



How the Carton Council is Building a Sustainable Recycling Supply Chain

Waste ReForum 2016

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Overview

- Who is Carton Council
- What We Do
- Status of carton recycling in SK & opportunities for growth

Who is the Carton Council



A group of carton packaging manufacturers, formed to advance the common goal to deliver long-term collaborative solutions with multiple stakeholders in the value-chain in order to divert cartons from disposal.



Cartons are sustainable

Cartons are one of the *most sustainable* options for food and beverage packaging.



RENEW

- Made mainly from paper
- Paper is a 100% renewable resource
- Fiber comes from well-managed forests

REDUCE

- Light weight and compact
- Low package-product ratio
- Low carbon footprint through lifecycle

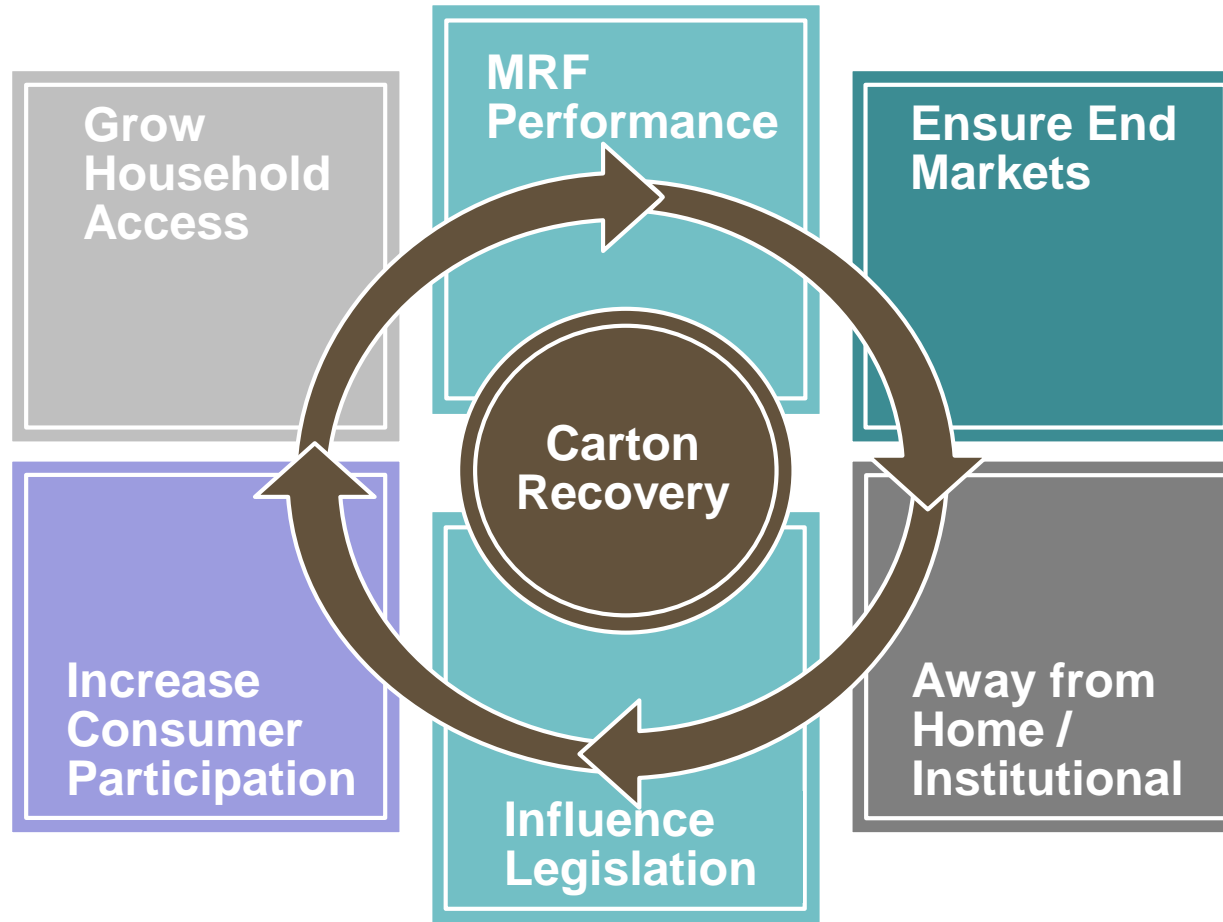
RECYCLE

- Cartons are recyclable!



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Comprehensive Recycling Strategy



Key Priorities

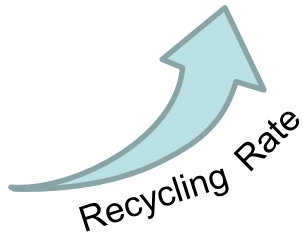
Stakeholder Engagement



Drive Consumer Awareness



Positive Sorting of Cartons



Ensure Robust End-Markets for Cartons



Partnerships in 2016

Pilot project with 2 QC MRFs



Digital awareness campaign



Support school recycling



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CBCRA
Canadian Beverage Container
Recycling Association

Tools for Sorting Facilities & Operators

MRF Newsletter & Broker List

Carton Recycling Primer

MRF Poster



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Tools for Education

Consumer Facing Website



Carton Image & Ad Bank

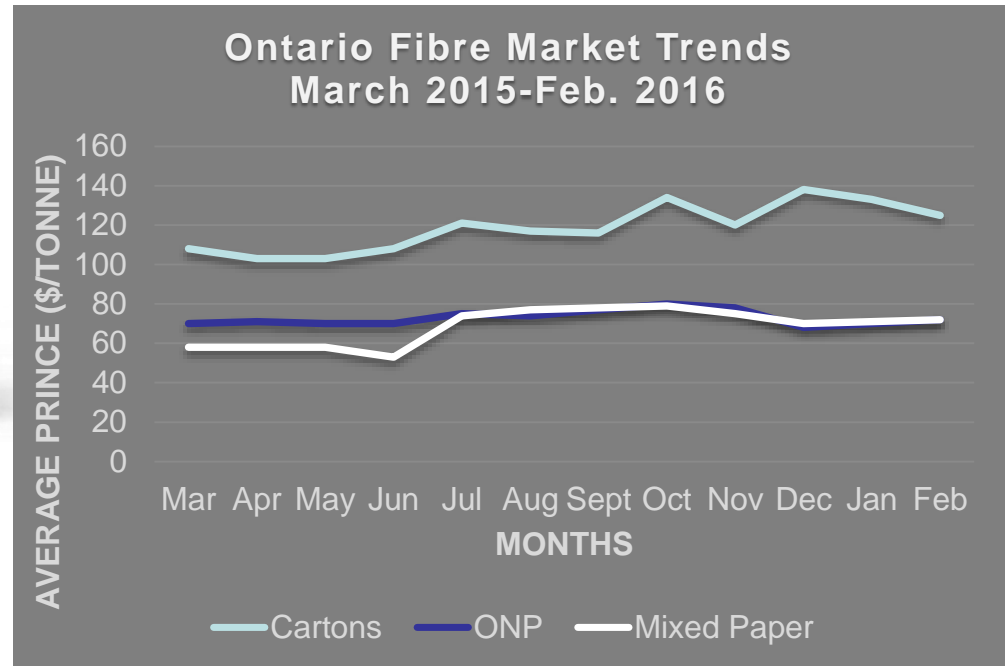
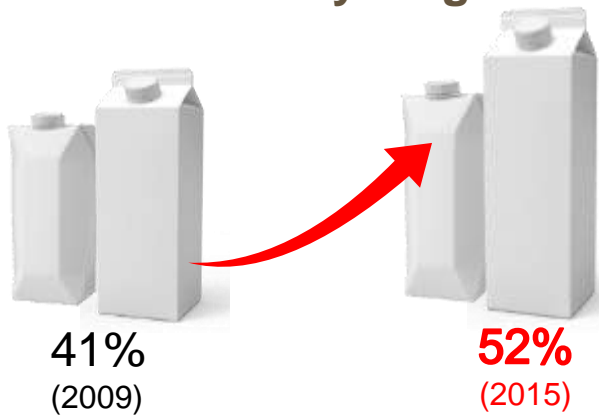


Videos: Carton Recycling Value Chain & PSA-type video



Advances in Carton Recycling Over the Last 6 Years

National Recycling Rate



Access to Beverage Carton Recycling in Canada: 96%



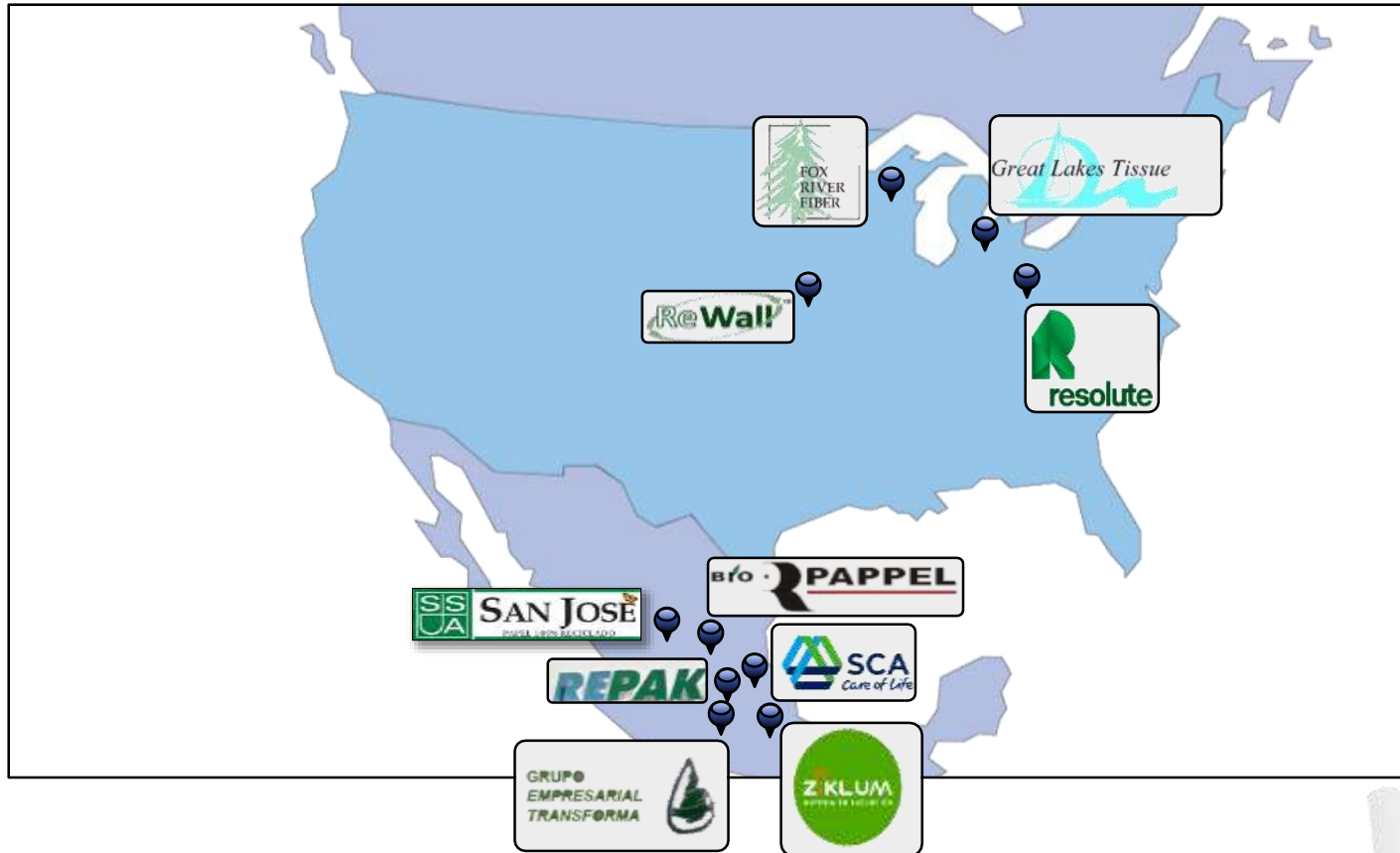
Used Cartons are in Demand

- Official grade established by ISRI (www.isri.org) in 2011
- **PSI-52 Grade - Aseptic Packaging and Gable-Top Cartons:** Consists of liquid packaging board containers including empty, used, polyethylene (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%. Outthrows plus prohibitives may not exceed 5%.
- Sending cartons to end market in their own grade (PSI-52) ensures more cartons get recycled. Pulp mills apply optimized saturation and conditioning to carton bales which differ from other fiber commodities. These optimal carton settings ensure a maximum yield of fiber from gable top and aseptic cartons.



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North American Markets



Export Markets are Strong

- Export markets for post consumer fibre have existed for more than 30 years.
- Major importers include South Korea and Thailand.



- Shin Chang & Paper Industry Co. Ltd.
- Daewang Paper Co. Ltd.
- Samjung Pulp Industry Co. Ltd.
- Daewon Paper Co.



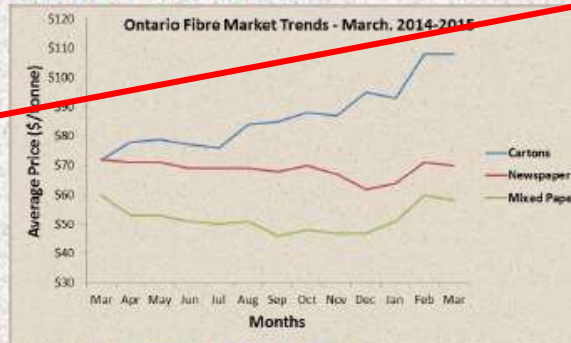
- Fiber Pattana



The Broker List

Excerpt from Carton Council Newsletter sent to MRFs and municipalities

CARTON GRADE MARKET VALUE



Source: [Reclay StewardEdge Inc. Price Sheet](#).

According to Jason Pelz, Vice President of Recycling Projects for the Carton Council, the demand for cartons from both overseas and domestic markets continues to be good. In the case of export markets for cartons, they have been consistently strong and consequently, so are the prices paid when shipping export. In the current recycling markets context characterized by stagnant fibre prices, cartons have performed well and the difference in price paid between cartons and mixed paper has been growing, further incentivizing MRFs to positively sort cartons.

CARTON RECYCLING PROMOTION & EDUCATION RESOURCES AND VIDEO NOW AVAILABLE

The CCC has developed eye-catching carton recycling ads that can be used by municipalities to support their promotion and education efforts. The ads can be used in print media, including the ONA/OCNA in-kind advertising program, as well as outdoor advertising media (buses, transit posters, arena placement) and electronic advertising. The ads are customizable so that municipality-specific information can be added (e.g. name, web site address, type of collection container). A dedicated ad for two-stream programs has also been created. A series of carton images representing all carton types (juice, milk, soup, broths, etc.) are also available for download. Visit the [carton recycling image and add bank](#) to view the images and ads and request access to them.



An informative video aimed at the recycling industry is now [available for viewing on the CCC's web site](#). Entitled *Something in it for everyone*, the video explains the carton recycling process throughout the various stages of the value chain, from the consumer to

CARTON BROKERS

The following brokers are those known to the Carton Council of Canada as brokers of cartons (not fibre grade). The list is presented for your consideration only and does not contain all available options. Please conduct proper due diligence when selecting a broker to ensure pricing and services are competitive and suited to your needs.

Berga Recycling
St-Eustache, QC
gates@bergarecycling.com

Recyclage Laroche
Candiac, QC
Gerry@larocherecycling.com

Storelli Recycling Company
Fort Lauderdale, FL
vstorelli@bellsouth.net

Potential Industries, Inc.
Wilmington, CA
Tony.fan@potentialindustries.com

Continental Paper Grading of Canada Inc.
Mississauga, ON
pvaleriote@cpghanada.com

Recyclable Materials Marketing
Brantford, ON
atui@remm.ca

The Paper Tigers
Bannockburn, IL
nhalper@papertigers.com

Newport CH International LLC
Orange, CA
chahne@newportch.com

Rock Tenn
mquinn@rocktenn.com

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What are Used Cartons Recycled Into?

Process	Product	North-American Recyclers	Overseas Recyclers
Re-pulping at a paper mill	Tissue and toweling products	<ul style="list-style-type: none"> Great Lakes Tissue (Michigan) 	South Korea: Daehan Pulp, Daewang Paper, Amjung Pulp, Daewon Paper
Re-pulping at a pulp mill	Wet Lap Pulp	<ul style="list-style-type: none"> Resolute (WV) Fox River Fiber (WI) GET (Mexico) 	Thailand: Fiber Pattana
Whole carton recycling	Building materials (wall board, ceiling tiles)	<ul style="list-style-type: none"> ReWall (Iowa) 	<ul style="list-style-type: none"> Kuruc (Slovakia)



Carton Recycling in SK Today

Curbside



- ✓ Milk
- ✓ Non-Beverage Cartons (soup, broth, others)

Depots



- ✓ Juice Cartons
- ✓ Dairy Alternatives

Municipalities and First Nations

&

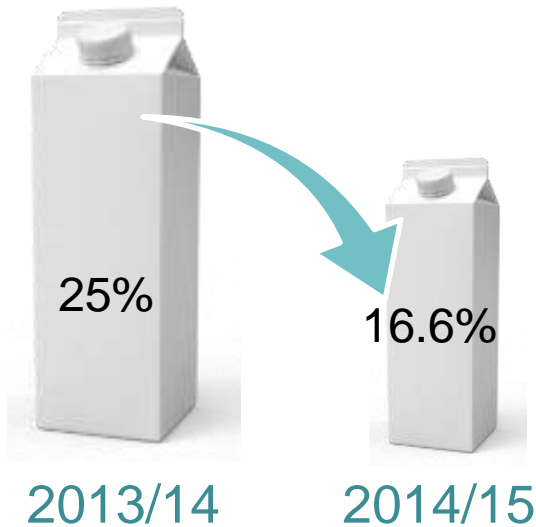

Multi-Material
Stewardship Western



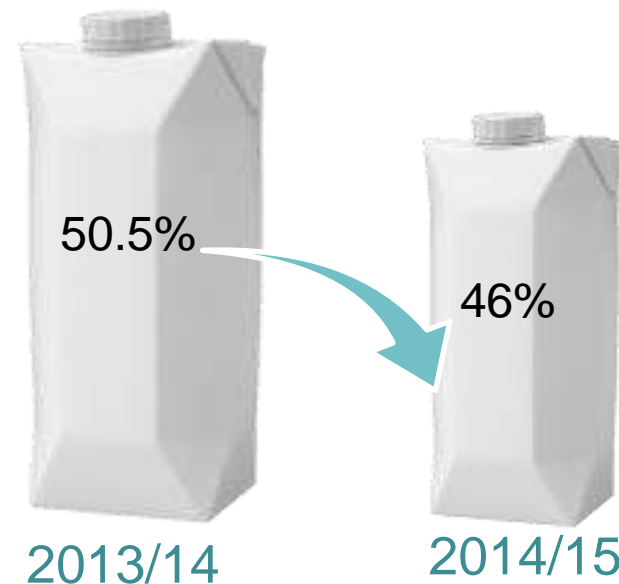

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Why is Carton Recovery Down in SK?

Milk cartons



Juice & Milk Substitute Cartons



Source: SARCAN

How can we reverse this trend?

What is needed to grow carton recycling in SK?

Municipalities & their Service Providers

- Grow collection at the curb & optimize cartons sorting
- CCC support is available: MRF visits and targeted assistance; Primer, P&E resources; posters, newsletters, videos

Stewardship agencies

(SARCAN, MMSW)

Leverage planned initiatives (e.g. studies, awareness raising, MRF optimization)

Performance tracking and data access is KEY



Thank you!

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www.recyclecartons.ca