Carton Council of Canada Welcomes…

- Information-sharing
- Problem-solving
- Collaboration
Who We Are

» The Carton Council of Canada (CCC) represents the leading carton manufacturing companies in Canada

» Our member companies manufacture and market processing and packaging systems that are convenient, safe and environmentally sound.
## How We Came To Be

<table>
<thead>
<tr>
<th>Need</th>
<th>Affiliates</th>
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<tbody>
<tr>
<td>The Carton Council of Canada was established to advance sustainable</td>
<td>The Carton Council of Canada is a part of the Carton Council of North America.</td>
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<td>recycling solutions in Canada.</td>
<td>In France, carton manufactures belong to the Alliance Carton Nature (ACN).</td>
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<tr>
<td>Cartons are a valuable industry commodity with multiple end markets,</td>
<td>Carton Manufacturers in other European countries and the United Kingdom are a part of The Alliance for Beverage Cartons and the Environment (ACE).</td>
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<td>including tissue and other value added products.</td>
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# What We Endeavour To Achieve

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<tr>
<th>Mission</th>
<th>Vision</th>
<th>Initial Goals</th>
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<td>The Carton Council of Canada’s mission is to increase the environmental performance of food and beverage cartons through minimizing their life cycle impacts, including diverting them from landfills through increased recycling.</td>
<td>Our vision is a world in which every carton is recycled.</td>
<td>Our goal is to work with the entire recycling value chain to facilitate a sustainable infrastructure for carton recycling.</td>
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<td>• Work with processors to sort cartons into a separate grade</td>
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<td>• Facilitate strong North American end-markets for cartons while taking advantage of existing export end markets</td>
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<td>• Create top-of-mind awareness among consumers for carton recycling</td>
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<td>• Share our knowledge and industry expertise with governments to promote attainable waste diversion goals.</td>
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[Carton Council](CartonCouncil.ca)  
[RecycleCartons.ca](RecycleCartons.ca)
What Do We Mean by “Cartons?”
For Consideration: Challenges and Critical Success Factors

• *What are the critical success factors for successful diversion of carton containers in blue box recycling programs?*

• *What are/have been key barriers and challenges to optimize carton container recycling in your program?*
Overview of North American Mills Consuming Polycoat Used Cartons
Canadian Goals

Sorting into separate grades

Drive consumer awareness

Ensure robust North American end-markets for cartons

Stakeholder engagement
Carton Council Focus Areas for Ontario

- Recycling Policy
- Growing Recycling
- Stakeholder Engagement
Growing Recycling: Key to Success

Growing Recycling

Recycling Policy

Stakeholder Engagement
What is Needed

**Consumers**
- **Awareness** – must know cartons are recyclable & how & why to do so
- **Access** – Canadians able to conveniently recycle their used cartons at home & on-the-go

**Collectors**
- **Assurance** – proof that markets want & will recycle cartons
- **Assistance** - technical & promotional support to establish carton recycling programs

**Sorters**
- **Assurance** – proof that markets want & will recycle cartons
- **Assistance** - technical & potentially financial assistance to build a business case to sort cartons

**Markets**
- **Assurance** - pricing sufficient to encourage collection/sorting; sufficient cartons volume to justify buying
- **Assistance** – technical & potentially financial
Building Sustainable Markets

- Identify suitable North American mill partners
- Negotiate agreements with partners to buy cartons at prices that drive collection & sorting
- Develop broker ties to move supply to markets
First Priority

• Clear up misconception that gable top & aseptic cartons cannot be successfully recycled
  » There is no wax coating on cartons
  » Aluminum foil in aseptic cartons does not prohibit recyclability
Cartons – Source of High Quality Fibre

- Cartons = high quality, long strand, bleached virgin fibre source
- Primary markets are deinked pulp & tissue users - a stable secondary fibre market in North America
- Conventional fibre supply (e.g., office paper) is not increasing enough to keep up with mills’ demand
  » seeking alternative sources of high-quality fibre
- Yield for carton fibre comparable to Sorted Office Paper (SOP) & Coated Book (CBS)
- Carton fiber does not require deinking because printing is on outer polyethylene layer
In 2008…
Engaging with Various End Markets in North America

Grupo Empresarial Transforma

Great Lakes Tissue Company
Mill Successes in 2012
Traditional Recycling Technology

- Repulping of PC Cartons in hydro-pulper (large blender)
  - Water + small amount of chemicals (possibly)
  - Pulp until fibers have separated from poly or poly/aluminum
  - Send fibers through screens and cleaners to remove any contaminants
  - Result: fiber becomes new paper products (tissue, toweling or fine paper) OR
    - Air Dry or Wet Lap pulp to be sent to mills for paper products
    - Poly and poly/Aluminum residual can go to companies to make products or may be used as fuel on site.
  - End users: Fibrek, Great Lakes Tissue, KC Mexico, REPAK, GET
Alternative Recycling Technologies

- **Extrusion**: whole carton solution
  - Inbound furnish ground up, blended together and extruded
  - can produce Wood Plastic Composites
  - Can provide end market for poly & poly/aluminum residual from re-pulping mills
  - **End users**: Ecomadera and Perlamec

- **Thermo Compression**: whole carton solution
  - Shredded carton material sandwiched between 2 sheets of LDPE
  - Heat and pressure applied from above and below
  - Produces ceiling tiles, wallboard (replacement for OSB & Dura Rock/cement board) & roof tiles
  - Can provide end market for poly & poly/aluminum residual from re-pulping mills
  - **End users**: Rewall & Placove
Continue to Build on Campaign Success

Cartons are now an ISRI traded commodity (Grade #52) & demand is strong
Carton Pricing in Ontario

• Carton pricing generally follows Sorted Office Paper (SOP) pricing
  » Varies by location of source, fibre mix, etc.

• Export pricing varies based on shipping container weights & shipping locations – strong export demand
  » Over 140 mills consuming cartons worldwide

• Brokers can provide municipalities with enhanced shipping options when volumes are low
Carton Value Not Volatile

Source: StewardEdge monthly price sheet (figures in $/tonne)
For Consideration: Market Update

• Are there opportunities for you to optimize your end markets for carton containers?

• What support would be helpful to optimize end markets for carton container recycling?
Increasing Carton Recycling
Engaging Municipalities and Consumers in The Carton Council of Canada’s Goals
Stakeholder Engagement

- Creating a two-way dialogue
- Provide communications content support to municipal recycling coordinators
- Engage in municipal promotion and education efforts to improve residential capture of used cartons
Engaging Municipalities & Stakeholders

- Collaborative Efforts
- Social Media Support
- Toolkit Templates
- Video Footage
- Stakeholder FAQs for Communities, Haulers and MRFs
- Technical Assistance
- Our Website
  - www.recyclecartons.ca
How We Can Help

• Drive consumer awareness
• Promote the broader positive sustainability profile of cartons to ensure consumers make smart purchases
• P&E materials for communities to customize
• CCC plans to provide targeted P&E support in 2013
  » In development now
  » For community initiatives that meet criteria
  » Expect small pool of matching funding
  » Program launch in 2013
Toolkit Resources for Your Use (1)

- Ad Materials/Bill Stuffers
- Door Hangers

**YES! Cartons are Recyclable!**
Milk cartons, juice boxes and other carton packaging are now collected for recycling in your community’s curbside recycling program. Simply rinse cartons and place in your curbside bin. For more information, please visit (INSERT CITY WEBSITE.)
Toolkit Resources for Your Use (2)

- Magnets
- FAQ

Frequently Asked Questions About Cartons

- What is a carton?
  Cartons are types of packaging for food and beverage products you purchase at the store. They are easy to recognize and are available in two types—shelf-stable and refrigerated.

- Shelf-stable cartons (types of products)
  - Juice
  - Milk
  - Soy
  - Eggs and soda

- Refrigerated cartons (types of products)
  - Milk
  - Yogurt
  - Eggs

- What are cartons made from?
  Cartons are mostly made from paper, on the form of paperboard, as well as thin layers of aluminum and polyethylene (plastic). Shelf-stable cartons are manufactured with paper, with polyethylene and/or aluminum. Refrigerated cartons contain sheets of paper and thin polyethylene.

- Are cartons recyclable?
  Yes! Cartons are recyclable. In fact, the paper fiber contained in cartons is extremely valuable and useful to make other products.

- Where can I recycle cartons?
  To learn more about how to recycle cartons, please visit RecycleCartons.ca or check with your local recycling program.

- How do I recycle cartons?
  Simply place the carton in your recycle bin. If your recycling program collects cartons as “single-stream,” you may place your cartons in these bins with all the other recyclables. If your recycling program collects materials as “shred-stream,” the paper must be separated out and placed in a separate bin.

- FAQ
  - Why are cartons made mostly from paper? Don’t I want to put them with other paper recyclables?
    No! Cartons are no longer made from paper. They are made from paperboard, aluminum, and plastic. The carton is not made of paper, so it doesn’t belong in the “paper” bin. It’s better to separate cartons from other recyclables and place them in the “shred-stream” bin, where they can be recycled.

Carton Council
RecycleCartons.ca
Toolkit Resources for Your Use (3)

- 3-Fold Brochure
- Bookmark

Yes, Cartons Are Recyclable!

A Smart Choice in Recycling

By promoting both recycling technology and local collection programs, the Carton Council is committed to increasing carton recycling in the U.S., reducing the number of cartons in the waste stream.

The Carton Council will work to:

- Expand carton recycling to more cities and facilities.
- Ensure that more paper mills accept recycled cartons.
- Educate more residents about how to recycle cartons.

Are You a Curbside Recycling Program?

Adding cartons to your curbside program will help divert more materials from the waste stream and create another source of revenue on the site of your recyclables.

The Carton Council offers curbside programs:

- Technical assistance to add carton recycling to your program
- Free communications toolkits

Are You a Material Recycling Facility?

Because they are made from valuable long-fiber paperboard, carton fibers are in high demand. Cartons can be processed as part of a dual or single-stream system.

The Carton Council will work with you on:

- Marketplace guarantee for sale of materials
- Support for facility capital and operational changes
- Educational and marketplace support to grow your carton stream

Why Cities Are Adding Carton Recycling

Adding cartons to a city’s recycling program can be beneficial to both the city’s budget and its residents. Once citizens discover that their city offers carton recycling, they can be confident about choosing carton packaging not only for its convenience and food protection benefits, but because it is eco-friendly as well.

YES!

Cartons are Recyclable!

Milk cartons, juice boxes and other carton packaging are now collected for recycling in your community’s curbside recycling program.

Simply rinse cartons and place in your curbside bin. For more information, please visit (INSERT CITY WEBSITE.)
CCC Materials Are a Starting Point

**YES! Cartons are Now Recyclable!**

**NOW!** The Bluewater Recycling Association accepts cartons for recycling! The last drop of milk, juice or soup does not mark the end of a carton’s useful life. Made mainly from high-quality paper, cartons are easily recyclable and in high demand by manufacturers of recycled products.

**HOW?** Simply rinse and place empty cartons in your recycling bin without flattening them.

**WOW!** After cartons are collected curbside, they are taken to a materials recycling facility to be sorted and baled. The bales of recycled cartons are then shipped to paper mills, where cartons are mixed with water in a gigantic blender to extract all the paper fibre. These recycled carton paper fibres are a valuable resource for making products such as recycled paper products and even building materials.

For more information visit www.bra.org or contact us at 1.800.265.9799 or info@bra.org.

Space provided through a partnership between industry and Ontario municipalities to support waste diversion programs.

Carton Council
RecycleCartons.ca
Achieving our Vision

A world where used packaging and printed paper are seen as valuable resources to be recovered in an economically and socially responsible manner.
For Consideration: Communications

- What types of communication materials/efforts are needed or might be effective to drive higher carton container recycling?

- Any feedback on the CCC communication materials and would these materials be useful to your communication efforts?
For Consideration: Next Steps

• Reflecting on the barriers and critical success factors discussed earlier, what are some solutions and actions that could be undertaken to grow carton container recycling?

• How can the CCC best support municipal efforts?
For Consideration: Final Recommendations

- What is the ONE key thing the Carton Council could do and the one key thing you/municipalities could do to support increased recycling of cartons?
Thank you!

- **Contact information:**
  
  » Giovanna Lemos:  
  g iovanna.lemos@tetrapak.com

  » Jason Pelz:  
  jason.pelz@tetrapak.com