



CARTON COUNCIL

www.recyclecartons.ca

Events



October 7-8 (virtual)

CCC's Managing Director was a presenter at the Coast Waste Management Association's Annual Conference.

[Live Presentation](#) (registration required)

[Presentation Slides](#) (PDF)



November 4-5 (virtual)

CCC's Managing Director was an exhibitor at Réseau Environnement's annual waste management conference. The online format provided the opportunity for exhibitors to deliver a short presentation.

[Recording](#) (registration required)

[Presentation Slides](#) (PDF)

CARTON COUNCIL OF CANADA NEWSLETTER Winter 2020

QUÉBEC SEES SURGE IN SALES OF CARTON BALES DURING COVID

BUT THERE IS ROOM FOR IMPROVEMENT

Since the Sustana mill in Lévis, Québec, began purchasing bales of cartons for transformation into pulp soon after the start of the pandemic, sales of this material by MRFs in the province have doubled compared with figures for all of last year. Calculations based on the RECYC-QUÉBEC [materials price index](#) reports published to date show that 2,500 tonnes of carton bales were sold between January and October, whereas 1,260 tonnes had been sold in all of 2019. The higher sales have been accompanied by an increase in the average price: it rose from \$3 in April to \$20 the next month, and since then it has remained between \$17 and \$26. [Sustana's arrival on the market was no doubt a decisive factor in that growth.](#)

That said, the tonnages sold are still far from the estimated volumes collected through the residential recycling system. The Sustana facility alone is considering adding the capacity to recycle up to 15,000 tonnes of cartons in the future, hoping to source them from as close to the mill as possible. According to the [2012–2013 province-wide residential waste audit](#) — the most recent to include an evaluation of the quantity of materials collected — Québec's MRFs receive an estimated 13,000 tonnes of post-consumer cartons each year. While we do know that some cartons are sent for recycling along with other fibres types, such as mixed fibres and boxboard, sorting cartons into their own grade maximizes their value, both from an environmental and economic point of view.

Those Québec MRFs that positively sort cartons—which currently number 11—have certainly understood this. And they seem to be doing a remarkable job, judging by the [characterization of materials exiting sorting centres](#) conducted by Éco Entreprises Québec and RECYC-QUÉBEC. The two organizations recently published the results of the first phase of their study, covering the period from June 2018 to August 2019. They show that carton bales from these MRFs had the highest purity of all the materials audited. On average, they consist of 96% gable-top and aseptic containers, as well as other generally accepted fibrous materials, and therefore contain very little in the way of contaminants.



Caractérisation des matières sortantes des centres de tri

Éco Entreprises Québec et RECYC-QUÉBEC ont entrepris conjointement une étude de caractérisation des matières sortantes des centres de tri, se déroulant de 2018 à 2020. Réalisée en deux phases, chacune d'elles permet de caractériser certains éléments issus des 22 centres de tri qui reçoivent des matières de la collecte sélective municipale au Québec.

L'étude vise à :

- Faire un portrait de la composition des matières sortantes des centres de tri;
- Répondre à des exigences de caractérisation liées à des programmes d'aide financière de RECYC-QUÉBEC;
- Permettre la mise à jour de données dans l'analyse de coûts par activité (ACCA), réalisée conjointement par Éco Entreprises Québec et RECYC-QUÉBEC.

Les résultats présentés dans cette fiche font état des données issues de la première phase de la caractérisation, réalisées entre juin 2018 et août 2019. La deuxième phase de caractérisation qui est en cours — de septembre 2019 à l'automne 2020 — permettra d'obtenir plus de données et de suivre l'évolution de la composition des bales.

Méthodologie

Cette étude prendra en compte l'état des lieux, les matières sortantes des 22 centres de tri desservant la collecte sélective municipale ont été caractérisées par caractéristiques selon 42 catégories selon annexes.

Dans chaque centre de tri, entre quatre et six catégories de matières étaient caractérisées, à raison de 10 échantillons par catégorie de matières, sauf exception dans les cas où des contraintes opérationnelles ne le permettaient pas.

L'échantillonnage s'effectuait sur une semaine, et un effort a été fait pour que les données reflètent les opérations habituelles.

Les catégories de matières caractérisées sont :

- Les fibres : fibres ondulées, composants multicouche et aséptiques, carton plat, journal et papier mélangé;
- La plastique : PET n° 1, HDPE n° 2, sacs et pellicules et plastiques mélangés;
- Le métal : contenants d'aluminium, canettes d'aluminium et métaux non ferreux;
- Les autres.



The recycling of cartons by the Sustana mill in Lévis, Québec, first announced in May 2020, is continuing to attract media coverage. La Presse ran articles on it in [late June](#) as well as in [October](#), while the CBC/Radio-Canada TV station in Québec City aired a [story](#) that included compelling scenes of the Sustana transformation process.

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As the success of these MRFs demonstrates, producing quality bales of cartons is something that is entirely possible. At the Carton Council of Canada (CCC), we are working to encourage and assist other MRFs in Québec and elsewhere in Canada to start positively sorting cartons as well. To that end, we plan to organize a webinar in the New Year with Eco Entreprises Quebec and industry partners. We are also working on a new document that will help demonstrate the feasibility and benefits of sorting cartons into their own grade.

NEW-BRUNSWICK'S WESTERN VALLEY ADDS CARTONS TO THEIR RECYCLING PROGRAM

In New Brunswick, there is a deposit program for beverage containers but milk containers are excluded from this program. It is up to individual Service Commissions to determine whether milk containers are part of the residential recycling programs that each of them operates.

Located in the western-central part of the province (and also known as Region 12), the Western Valley Regional Service Commission is responsible for providing solid waste management, including recycling collection, to approximately 13,000 households in its territory.

Previously, the Commission did not accept cartons as part of its recycling program. As of January 1st, 2021, however, residents will be able to place their milk cartons (along with their soup, broth, and other non-beverage cartons) into their blue bin.

"Adding cartons into our curbside recycling program is a big win for our region," stated Barb Sharp, Waste Diversion Manager. "We just started curbside recycling in 2018 and we were not set up to handle cartons at that time. A simple conversation with the Carton Council of Canada along with interest and cooperation from our sorting facility was all it took to get the ball rolling on this initiative. We are very excited about adding cartons into our recycling program and diverting more waste from our landfills!"

The cartons will be sorted and baled at the Southern Valley transfer station in Woodstock, N.-B., along with the other recyclable materials.

New Brunswick has twelve regional service commissions and this is the final one to adopt carton recycling.

FOOD & BEVERAGE CARTONS

Caps can be left on
*if not returning for refund where applicable

NEW!

- ✓ Buttermilk
- ✓ Chocolate/White Milk
- ✓ Coffee Cream
- ✓ Eggnog*
- ✓ Juice*
- ✓ Plant-based beverages* (soy, almond, oat, etc.)
- ✓ Soup & Broth cartons
- ✓ Water* (eg. coconut water)



Also in New Brunswick, Carton Council is supporting a province-wide waste characterization project. Given that such a province-wide study has never been undertaken in the past, this will provide much needed data to measure the effectiveness of current waste diversion programs in addition to valuable baseline information as the province explores additional waste diversion initiatives, including the enactment of Extended Producer Responsibility for packaging and paper.



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Baled SOP Prices Jan-June 2020



Source:

[Tissue World Magazine](#)

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FIBRE PRICING

As the author of a September [Recycling Today](#) article aptly notes, these are bizarre times for recovered paper, and cartons are no exception.

Cartons are a substitute for sorted office paper (SOP) and as such their value fluctuates according to that grade.

Panic-buying and hoarding of tissue products in spring 2020 occurred simultaneously with office closures brought on by lock-down measures. This led to substantial reductions in the supply of SOP, resulting in significant price increases for the grade in April through June (as shown in the figure to the left). Carton pricing increased accordingly.

However, prices for SOP (and by extension, for cartons) began dropping in August. This was also driven in large part by the pandemic, given that a large proportion of SOP is used to make tissue products for the away-from-home sector. Demand for the material is low, since no one is staying at motels or going to airports. Large gatherings (think sports and entertainment) are also not happening.

So unfortunately, we should expect lower SOP values (and, by extent, lower carton values) until the pandemic is under control. In the meantime, if you are having difficulty moving carton loads, please contact the [CCC's Managing Director](#), who can assist in connecting you with potential buyers.

CONSUMER CAMPAIGN

In early December, CCC launched a multi-platform digital education campaign targeted to Québec and Ontario consumers. The ads will run for eight weeks, and will demonstrate how to recycle food and beverage cartons, in addition to explaining the benefits of doing so. If you are interested in learning more about the campaign, or if you would like to leverage some of the creative assets in your own area, please [contact us](#).





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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.

CANADA & UNITED STATES

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

ASIA

- Kyungbo Paper, Imsil-gun, Jeollabuk-do, South Korea
- Prince, Yesan-gun, Chungcheongnam-do, South 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 Fibres	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, TX	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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