



Best Practices for Educating About Food and Beverage Carton Recycling

Recycled cartons become paper products, such as tissues, paper towels, cups and writing paper, or sustainable building materials, including roofing cover board and wallboard. There's demand for this high-quality fiber and we need your help to keep these valuable materials from ending up in landfills.

Here are a few quick steps to assist with your resident education. Additionally, the Carton Council has graphics, information and tools to help.

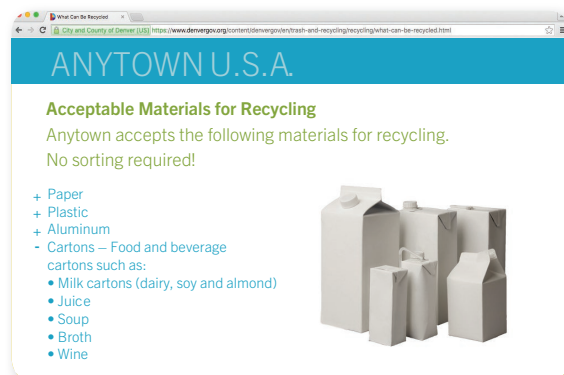
1 MAKE SURE ALL MATERIALS ARE UP TO DATE

Do a sweep to make sure the listing of what is and isn't accepted in your recycling program is consistent and includes food and beverage cartons. This includes bin stickers, direct mailers, brochures, flyers and most important, your website.

2 SPEAKING OF WEBSITES

Your website is the primary source of recyclability information for residents (second only to a product's packaging). You can't control the package, but you can be sure your site is correct. Here are some things to look for:

- Are food and beverage cartons included as an accepted material?
- Do you accurately describe cartons?
- Do you talk about what materials are and are not accepted elsewhere on your site, such as on press releases, flyers, etc.?
- Do you use images to reinforce what cartons are to residents?
- Is your information easy to find and are all links within your website working?



Tips for talking about cartons on your website:

- ✓ List cartons as a separate category (Just like you would plastic, paper, glass, etc.)
- ✓ Provide a detailed list of what a carton contains (Including milk, juice, soup, broth, wine, etc.)
- ✓ Include images of various cartons





3

EDUCATE EVERYONE

Make sure everyone involved in your recycling program knows what food and beverage cartons are and that they should be recycled. This includes recycling truck drivers, customer service representatives, as well as local environmental groups.

4

MAKE SURE YOUR PROGRAM IS INCLUDED IN THE RECYCLECARTONS.COM ADDRESS LOCATOR

Unsure? Check for yourself and if not, contact us at info@recyclecartons.com to get added.



Information about cartons can also be used on your social media channels, as well as newsletters and direct mailers.

It's easy to recycle cartons! They are best recycled when they are kept in their original shape — no flattening is required. Caps can also be left on!



Inaccurate ways cartons are described:

- Wax coated — food and beverage cartons do not contain any wax
- Tetra Pak — this refers to a manufacturer, not a carton
- Cardboard or corrugated cardboard — Cartons are made mainly of paper, not cardboard

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Formed in 2009, the Carton Council works to deliver long-term collaborative solutions to divert valuable carton from the landfill and to grow carton recycling throughout the U.S.

