



# CARTON COUNCIL

[www.recyclecartons.ca](http://www.recyclecartons.ca)

## Events

**October 16-22, 2017**

[Waste Reduction Week in Canada](#)

**October 18, 2017**

**Best Western, Cobourg**

[Municipal Waste Association's Fall Workshop](#)

**October 12, 25, 27, 2017**

**Delta Hotels by Marriott Toronto Airport & Conference Centre, 655 Dixon Road, Toronto**

The CCC MD will take part in Stewardship Ontario's consultations for Stewards and Ontario Municipalities and First Nations Communities (Module 2) on the amended Blue Box Program Plan.

[Learn more](#)

**October 31, 2017**

**Delta Hotels by Marriott Toronto Airport & Conference Centre, 655 Dixon Road, Toronto**

The CCC MD will attend the CSSA's Annual Steward Meeting, and will take part in a packaging trends panel. [Learn more](#)

**November 15-16, 2017**

**New Westminster, BC**

The CCC MD will take part in [Recycle BC's Consultation](#)

## CARTON COUNCIL OF CANADA NEWSLETTER

# Fall 2017

## REWALL DOUBLES ITS CAPACITY

**IN LATE SEPTEMBER OF THIS YEAR, REWALL, THE IOWA-BASED**

company that converts food and beverage cartons into healthy, high-performance green building materials, announced that it was doubling its manufacturing capacity of roofing products and other construction materials made from recycled food and beverage cartons. This increases its need for recycled cartons from about 200 tonnes a month to about 600 tonnes and likely to even higher.

Founded in 2008, [ReWall](#) has worked closely with the Carton Council to expand end markets for cartons used for many common food and beverage products. The Carton Council provided financial and technical support and shares ReWall's commitment to growing this innovative end market for recycled cartons.

ReWall's products have gained the attention of various companies and institutions in Canada seeking a strong, reliable product that is also good for the environment. The [Resource Productivity and Recovery Authority](#) recently installed ReWall's interior wallboard in its new Toronto office.

Additionally, Rewall's EssentialBoard sheathing is being used in the [Zero House](#) green building project, a joint effort of the [Endeavour Centre](#) and [Ryerson University's Department of Architectural Science](#). The house was designed to use zero net energy, have a zero carbon footprint and contain zero toxins and was displayed at the [EDITdx Expo for Design, Innovation and Technology](#) in Toronto, which ran from September 28 to October 8.



CCC's Managing Director visits the Zero House at the Expo for Design, Innovation and Technology held recently in Toronto.



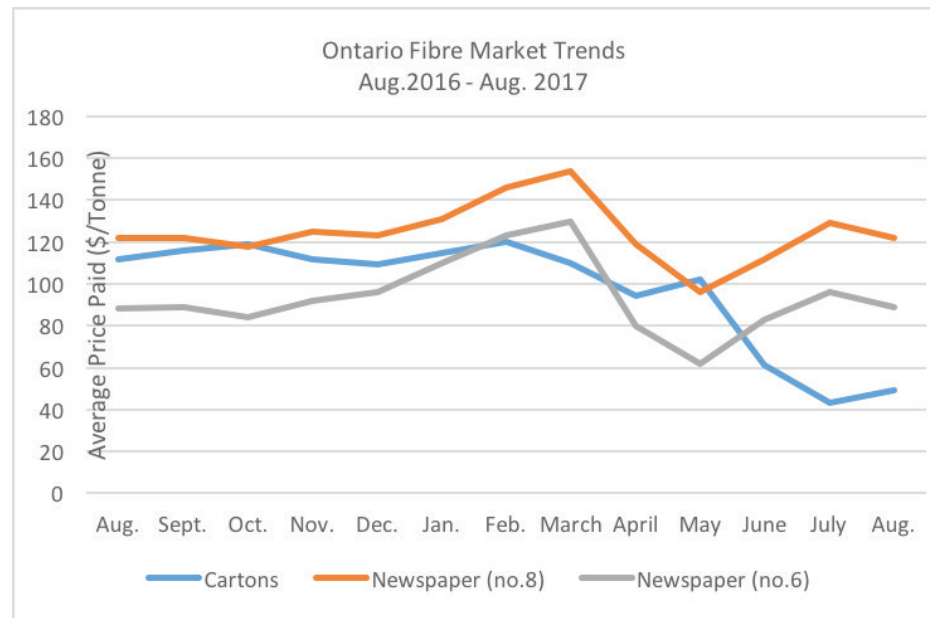
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## FALL 2017 NEWSLETTER

### POST-CONSUMER CARTON GRADE MARKET VALUE

Over the past month, market prices for curbside paper grades, including cartons, have dropped significantly. While we are aware that recent movement of some post-consumer carton loads has been difficult in certain parts of Canada, the Carton Council anticipates that this situation will improve with expected new consumption for the grade coming on line during the remainder of 2017 and first quarter of 2018. Please [contact CCC](#) if we can help connect you with brokers who are currently moving the material.

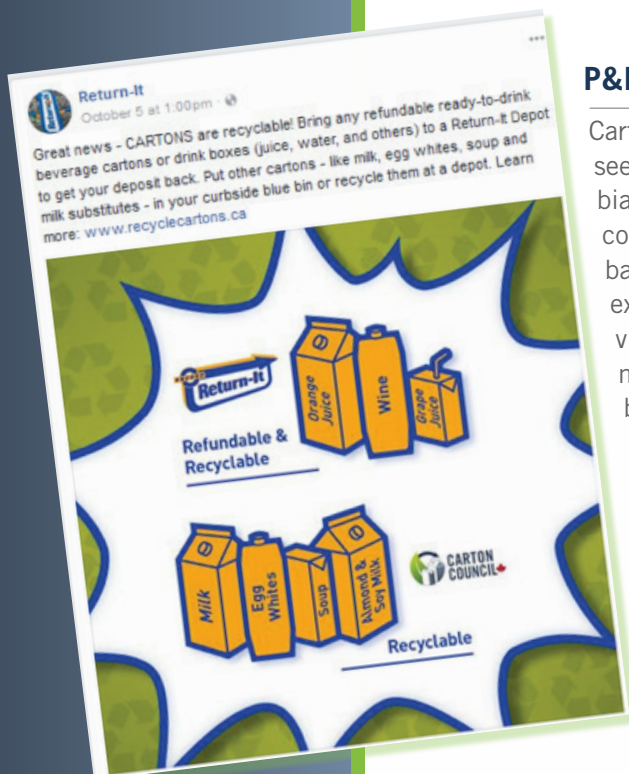


Source: [CIF Price Sheet](#)

### P&E CAMPAIGN IN BC

Carton Council has partnered with [Encorp Pacific](#), the agency overseeing the beverage container deposit program in British Columbia, to deploy a consumer education campaign to eliminate the confusion regarding the different recycling systems for cartons, based on their content (dairy and dairy substitute containers are excluded from the deposit and collected via Recycle BC's provincial residential program, along with soup, broth and other non-beverage cartons). Posts are running on social media (Facebook and Instagram) from September 25th to November 3rd.

CCC is also renewing its collaboration with [RecycleBC](#) to promote the recycling of dairy, dairy substitute, and non-beverage cartons to consumers via a digital campaign that will run October 30 until December 1st.



## FALL 2017 NEWSLETTER

### CARTONS, SUSTAINABLE SOURCING, AND THE CIRCULAR ECONOMY

Few would disagree that “Circular Economy” is rapidly becoming the new buzzword. But like many new concepts, what the term actually means varies widely within the waste and recycling sector. From the carton industry’s perspective, packaging has an important role in the circular economy by being made of sustainable materials (e.g. renewable, certified sources), manufactured using less resources, and being responsibly managed at the end of the life (i.e. recycled). This is, of course, in addition to fulfilling its core role in terms of food safety and food protection.

While the Carton Council’s mission focuses on recycling, it is worth highlighting the commitment of its members to the use of sustainable resources, such as wood fiber from responsibly managed forests.



One of the sustainably managed sites in North Carolina from which Evergreen Packaging procures its fibres. From left to right: John Fletcher (logger), Chad Leatherwood (Evergreen Packaging), Isabelle Faucher (CCC), Derric Brown (Evergreen Packaging)

### TOOLKIT OF ADS & IMAGES AVAILABLE FOR MUNICIPALITIES

Carton Council Canada has developed a [toolkit of carton recycling ads and images](#) that can be used by municipalities to support residents’ education efforts. The ads, which can be used with different media channels (print, digital, social, outdoor) are completely customizable. Facebook (Desktop, Right-Hand Column and Mobile) and Weather Network ads are available, as well as a dedicated ad for the multi-family sector. A series of carton images representing all carton types (juice, milk, soup, broths, etc.) as well as a [30-second commercial](#) are also available for download. [Contact CCC](#) for more information.







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# END-MARKETS & BROKERS

Please note: End-markets have their own purchasing specifications and requirements. Some may buy directly from generators of grade PSI 52 while others may use their existing sourcing network or the brokers/traders listed below to purchase their volumes of post-consumer cartons.

### UNITED STATES

- **Fox River**, De Pere, WI
- **Great Lakes Tissue**, Cheboygan, MI
- **ReWall**, Des Moines, IA

### ASIA

- **Daewang Paper Co. Ltd.**, Gunpo-si, S. Korea
- **Daewon Paper Co.**, Pochun, S. Korea
- **Samjung Pulp Ind. Co. Ltd.**, Godeokmyeon, S. Korea
- **Shin Chang & Paper Industry Co. Ltd.**, Chungchongnam-Do, S. Korea
- **Kyungbo Paper**, S. Korea
- **Ssangyong C&B**, S. Korea
- **Kleannara**, S. Korea
- **Prince**, S. Korea
- **Sinchang**, S. Korea
- **Fiber Pattana\***, Bangkok, Thailand
- **Paper Corea**, Gunsan, South Korea (Expected Jan. 2018)
- **Deluxe Packaging\***, India

*\*These end-markets consume used aseptic loads only*

### MEXICO

*Mills consuming cartons:*

- **Biopappel**, Tres Valles, Veracruz State
- **Celupak**, San Juan Del Rio, Queretaro State
- **Fabrica de Papel San Jose**, Texcoco, Estado de Mexico
- **Imerssa**, Zumpango, Estado de Mexico
- **Kimberly-Clark**, Orizaba, Veracruz State
- **Reciclados del Izta**, San Rafael Tlamanalco, Estado de Mexico
- **SCA**, Ciudad Sahagun, Hidalgo State
- **Ziklum**, Acolman, Estado de Mexico

### CONSUMERS OF POLY/ALUMINUM AND POLY RESIDUAL:

- **Ecolaminados**, Morelia, Michoacan State
- **Ecomadera**, Jiquilpan, Michoacan State
- **Grupo Tea**, Zumpango, Estado de Mexico
- **IMERSSA**, Zumpango, Estado de Mexico
- **PLACOVE**, Toluca, Estado de Mexico
- **Q.F. Mex**, Mexico D.F
- **Ziklum**, Acolman, Estado de Mexico Ecolaminados, Morelia, Michoacan State

COMPANY	LOCATION	CONTACT
Berga Recycling	St-Eustache, QC	<a href="mailto:gates@bergarecycling.com">gates@bergarecycling.com</a>
Canada Fibers Ltd.	Toronto, ON	<a href="mailto:angelar@canadafibersltd.com">angelar@canadafibersltd.com</a>
Ekman Recycling	Brockville, ON	<a href="mailto:bill.renkema@ekmangroup.com">bill.renkema@ekmangroup.com</a>
ICF Global, Inc.	Temecula, CA	<a href="mailto:paulchung01@gmail.com">paulchung01@gmail.com</a>
Newport CH International Llc	Orange, CA	<a href="mailto:chahne@newportch.com">chahne@newportch.com</a>
North South Fibers	Brossard, QC	<a href="mailto:emurphy@northsouthfibres.com">emurphy@northsouthfibres.com</a>
Recyclage Laroche	Candiac, QC	<a href="mailto:germy@larocherecycling.com">germy@larocherecycling.com</a>
Potential Industries, Inc.	Wilmington, CA	<a href="mailto:tony.fan@potentialindustries.com">tony.fan@potentialindustries.com</a>
Recyclable Materials Marketing (ReMM)	Brantford, ON	<a href="mailto:atul@remm.ca">atul@remm.ca</a>
Westrock	Montreal, QC	<a href="mailto:mike.quinn@westrock.com">mike.quinn@westrock.com</a>
Storelli Recycling Company	Ft. Lauderdale, FL	<a href="mailto:vstorelli@bellsouth.net">vstorelli@bellsouth.net</a>
The Paper Tigers	Bannockburn, IL	<a href="mailto:nhalper@papertigers.com">nhalper@papertigers.com</a>

The brokers listed above are known to the CCC as brokers of post-consumer cartons (PSI-52 grade). The list is presented for 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.