

Carton Markets – An Overview

Recycling Affiliates National Meeting

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Overview

- Who is Carton Council
- What We Do
- Carton Markets Overview

Who is the Carton Council?



Carton Council

A group of carton manufacturers united to deliver long term, collaborative solutions to divert valuable cartons from the disposal.



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Our Goals

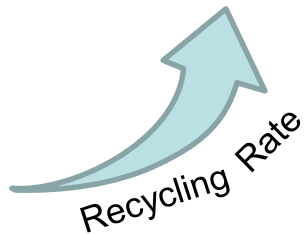
Stakeholder Engagement



Drive Consumer Awareness



Positive Sorting of Cartons



Ensure Robust End-Markets for Cartons

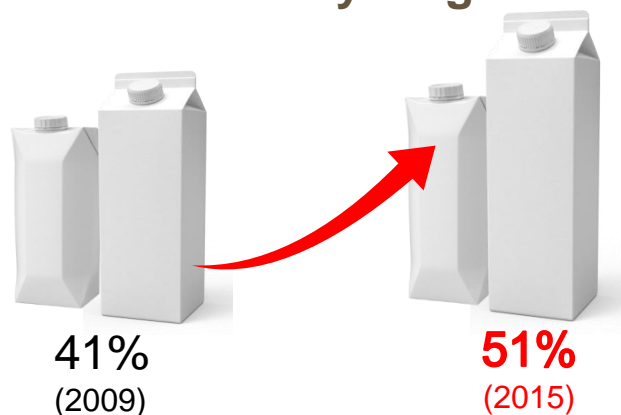


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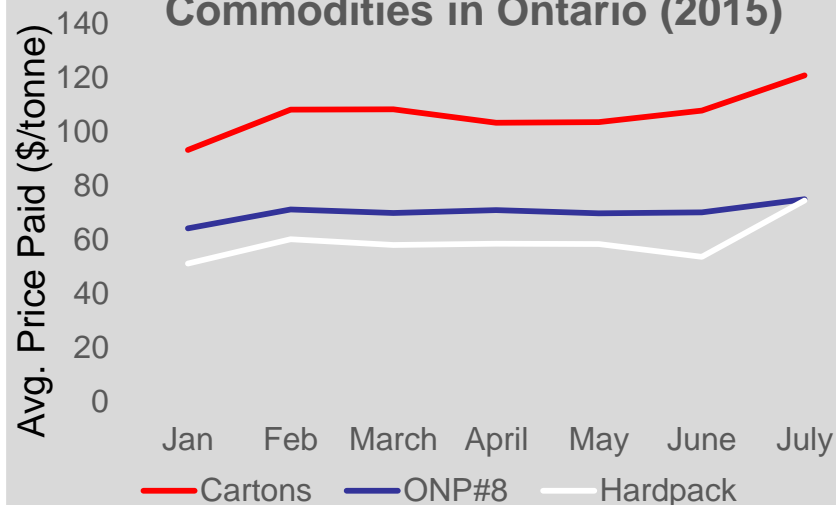
Advances in Carton Recycling Over the Last 5 Years

National Recycling Rate



Access to Carton Recycling in Canada: **94%**

Value of Select Paper Commodities in Ontario (2015)



Recent Initiatives

Collaboration for New Recycling Streams

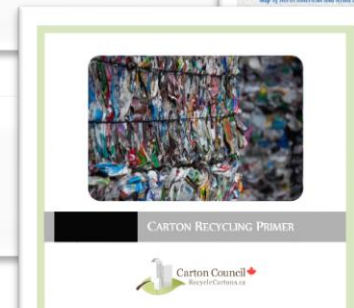


Stewardship Ontario

MRF Newsletter & Broker List



Carton Recycling Primer



MRF Poster



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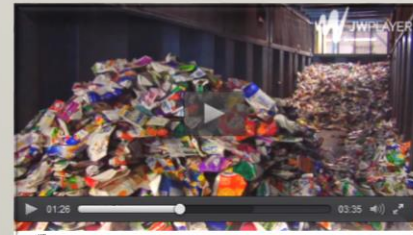


Tools for Education

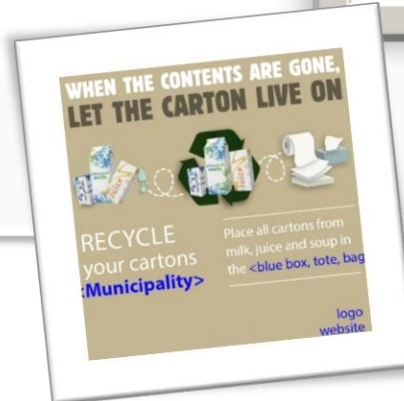
Consumer Facing
Website



Video: Carton Recycling
Value Chain



Advertising and
Image Bank



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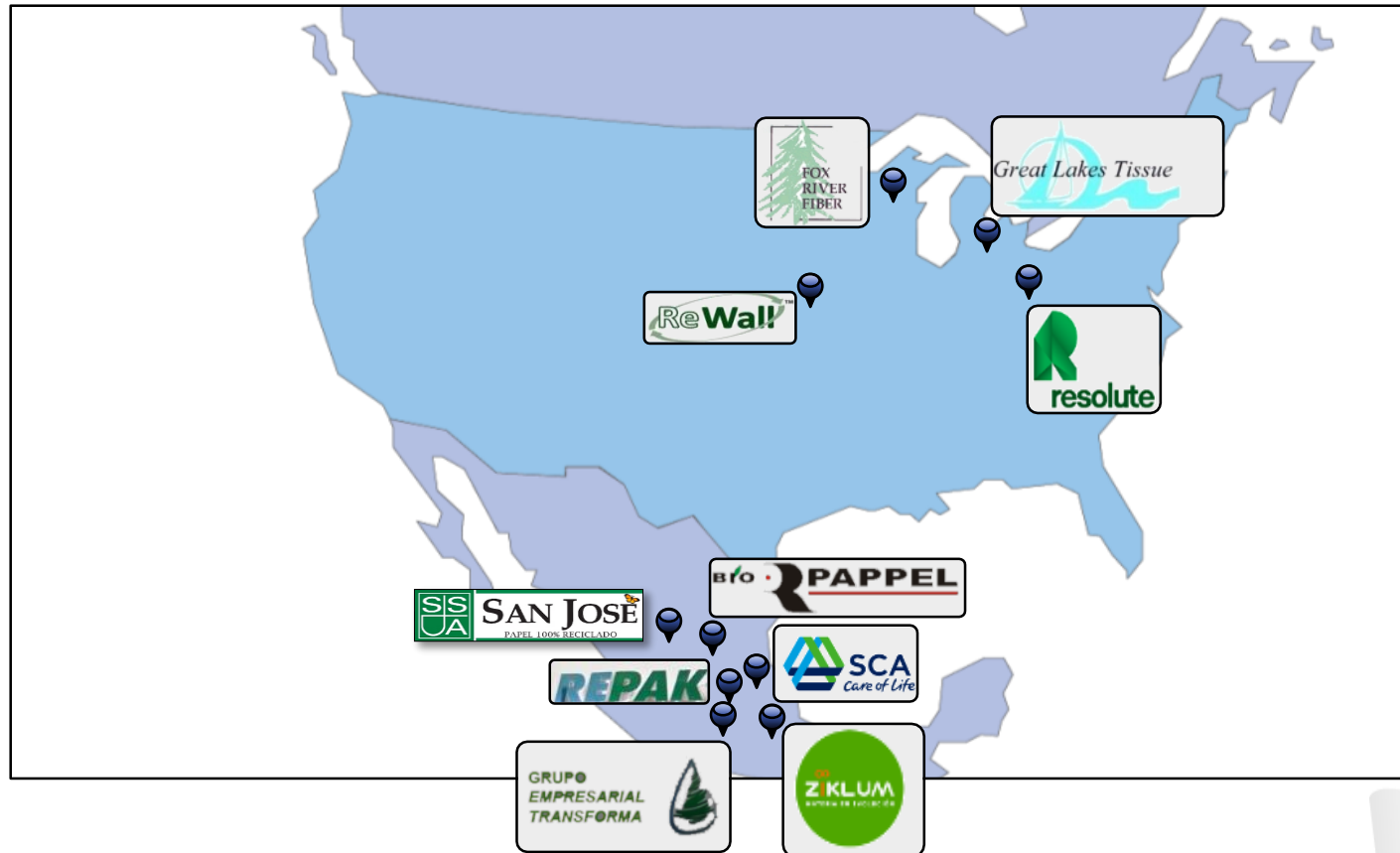
Used Cartons are in Demand

- 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



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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.



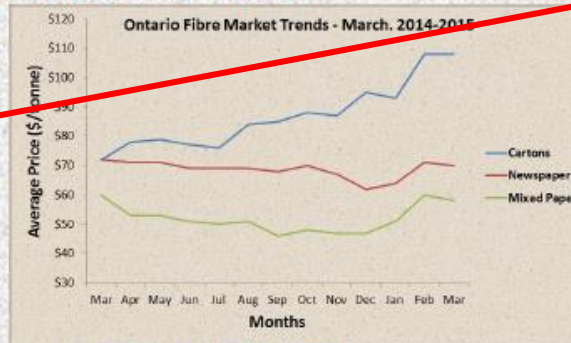
- Fiber Pattana



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 (all grades). 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@cpgcana.com

Recyclable Materials Marketing

Brantford, ON
atu@remm.ca

The Paper Tigers

Bannockburn, IL
nhalper@papertigers.com

Newport CH International LLC

Orange, CA
chahne@newportch.com

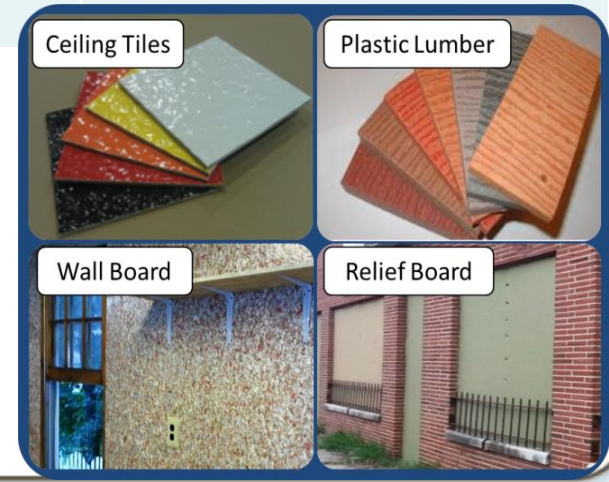
Rock Tenn

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 using thermo compression technology	Building materials (wall board, ceiling tiles)	<ul style="list-style-type: none"> ReWall (Iowa) 	<ul style="list-style-type: none"> Kuruc (Slovakia)



Questions and Discussion

Thank you!

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www.recyclecartons.ca