

Sample Website Copy: Communities & Schools

WEBSITE GUIDANCE

Whether food and beverage cartons have been recycled in your community for years or are a new addition, it's important to educate about them clearly. Websites are a critical source for recycling information for residents (second only to a product's packaging).

Here are a few recommended ways for describing cartons on a community or materials recovery facility (MRF) website's list of accepted materials:

- List food and beverage cartons as a separate category (just like you would list aluminum, plastic, paper, glass, etc.)
- Provide a detailed list of what a carton often contains, such as: food and beverage cartons containing milk, juice, soup, cream, beans, water, broth, wine, etc. (see the sample website copy below)
- Include an image from the photo library [here](#).

One of the common myths about cartons is that they have a layer of wax coating. Cartons are made primarily from paper, with a thin layer of polyethylene (plastic), which some mistakenly identify as "wax." Listing cartons as wax-coated is confusing to residents and could result in them being tossed into the trash instead of the bin!

These are other incorrect ways cartons are described that should be avoided:

- Tetra Pak (This refers to a carton manufacturer, not a carton)
- Cardboard or corrugated cardboard
- Chipboard

SAMPLE WEBSITE COPY

RECYCLE YOUR CARTONS, [Insert Locality/City Name]

[City name] residents can recycle food and beverage cartons as part of your curbside recycling program. We are proud to expand the list of accepted recyclables and continue our mission to conserve energy and natural resources and protect the environment.

What are Cartons?

Cartons are a type of packaging for food and beverage products you can purchase at the store. They are easy to recognize and are available in two types: shelf-stable, which are found on grocery store shelves, and refrigerated, which are found in the refrigerated section of grocery stores. Both types of cartons can be recycled.

Recommendation: Include one of the carton images found [here](#).

How to recycle cartons:

Recycling cartons is as easy as 1-2-3:

1. Empty your food and beverage cartons. (Pro tip: No need to rinse as long as you shake all those last drops of liquid or food out; this avoids having spoiled food or drink make a mess of your recycling at home or at the recycling facility)
2. Add cartons to your recycling bin with other glass, metal and plastic containers. (Pro tips: don't crush your cartons, keep the caps on, and push your straw back into those small milk or juice cartons)
3. Take your recycling bin to the curb on collection day.

What happens to recycled cartons?

Once the cartons are collected, they are separated from other recyclable materials at the recycling sorting center. From there, they are either used to create paper products, such as paper towels and tissues, or building materials, such as ceiling tiles and roof cover boards.

In order to make paper products, the carton components are packed together and sent to a paper mill, where the cartons are added to a large machine called a Hydrapulper that

breaks the cartons down into component parts. The paper pulp is separated to make paper products, while the plastic and aluminum can be sent on for further recycling or used for energy to fuel the paper mill.

To make building materials, cartons go straight to a recycling company rather than being sent to the paper mill. All of the cartons, including the caps, are shredded into a million pieces and then pressed back together to create large sheets. Those sheets then become roof cover boards and ceiling tiles and are used in building materials.

Learn more about carton recycling and how you can commit to recycling your cartons at recyclecartons.com.