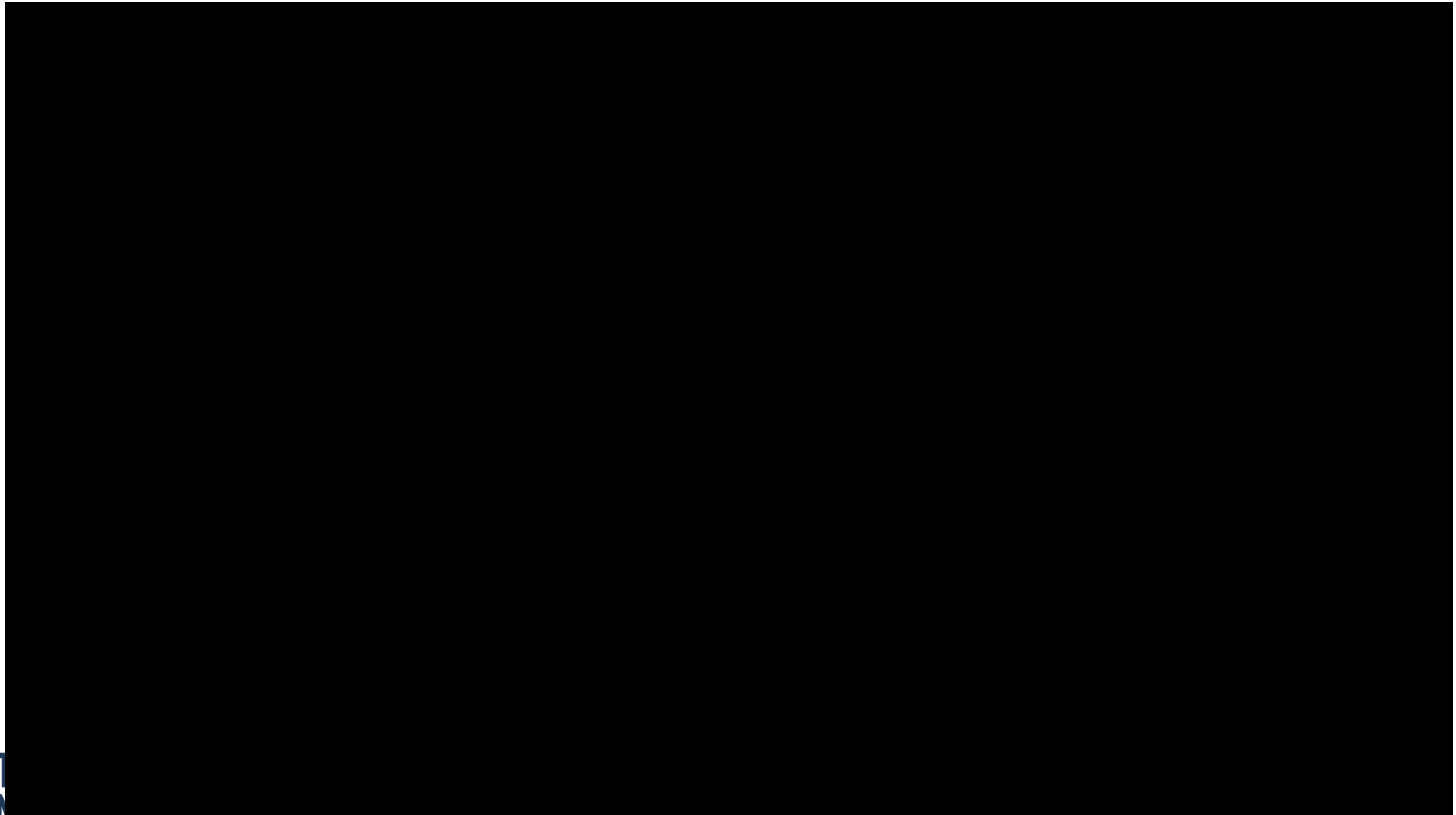
1. Cartons are recyclable and should not end up in landfills
2. There is value (economic and environmental) in carton recycling, especially when sorted into Grade #52
3. New technology is making carton recycling more efficient
4. End markets exist and are growing
5. The Carton Council has resources to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



# The Carton Recycling Process



# Carton Recycling Process - Video



# Cartons Are Recycled Into Paper Products and Green Building Materials



# The Carton Council Goals & Strategy



# 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

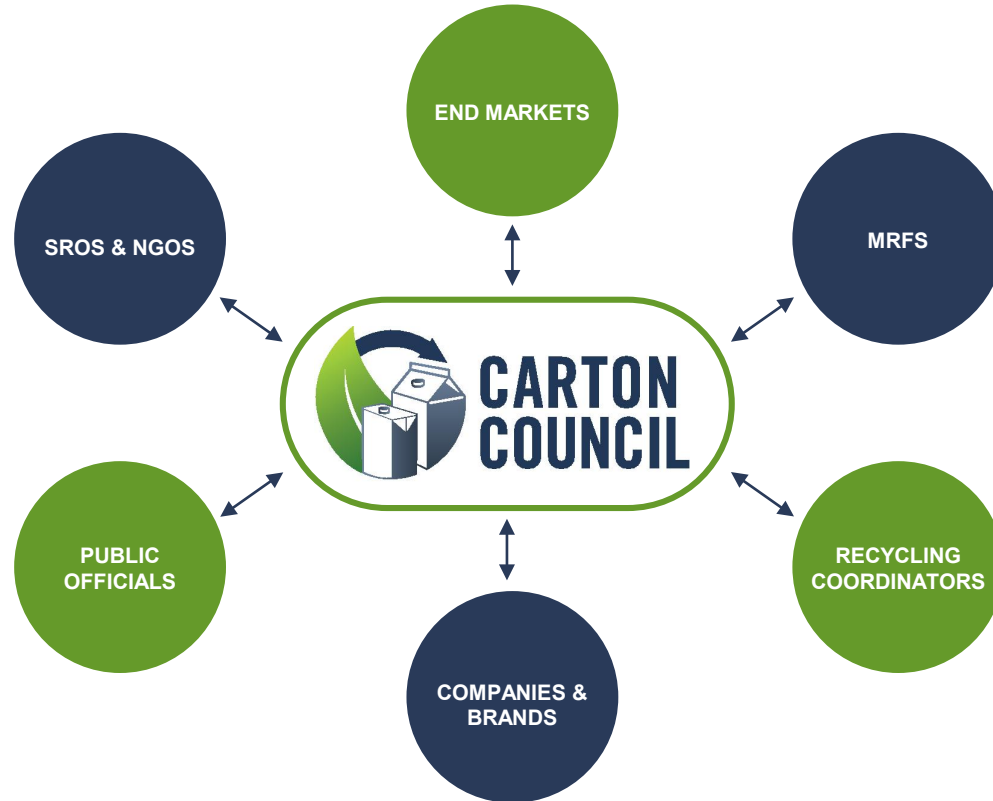
Educate consumers

Encourage company/brand  
involvement

Participate in  
legislative discussions

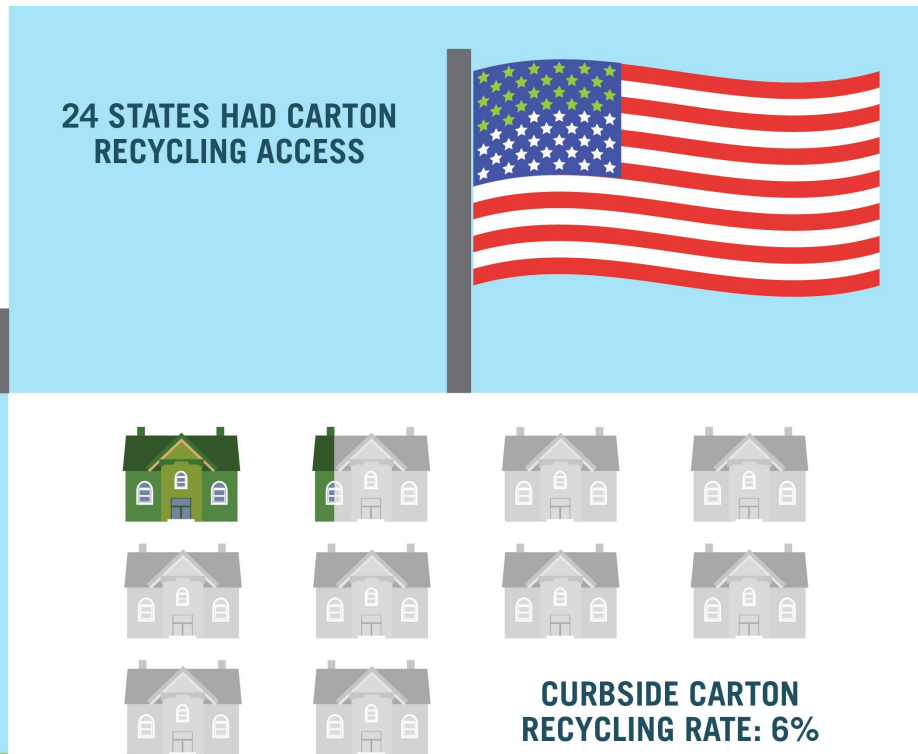
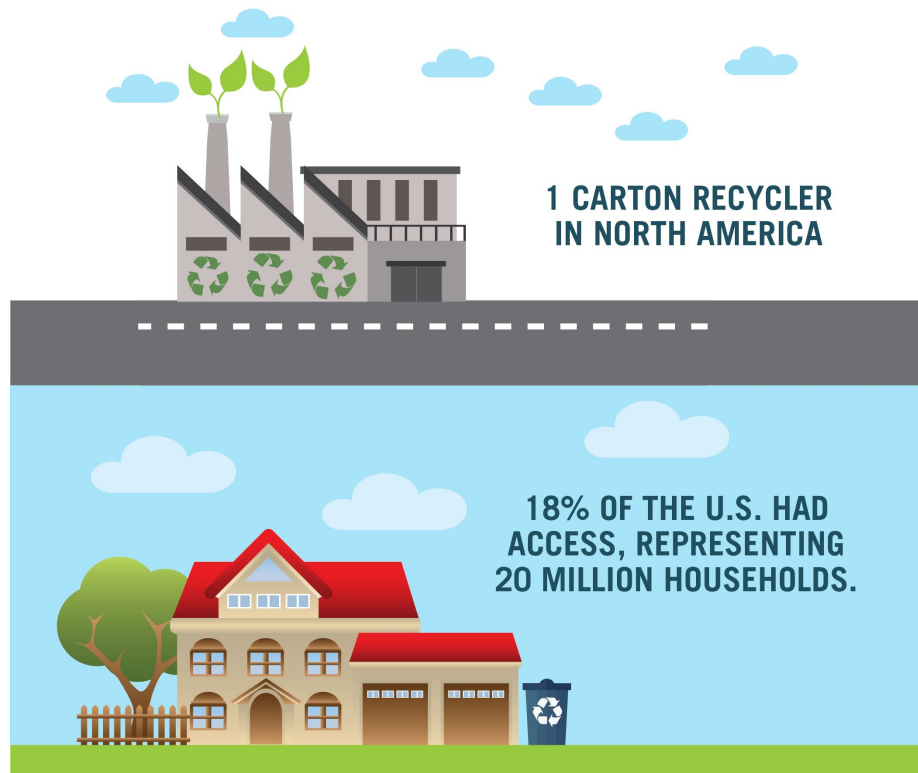


# Bringing Strategy to Life Requires Collaboration

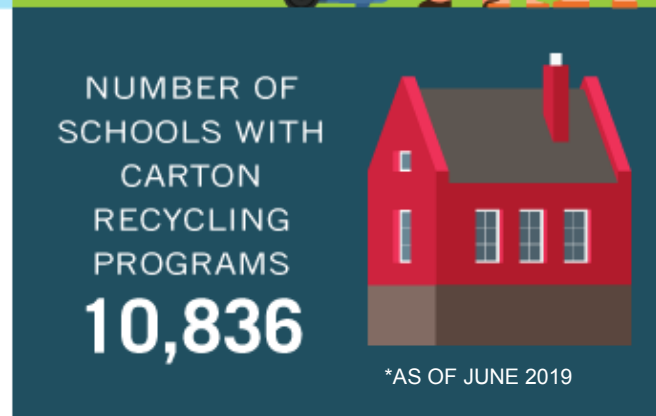
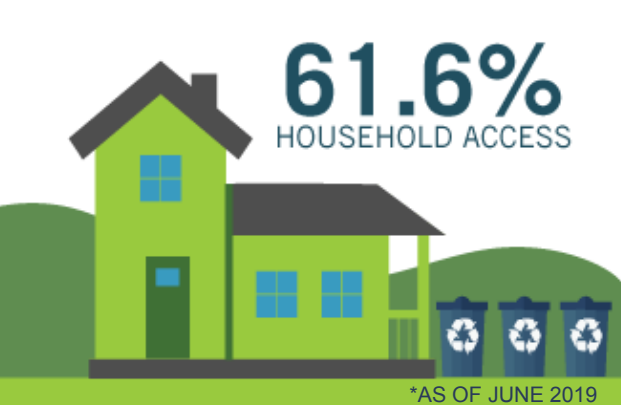


# The State of Carton Recycling

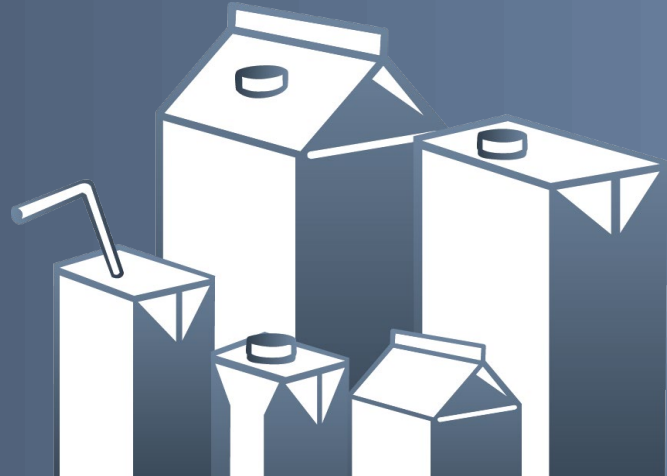
## When we started in 2009



# The Current State of Carton Recycling



# MRFs: Getting the Most Out of Carton Recycling



# Highest Value Obtained for MRFs When Sorted and Baled into Grade #52

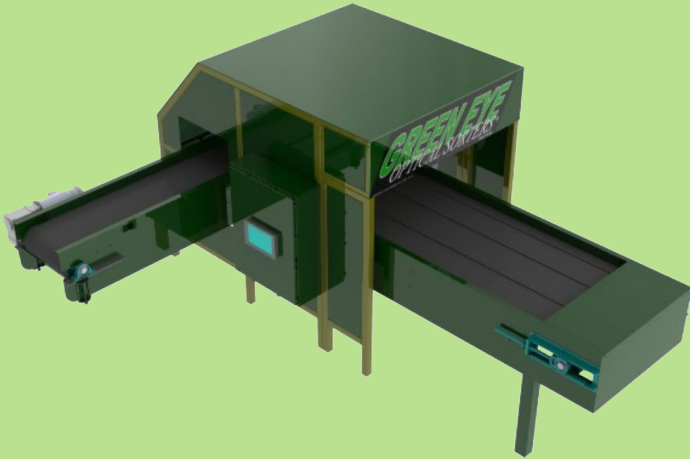




# End Markets for Grade #52 Cartons



# Sortation Methods for Grade #52 Cartons



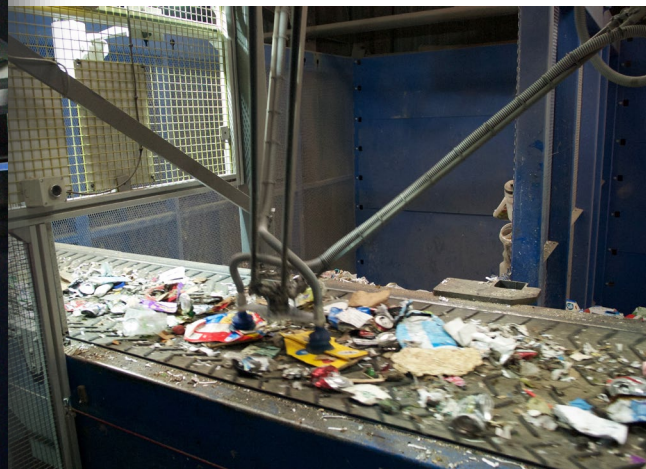
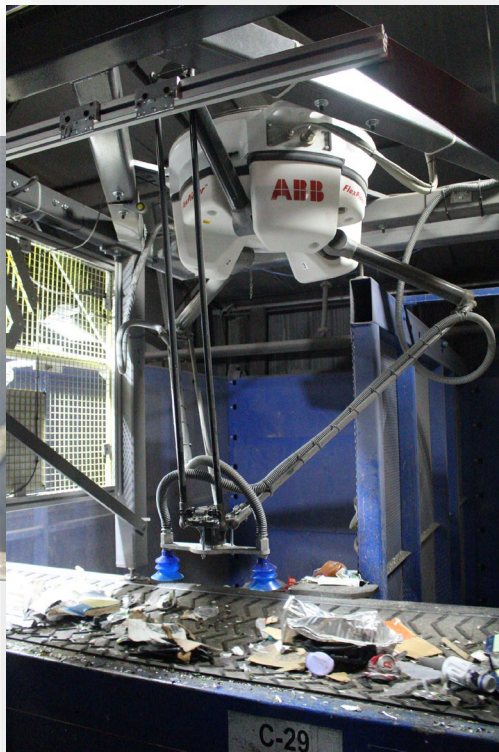
Optical Sorter



Manual Sorting



# New Technology to Help Sort Cartons Into Grade #52



# The AMP Robot in Action



## If Unable to Separate into Grade #52, Cartons Can Go into Mixed Paper



Recent pricing shows Grade #52 cartons are generally valued more per ton than Mixed Paper, depending on location.

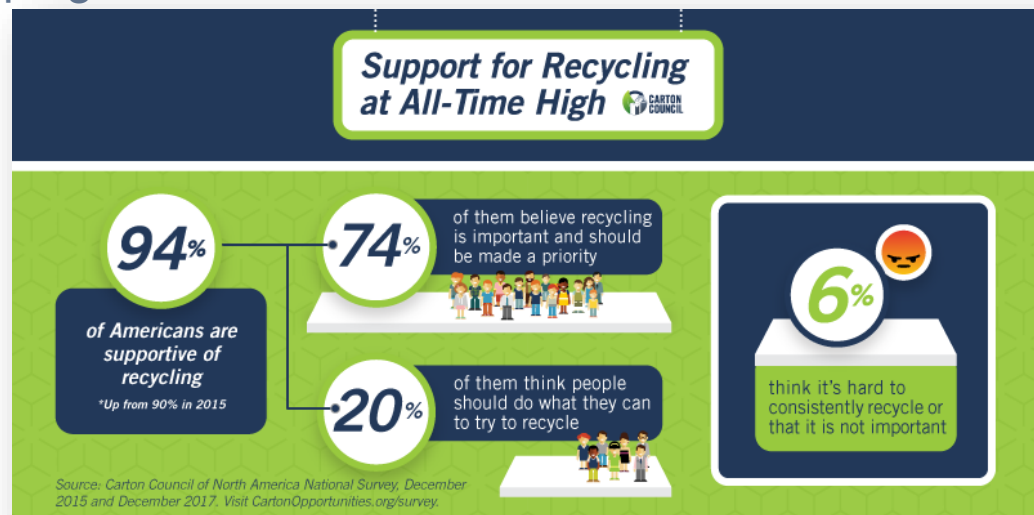
# Recycling Coordinators/Solid Waste Officials: Getting the Most Out of Carton Recycling





# What's in it For You

- Residents are overwhelmingly (94%) supportive of recycling
- Removing materials from your program creates confusion and requires significant effort to reeducate consumers
- Recycling cartons reinforces that you are serious about your program and dedicated to keeping materials out of landfills



# How Communities Can Increase Resident Participation

- When cartons are added to a city, priority should be to inform residents
  - Promoting one recyclable material can help increase the recycling of all materials
- Cartons should be added to list of accepted recyclables on websites and other materials
  - *City websites are an important place residents go to look for recyclability information*
- Word of mouth, advertising, and local news also useful to educate about recyclability



# Our Community Toolkit Contains All You Need and More!

## The toolkit has everything to inform your residents, including:

- Website and email copy
- Social media posts and images
- Carton Myths vs. Facts
- Press release
- FAQs
- Bill stuffer
- Recycling guides
- Videos



[Cartonopportunities.org/CommunitiesFacilities](https://www.cartonopportunities.org/CommunitiesFacilities)



# Best Practices for Adding Cartons to Your Materials

- List food and beverage cartons as a separate category (just like you would plastic, paper, glass, etc.)
- Provide a detailed list of what a carton can contain (including milk, juice, soup, broth, wine, etc.)
- Include various carton images



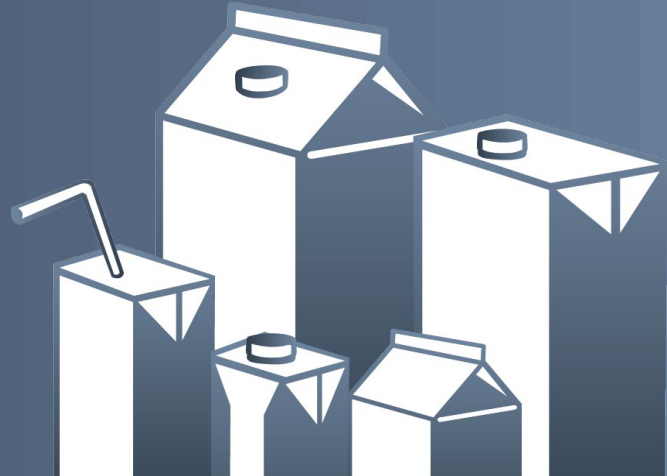
**ANYTOWN U.S.A.**

**Acceptable Materials for Recycling**  
Anytown accepts the following materials for recycling.  
No sorting required!

- + Paper
- + Plastic
- + Aluminum
- Cartons – Food and beverage cartons such as:
  - Milk cartons (dairy, soy and almond)
  - Juice
  - Soup
  - Broth
  - Wine



# School Recycling



# Schools Generate Cartons



One elementary student consumes **133 servings** of milk or juice each year.



The average elementary school of 545 students consumes about **75,000** cartons per year.



Over **four billion** cartons are consumed in schools each year.

# Adding School Recycling to the Equation



Schools generate lots of solid waste daily



Increasing waste costs are a burden to schools



Recycling teaches students valuable lessons; promotes lifelong recycling



MRFs need school cartons to help move full truck loads of cartons to end markets



# Best Practices

- Encourage each school to have a “champion”
- Engage students in the process
- Incorporate recycling into classroom lessons
- Prepare students to recycle at home
- Store the used cartons and keep them dry (this is especially important for rural schools with less frequent waste and recycling pickup).



# Kids Can Make the Best Spokespeople

- Many schools have had success planning official announcements to launch their carton recycling programs
- It gets students excited to learn and engages them immediately
- The sky's the limit!



*Stay in touch...*

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

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



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