



CARTON COUNCIL

www.recyclecartons.ca

Events

October 8-10, Toronto

CCC was a proud sponsor of the **Canadian Waste to Resource Conference**. The CCC's Managing Director facilitated the Track 3 session focused on Recycling during the afternoon on October 9th. [Learn more](#)

November 5-7, Vancouver

CCC is a proud sponsor of the **Conference on Canadian Stewardship**. [Learn more](#)

November 13-14, Lévis, Quebec

CCC is an exhibitor at **Reseau-Environnement's Annual Waste Management Conference**. Come see us at our booth! [Learn more](#)

Carton Council Canada
20 De Boers Drive, Suite 420
Toronto, ON M3J 0H1 Canada
647-967-5881
ifaucher@recyclecartons.ca

CARTON COUNCIL OF CANADA NEWSLETTER Fall 2019

CONTINUING TO ENGAGE CONSUMERS IS KEY

"TROUBLED TIMES" MAKES THIS ACTION EVEN MORE IMPORTANT

Carton Council Canada (CCC) has long believed that engaging Canadians in an ongoing dialogue about the importance of carton recycling helps increase both the effectiveness of recycling messages and the rate of recycling. Particularly as concerns grow among the general public about what happens once their recycling leaves the curb, and recent challenges brought on by the closure of the Chinese market, these conversations are more important than ever.

Across the country, we see successful examples of this kind of interaction and education.

For instance, [Recyc-Québec](#) coordinated its second annual [Open Doors Days](#) at sorting centers across the province. This year, 12 sorting centers opened their doors between September 11th to 22nd, helping visitors better understand the journey of their recyclables from their home to recycled materials.

CCC provided samples of what cartons are recycled into to [Tricentris](#) for its Open Doors. According to Myriam Forget-Charland, Project Manager for Tricentris, visitors were surprised and impressed to see the variety of products that cartons can be turned into.

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Members of the Tricentris team during the open door event at the Lachute plant on September 11th.

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CONTINUING TO ENGAGE CONSUMERS DURING “TROUBLED TIMES” IS KEY, CONT'D

This is a good antidote to the news media we have seen recently where recycling is challenged, and the misinformation that unfortunately continues to be circulated.

Engaging consumers, to help educate, as well as to stave off the kind of skepticism that often turns into apathy and/or inaction, is a critical element of the work CCC, and the recycling industry as a whole, needs to continue to do.



Tricentris displayed bales of recovered materials and what they become.

CCC SUPPORTS RECYCLING EDUCATION IN SCHOOLS

Supporting education and school environmental initiatives is an important part of the work done by CCC.

In October, CCC's Managing Director, Isabelle Faucher, spoke to educators about carton recycling and waste audits, as part of the [Toronto District School Board's \(TDSB\) EcoSchool](#) program kick-off meetings. EcoSchools (part of the Sustainability Office at TDSB) is a long-standing school greening program focused both on environmental education and action, with the opportunity for participating schools to become certified.

CCC also has an established relationship with EcoSchools Canada (previously Ontario EcoSchools). The collaboration involves broadening EcoSchools Canada's [waste audit template tool to include milk cartons and drink boxes categories](#), as well as collecting relevant data about school carton recycling, including identifying barriers and potential solutions.

Last but not least, CCC is pleased to work with [Multi-Material Stewardship Manitoba \(MMSM\)](#) to provide curriculum-based [lesson plans](#) focused on carton recycling for Grades 1-3 and 5-6. These lessons use math, science, and language arts to help students learn how they can have a positive impact on the environment.



FILL YOUNG MINDS not landfills

Ask how we can help your school teach environmental responsibility, and grow waste diversion.

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School Waste Audit
An investigation of school waste

WHY COMPLETE A SCHOOL WASTE AUDIT?
As a waste detective To help your school reduce waste production, the first step is to get to know what is happening in the waste streams at your school, and how much is going to the landfill.

A waste audit lets students investigate waste, discover practices and identify the gaps and opportunities in your school revealed through your school's waste streams.

Waste is collected, weighed, and visually assessed by students, teachers and other helpers. The data collected will give your school community an overview of the types of waste produced at your school and highlight target items, such as coffee cups or single-use water bottles. These results can provide important learning for further environmental action and learning.

TIP: Consider carrying out a waste audit early in the school year and then again after waste minimization campaigns have taken place.

GETTING STARTED
A waste audit engages student team members in every step. The whole school community can take the data from the audit to develop waste minimization strategies for the school. The data can then be incorporated into many curriculum areas, such as data management, and across multiple grade levels through an environmental learning lens.

TIP: Schools with administrative support for waste minimization activities are much more successful at reducing waste generated per student and diverting waste from landfill. Talk to your administrator to explore how they might get involved.

It's highly recommended to involve your principal and custodial staff in the planning and implementation of the Waste Audit. Your school board's facilities department may also be able to provide the tools, support, and guidance.

SAFETY TIPS
Health and safety are key considerations while conducting the visual waste audit.

- Do not open bags of garbage or recycling (use clear bags and provide a visual estimation).
- Wear gloves and safety glasses on hands in case of spill.
- Do not eat or drink while conducting the waste audit.
- Have first aid kit available on-site.
- Following the waste audit, ensure all waste returns to the proper stream for disposal.

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Name: **JOHN SMITH**

DO THE MATH & MAKE A DIFFERENCE!

It's useful to have an idea of how many milk and juice cartons (i.e. drink boxes) your school generates. It will also give you a better understanding of the environmental impact that your recycling program has on the school. (Carton recycling is one of the most effective ways to reduce waste sent to landfill.)

Use the math skills to estimate how many cartons your school generates per year. (Remember to include all drink boxes, not just milk cartons.)

Part 1: POTENTIAL IMPACT INDICATOR
1. HOW MANY CARTONS ARE GENERATED AT YOUR SCHOOL?

How many cartons are generated at your school?

Does your school offer a milk program?

If yes: **774** Expected daily milk carton usage

If no: **0** Expected daily milk carton usage

Does your school offer a juice program?

If yes: **774** Expected daily juice carton usage

If no: **0** Expected daily juice carton usage

Expected daily carton usage

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2019 CONSUMER SURVEY: MORE REMINDERS, PLEASE

In July 2019, CCC commissioned an online survey of Ontario shoppers. The survey examined the rate of claimed recycling for single-serve (i.e. small format) cartons, which tend to underperform relative to larger size containers based on recent Ontario-wide waste audit results. It also explored awareness of, and perceived barriers to, recyclability.

According to the survey results, more than 70 per cent of the respondents claim that they recycle single-serve cartons. The most prevalent reason for not recycling single-serve cartons is lack of awareness that they are eligible for diversion. Based on a list of suggestions, participants indicated that the two most effective ways to boost carton recycling was to place a recycling symbol on-pack and to educate and remind them that they are recyclable. The CCC will be leveraging these insights as it plans for future consumer education campaigns.

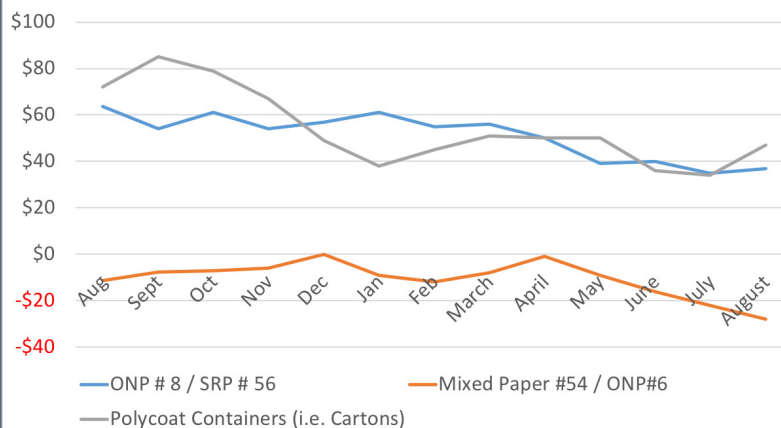
CARTON COUNCIL HOSTS TOUR OF SANI-ECO FACILITY AND OFFERS UPFRONT LOOK AT THE SAMURAI SORTING ROBOT



On June 13, 2019, Carton Council Canada hosted a tour of the Sani-Eco sorting facility. As previously reported, the [Sani-Eco MRF](#) in Granby, Quebec has recently installed [Machinex's Samurai™ sorting robot](#). Programmed to pick HDPE and cartons, it is the first of its kind to be installed in a Canadian facility.

CCC is a strong supporter of a “positive sort” when it comes to food and beverage cartons, and this tour was an excellent opportunity to celebrate innovative solutions that support this process. Thirteen participants, including municipal, private sector, and media representatives took part in the event.

Value of Select Fibre Commodities in Ontario
August 2018 - August 2019



MARKETS UPDATE

As shown in the graph to the left, the average price paid for used cartons is relatively stable over the last 10 months, tracking very closely to the price paid for ONP and significantly above to the price paid for mixed papers.

Source: [CIF Price Sheet](#)



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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

- **Continuus Materials (formerly ReWall)**, Des Moines, IA
- **Great Lakes Tissue**, Cheboygan, MI
- **Sustana (formerly Fox River Fiber)**, De Pere, WI

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
- **Paper Corea**, Gunsan, South Korea (Expected Jan. 2019)
- **Deluxe Recycling**, India

MEXICO

Mills consuming cartons:

- **Biopappel**, Tres Valles, Veracruz State
- **Kimberly-Clark**, San Juan del Rio, Queretaro State
- **Kimberly-Clark**, Ecatepec, Mexico State

*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

BROKER	LOCATION	CONTACT
Ace Fibers Ltd.	Mississauga, ON	acefiberltd@gmail.com
Berga Recycling	St-Eustache, QC	gates@bergarecycling.com
Canada Fibers Ltd.	Toronto, ON	toml@canadafibersltd.com
Colin Johnston Trading	St. Catherines, ON	colin@colinjohnstontrading.com
Ekman Recycling	Brockville, ON	bill.renkema@ekmangroup.com
ICF Global, Inc.	Temecula, CA	paulchung01@gmail.com
Newport CH International Llc	Orange, CA	chahne@newportch.com
North South Fibers	Brossard, QC	emurphy@northsouthfibres.com
Omnisphere	Miami, FL	avaldes@omnisphere.net
Pinnacle Fibres Inc.	Montreal, QC	r.khanna@pinnaclefibres.com
Potential Industries, Inc.	Wilmington, CA	tony.fan@potentialindustries.com
Recyclage Laroche	Candiac, QC	gerry@larocherecycling.com
Recyclable Materials Marketing (ReMM)	Brantford, ON	duane@remm.ca
Storelli Recycling Company	Ft. Lauderdale, FL	paul@storellirecycling.com
The Paper Tigers	Bannockburn, IL	nhalper@papertigers.com
Waste Management	Lewisville, Texas	rgarcia@wm.com

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.