



CARTON COUNCIL OF CANADA NEWS

Timely Results for Waste Reduction Week

In our continuous drive to find solutions for increasing sustainable carton recycling, the Carton Council of Canada (CCC) recently conducted a consumer market research targeting residents in Ontario and Quebec.

Our goal was to find out what it would take for Canadians to recycle more of their cartons. Based on the online survey results, 62 % of those who do not recycle cartons regularly, say access to information enabling them to easily identify what is or isn't recyclable would encourage them to recycle more. Thirty-nine percent say that better understanding the benefits of carton recycling would motivate them.



Isabelle Faucher
Managing Director

Other highlights of this consumer research are shown on our [website](#).

As we celebrate Waste Reduction Week across Canada, the results confirm the need for all of us to ensure that consumers are aware and motivated to put their cartons in the recycling bin. As you will read in this newsletter, the CCC has been driving some impactful collaborations towards this.

Enjoy your read and happy Waste Reduction Week!

Oct. 19-21 Victoria, BC	Nov. 8 Toronto, ON	Sept. 29 Niagara Falls, ON
The CCC is a proud sponsor of this year's edition of the Coast Waste Management Association's (CWMA) Annual Conference .	CCC's Managing Director will be attending the Ontario Waste Management Association's Economic Freedom and the Circular Economy one-day conference.	The CCC was an exhibitor at the PAC to the Future Conference .

Founding Members



CONSUMER CAMPAIGNS

CCC has partnered with the stewardship agencies for packaging and printed paper in British Columbia and Manitoba respectively, to deploy highly visible and inspiring consumer education campaigns that promote carton recycling. In Manitoba, carton ads are featured on large outdoor digital boards located in high-traffic areas. Online ads on targeted websites are also running until the end of October.



In British Columbia, animated banners have been created encouraging residents to recycle their milk, soup, and other beverage cartons (juice cartons are under deposit in this province). The banners will run on Google AdWords and Facebook, beginning October 17 for a 5-week period. A page dedicated to carton recycling has also been created in MMBC's consumer-facing portal: RecyclingInBC.ca/cartons.

CARTON GRADE MARKET VALUE

Used carton loads across the country continue to move smoothly, although there have been some reports of movement being slower than in the past. As with other commodities, pricing is reflective of quality, with sellers getting lower prices for lesser-quality carton bales. Overall, carton pricing is slightly down but consistent.

RECENT MRF TOUR TAKE-AWAYS

Over the last months, I have been fortunate to tour a number of MRFs in Ontario: Canada Fibres Limited, processing the City of Toronto's blue cart single stream recyclables; the Region of Niagara and the City of London's dual stream, mid-sized facilities; and Emterra's facility in Burlington, processing the Region of Halton's single stream blue box recyclables.



As is often heard but warrants repeating, each MRF is unique in how it sorts material and in the specific challenges it faces, whether it be high levels of contamination of inbound single-stream cart loads (think diapers, propane tanks, kitchen sinks) or cross-contamination in a dual-stream program (containers in fibre stream and vice-versa), to name a few.

But the tours also revealed a number of common concerns, such as the changing stream of recyclables (less newspaper, more lightweight materials) and its impact on sorting costs and efficiencies, as well as the uncertainty regarding the future of the Blue Box system under the newly enacted Waste-Free Ontario Act (more on this below).

All facilities agreed on the importance of continuous improvement and the need for a solid understanding of their performance as a prerequisite to this. Carton Council offers support in the form of on-site visits to help MRFs optimize carton sorting, which can be addressed within the context of overall facility optimization. Please [contact us directly](#) to arrange a visit to your facility.

BILL 151 & ACCELERATING ONTARIO'S TRANSITION TO A CIRCULAR ECONOMY

On June 9, 2016 Bill 151, also known as the Waste Free Ontario Act, 2015 passed its third and final reading. Its final step – proclamation – is expected to take place this month. Little is known however, about how the actual on-the-ground transition to compliance will take place. This is especially true for the Blue Box program, which will undergo a major shift, albeit not in the immediate future. CCC's Managing Director recently wrote an article on the subject, which is [available here](#).

The CCC is taking part in the [Ontario Printed Paper and Packaging Rapid Lab](#), which brings together 25 participants from different sectors of the packaging & printed paper (PPP) value chain over the next two months to develop a shared vision for the future of PPP in a circular economy. What actual results come out of the initiative remain to be defined. These could take the form of, for example, recommendations pertaining to public policy, new programs or products, new standards or partnerships, or new business models that accelerate the transition of PPP to a circular economy.

MILLS & BROKERS

UNITED STATES

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

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
- **Grupo Empresarial Transforma**, San Juan Del Rio, Queretaro State
- **Imerssa**, Zumpango, Estado de Mexico
- **Kimberly-Clark**, Orizaba, Veracruz State
- **Recicladados del Izta**, San Rafael Tlamanalco, Estado de Mexico
- **SCA**, Ciudad Sahagun, Hidalgo State
- **Verdek**, San Martin de las Piramides, Estado de Mexico
- **Ziklum**, Acolman, Estado de Mexico

Consumers of Poly/Aluminum and Poly residual:

- **Ecolaminados**, Morelia, Michoacan State

- **Ecomadera**, Jiquilpan, Michoacan State
- **Grupo Empresarial Transforma**, San Juan Del Rio, Queretaro State
- **Grupo Tea**, Zumpango, Estado de Mexico
- **IMERSSA**, Zumpango, Estado de Mexico
- **PLACOVE**, Toluca, Estado de Mexico
- **Q.F. Mex**, Mexico D.F
- **Verdek**, San Martin de las Piramides, Estado de Mexico
- **Ziklum**, Acolman, Estado de Mexico

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

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.

CARTON BROKERS

The following brokers are known to the CCC as brokers of 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.

Company	Location	Contact
Berga Recycling	St-Eustache, QC	gates@bergarecycling.com
Canada Fibers Ltd.	Toronto, ON	annes@canadafibersltd.com
Colin Johnston Trading Inc.	St. Catharines, ON	colin@colinjohnstontrading.com
Continental Paper Grading of Canada Inc.	Mississauga, ON	pvaleriote@cpgcanada.com
ICF Global, Inc.	Temecula, CA	paulchung01@gmail.com
Newport CH International LLC	Orange, CA	chahne@newportch.com
Potential Industries, Inc.	Wilmington, CA	Tony.fan@potentialindustries.com
Recyclage Laroche	Candiac, QC	Gerry@larocherecycling.com
Potential Industries, Inc.	Wilmington, CA	Tony.fan@potentialindustries.com
Recyclable Materials Marketing	Brantford, ON	atul@remm.ca
Rock Tenn	Montreal, QC	mquinn@rocktenn.com
Storelli Recycling Company	Ft. Lauderdale, FL	vstorelli@bellsouth.net
The Paper Tigers	Bannockburn, IL	nhalper@papertigers.com