Carton Recycling Briefing Packet for Elected Officials & Policy Makers
Carton Recycling: There is something in it for everyone...Take the first step today.

Are you serious about making your city a greener one? Do you want your residents to live and work in a more sustainable community?

You may think that recycling is “taken care of” in your area but is your local program performing as well as it could be? The fact is, the more items you allow your residents to recycle, the more successful your program will be.

Many communities have seen the value of adding food and beverage cartons to their recycling programs. Consumers are finding more and more items available in cartons and thus are demanding a recycling solution for them.

More than 40% of U.S. households have access to carton recycling; however, there are still many communities who do not. The Carton Council is working hard to change that.

Carton Recycling Benefits
By adding cartons to their recycling programs, communities can:

- Reach sustainability goals faster.
- Save costs on landfill tipping fees.
- Earn revenue through the sale of recycled cartons to a growing list of end markets.
- Make their recycling program more appealing and convenient for residents.

... All of these help the community’s bottom line, providing growth and strength to the local and state economy.

The Carton Council is a great example of a public-private partnership that wants to help you make your recycling program greener.
**Why Cartons?**
The carton is an innovative, environmentally friendly package and is highly recyclable.

Cartons are one of the most sustainable food and beverage packaging options available. They are made mainly with renewable resources, have a low-carbon footprint across its lifecycle and are highly recyclable.

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**Cartons: A Growing Market**
Status as a Paper Stock Industry (PSI) commodity grade is only granted when industry demand and commodity value justifies it. In 2011, a new PSI specification, grade #52, was created for cartons: aseptic packaging and gable-top cartons.

An increasing number of paper mills can now recover the fiber and plastic from cartons. The Carton Council has worked with North American paper mills to expand the number of mills that accept cartons for recycling from one to nine, with more mills expected in the coming years.

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**Where Are Cartons Being Recycled Now?**

**128%**
Carton access is quickly increasing. In just three years it has grown 128%.

Currently more than 40% of all U.S. households have access to carton recycling.

Over the last three years, many large cities have added cartons to their programs including Los Angeles, Philadelphia, Dallas, Milwaukee, Denver and San Diego.

In fact, cartons can be recycled in 43 states and in 62 of the 100 largest U.S. cities.

Join the movement.

**47.9 million households +**

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**Carton Council**
RecycleCartons.com
**Resources Available**

The Carton Council will:

- Work with you as a broker to ensure you have an end market for your cartons.
- Collaborate with your local department of Public Works or Solid Waste to find efficient solutions for adding cartons to your recycling program.
- Provide education tools, and where appropriate, provide support to help educate your residents and grow the amount of cartons collected.
- Promote your leadership as a best practice towards increasing diversion to landfills and supporting Zero Waste.
- Add your community to our national online zip code locator (located at [www.recyclecartons.com](http://www.recyclecartons.com)) used by consumers to find out about carton recycling around the country.

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**Adding Carton Recycling in Your Community: Four Steps**

1. **First**, investigate the resources we have available at: [www.RecycleCartons.org/communities](http://www.RecycleCartons.org/communities). They can make it easy to initiate the actual process. If more support is required, we suggest that a community representative reach out to us. Our team, which includes a regional field team, can walk your community through what is needed. We have worked with local Public Works or Sanitation departments to find efficient solutions for adding cartons to local recycling programs.

2. **The next step** is to talk to the recycling processor to see if they already accept cartons. Many already do. If the processor does NOT already accept cartons, we can work with them directly. The Carton Council can provide technical assistance if needed and/or broker services to secure viable end markets for the cartons. **In fact, we’re so confident of the high quality of content in cartons that we guarantee end market sales!**

3. **Once everything is lined up**, all that is needed is education. Residents must be told that they can, and should, recycle their refrigerated and shelf-stable cartons effective immediately. The Carton Council has worked closely with local mayors and other public officials to help publicize this announcement, both locally and at the national level as a best practice towards increasing diversion from landfills, supporting Zero Waste and sustainability initiatives.

4. **Let us know!** When the community adds cartons, we would be more than happy to promote that fact by including the community in our zip-code locator that consumers use to find out about carton recycling availability.