

THE TRUTH ABOUT CARTON RECYCLING

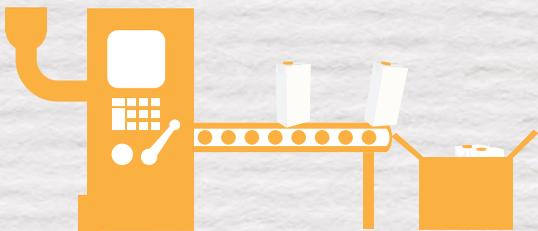
MYTHS VS REALITY

MYTH: A carton is not recyclable if a recycling logo is not on the packaging.



REALITY: Whether or not you see an actual recycling symbol on a carton you buy, they ARE recyclable. The aseptic and gable top cartons found in grocery stores today are all recyclable. However, not all Americans can recycle them in their communities if their programs do not yet accept them. The Carton Council is working hard to change that, and today more than half of American households CAN recycle the cartons they consume. To see if you can recycle cartons in your community, visit www.RecycleCartons.com and a zip-code locator will help you find out.

MYTH: The material that comes from cartons when they are recycled is not valuable. They aren't really turned into anything else.



REALITY: Cartons are a valuable source of material, representing some of the cleanest and best long fiber currently in the residential recycling stream. Paper mills use this fiber to make paper products such as tissue, paper towel, etc. In addition, some companies use the material from cartons to produce sustainable building materials such as wall board, sheathing, ceiling tiles and backer board.

MYTH: Cartons should be flattened and if it has a cap, the cap needs to be removed.

REALITY: Cartons should be placed into the recycling container in their original form – not flattened and the caps can be left on. This is the best way to ensure they are recycled to obtain their truest value.

MYTH: You can't recycle cartons in most U.S. communities.



REALITY: In recent years, food and beverage carton recycling has been added to thousands of residential recycling programs, and today, more than half of American households can recycle cartons. This includes communities in 48 states and 77 of the top 100 U.S. cities. And that number is growing every day, thanks to strong collaboration between the Carton Council, local governments and recycling facilities. Not sure if your community accepts cartons? Check RecycleCartons.com. If they don't, email us at info@recyclecartons.com and we can help.

MYTH: Cartons have a wax coating that prevents them from being recycled.

REALITY: Food and beverage cartons do not contain any wax. Cartons are made mainly from paper in the form of paperboard. What you may think of as "wax" on a carton is actually a thin layer of polyethylene (plastic).

MYTH: Even if I put a carton in the recycling container, it doesn't necessarily mean it will be recycled.

REALITY: Currently, cartons can be recycled in more than 10,000 U.S. communities. If you live in one of these communities, the recycling facility is expecting to see cartons with their other recyclables and has plans to sort and sell them. The industry is working hard to get cartons accepted into all recycling programs. To check to see if they are accepted in your community, visit RecycleCartons.com and type in your zip code.

