



CARTON COUNCIL



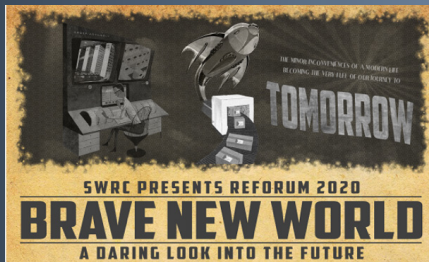
www.recyclecartons.ca

Events

July 14-16, Saskatchewan

CCC is a proud sponsor of the Saskatchewan Waste Reduction Council's (SWRC) annual ReForum 2020, which will be presented virtually. CCC's Managing Director will be facilitating a session pertaining to Public Education & Engagement on July 16, at 12:30 CST.

[Learn more](#)



Sustana Lévis at a Glance

Sustana Fiber's Lévis mill will be sourcing dedicated bales of post-consumer cartons (PSI-52 grade) primarily from Eastern Canada.

At the moment, the mill has an estimated annual capacity of 3,000 to 4,000 metric tons of used cartons

MRF operators should contact [Jean-Sebastien Foisy](#), Vice-President of Operations

CARTON COUNCIL OF CANADA NEWSLETTER

Spring 2020

UNPRECEDENTED TIMES

IF WE'VE HEARD IT ONCE, WE'VE HEARD IT SAID A HUNDRED TIMES.

We are living in unprecedented times. COVID-19 has challenged each of us personally and professionally in innumerable ways.

Carton Council of Canada (CCC) extends its thanks to Material Recovery Facilities (MRFs) and other industry partners across the country who have remained committed to protecting the continuity of recycling services while prioritizing the safety of their teams.

Several recent reports have outlined the many effects of COVID on recycling as a business, a critical community service and an integral element of the supply chain. For instance, [a report from Éco Entreprises Québec \(EEQ\)](#) notes that "Considering the significant impact of the pandemic on the sources of supply of recyclable materials of commercial origin and deposit programs, manufacturers are adapting and relying more on materials coming from curbside collections in the residential sector."

As it relates specifically to cartons, there has been an increased need for alternative sources of high-quality fibre due to the significant demand for household paper products and the corresponding decrease in sorted office paper.

For this reason, [Sustana Fiber's decision](#) to purchase food and beverage cartons for recycling at their mill located in Lévis, Québec was both welcome and timely. This was an important milestone for the carton recycling industry in Canada; for the first time in 20 years, MRFs now have access to a Canadian-based purchaser of post-consumer food and beverage cartons, in addition to recyclers in the USA and other export markets.

With a carton recycler now in Eastern Canada, CCC is hopeful it might inspire recyclers in other parts of the country, as well as be an incentive to encourage those MRFs that are not currently sorting cartons into their own grade to consider doing so.

Carton Council of Canada is pleased to be a resource to mills and other end-markets. Among other development activities, we are able to help mills like Sustana Fiber Lévis better understand the potential supply levels of post-consumer cartons in their target area. We are grateful to the many MRFs across the country who have shared information with CCC in this regard. If we have not yet connected with you to inquire about the volumes of used cartons your facility currently generates, we would welcome that opportunity. Please contact CCC's Managing Director at ifaucher@recyclecartons.ca.





SPRING 2020 NEWSLETTER

WHAT DOES IT TAKE FOR A MILL TO PULP CARTONS?

One of the questions often raised to CCC is “Why don’t a larger number of mills in North America purchase cartons for recycling?”

Ultimately, the decision on what grades to work with is one each individual mill makes. In addition to Sustana’s facility in Lévis, QC, two US-based mills (Sustana Fiber’s Wisconsin mill and Great Lakes Tissue in Michigan) have been taking cartons. All three made the business decision to use recovered cartons based on the cost to process them relative to the return.

Every fibre grade is different. Parameters such as agitation time, pH levels, and water temperature among other conditions, need to be adapted to specific grades. Deciding to source cartons requires a commitment from the mill to experiment with these operating conditions until they find the method that works for them.

New and/or dedicated equipment is not necessarily required. From CCC’s experience, we know that it is very possible to adapt the equipment that a mill already has in order to pulp cartons.

LEARNINGS FROM RECENT SCHOOL PROJECTS

As we [reported in a previous blog](#), CCC was a proud co-sponsor of a pilot project which took place during the 2018–2019 school year in ten schools located in the [Communauté métropolitaine de Québec](#) (Québec City metropolitan community) and [for which the final report is available](#) (in French only).

The project consisted of testing the effectiveness of the message “No need to rinse your containers, you only need to empty them, before placing them in the recycling bin”. This belief in the need to wash containers had previously been identified as a barrier to recycling containers in schools.

At the end of the pilot project, there was an average increase in the capture rate of containers ranging from 23% to 35%, depending on the school. The same trajectory was seen for cartons, with an overall increase of 33% in their capture rate.

CCC is exploring how it could replicate this simple yet effective communication approach in other school settings, including the Montreal School Board, whom CCC is currently supporting in order to help it meet its [Green Plan 2019-2025](#) objectives in the area of sustainable waste management.

Furthermore, as part of our partnership with [EcoSchools Canada](#), a survey pertaining to carton recycling in Ontario schools was administered to EcoSchool’s network of schools and school board/district contacts. A total of 241 participants provided responses, which included the following:

- 90% of respondents indicated cartons were accepted as part of their school’s recycling program. Of those whose program accepted cartons, over half (56%) indicated that practically all or over 75% of the cartons were successfully recycled at their school (i.e., placed in the recycling bin)
- Of those that indicated they did not recycle cartons at their school, the top barrier identified was “Too much liquid left in cartons”, followed by “Lack of knowledge that they are recyclable”.

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LEARNINGS FROM RECENT SCHOOL PROJECTS, CONT'D

The issue of residual liquid is one that is frequently brought up by school stakeholders. To this end, CCC's sister organization in the [US has made available a best practice guide](#) which compiles the different "dump bucket" systems that have been successfully implemented by schools. A [dedicated guide for school custodians](#) is also available.



A custodian at E.P. Foster Elementary School in Ventura, CA built this system after having difficulty lifting the residual milk to empty it into the sink. Students pour milk into two strainers nested in a rectangular bin, which sits atop an old painter's dolly. The custodian can crank the dolly up to pour liquid into the sink from the spigot installed at the bottom of the bin.

POLICY FILES

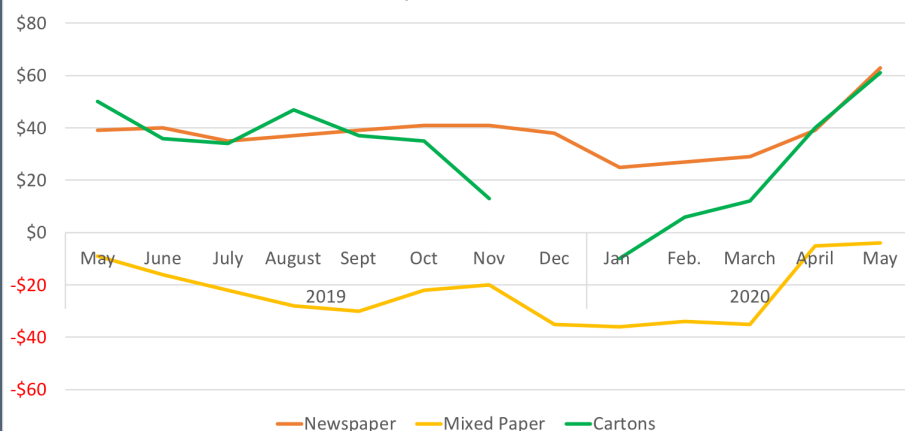
CCC is actively engaged in the following policy files:

Ontario: Current consultations pertaining to the [development of the new Blue Box Regulation](#) under the Circular Economy and Resource Recovery Act. The draft Regulation is expected in the early Fall.

Québec: Following the [government's announcement regarding the expansion of the deposit system](#) to all beverage containers, CCC is participating in various discussions regarding the design of the new system, which is expected to be implemented gradually starting in Fall 2022, with cartons added in Fall 2024.

British Columbia: CCC is closely monitoring the outcome of the consultative process launched in July 2019 by the BC Ministry of Environment & Climate Change Strategy through the release of its [Plastic Action Plan policy consultation paper](#), in which it proposed to expand the deposit return system to include milk, milk substitutes, and milk-like products.

Value (\$/tonne) of Select Fibre Commodities in Ontario
May 2019 - 2020



MARKETS UPDATE

As shown in the graph on the left, the value of cartons (grade PSI-52) is now on the rise and, for the month of May, almost at par with Old Newspaper (ONP), after having experienced a downward trend in the last quarter of 2019.

Source: [CIF Price Sheet](#)



**CARTON
COUNCIL** 

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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 & CANADA

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

ASIA

- **Kyungbo Paper**, Imsil-gun, Jeollabuk-do, S. Korea
- **Prince**, Yesan-gun, Chungcheongnam-do, S. Korea
- **Deluxe Recycling**, India

MEXICO - MILLS CONSUMING CARTONS

- **Biopappel**, Tres Valles, Veracruz State (*aseptic loads only*)
- **Kimberly-Clark**, San Juan del Rio, Queretaro State
- **Kimberly-Clark**, Ecatepec, Mexico State

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

BROKER	LOCATION	CONTACT PERSON	EMAIL ADDRESS
Ace Fibers Ltd.	Mississauga, ON	Ajay Jindal	acefiberltd@gmail.com
Berga Recycling	St-Eustache, QC	Gaëtan Dumas	jean@berga.com
Canada Fibers Ltd.	Toronto, ON	Jonny Handler	jhandler@gflenv.com
Ekman Recycling	Brockville, ON	Bill Renkema	bill.renkema@ekmangroup.com
Jushin USA	Temecula, CA	Paul Chung	paulchung01@gmail.com
Newport CH International Llc	Orange, CA	Clark Hahne	chahne@newportch.com
North South Fibers	Brossard, QC	Edward Murphy	emurphy@northsouthfibres.com
Omnisphere	Miami, FL	Alex Valdes	avaldes@omnisphere.net
Recyclage Laroche	Candiac, QC	Gerry Laroche	gerry@larocherecycling.com
Recyclable Materials Marketing (ReMM)	Brantford, ON	Duane Maladecki	duane@remm.ca
Sustana Fiber	Levis, QC	Jean-Sebastien Foisy	jsfoisy@rollandinc.com
The Paper Tigers	Bannockburn, IL	Nick Halper	nhalper@papertigers.com
Waste Management (aseptic loads only)	Lewisville, Texas	Raul Garcia	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.

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