



Inform Your Residents on How to Recycle Their Food and Beverage Cartons!

Recycled cartons are used to make new paper products, including things like paper towels, toilet paper and tissue. Cartons are also used to make green building materials, such as wallboard and roof cover board. There's demand for this feedstock and we need your help to keep these valuable materials from ending up in disposal sites.

Here are a few quick steps to assist with your resident education. Additionally, you can leverage Carton Council Canada's [image and ad bank](#) to support your efforts.

1 MAKE SURE ALL MATERIALS ARE UP TO DATE

Do a sweep to make sure the listing of what is and isn't accepted in your recycling program is consistent and includes food and beverage cartons. This includes bin stickers, direct mailers, brochures, flyers and most important, your website.

2 SPEAKING OF WEBSITES

Your residential recycling program website is the number one place residents go to determine recyclability. In fact, it's second only to the packaging itself. You can't control the package, but you can be sure your website is accurate. Here are some things to look for:

- Are food and beverage cartons included as an accepted material?
- Do you accurately describe cartons?
- Do you talk about what materials are and are not accepted elsewhere on your site, such as on press releases, flyers, etc.?
- Do you use images to reinforce what cartons are to residents?
- Is your information easy to find and are all links within your website working?



Tips for talking about cartons on your website:

- ✓ List cartons as a separate category (Just like you would plastic, paper, glass, etc.)
- ✓ Provide a detailed list of what a carton contains (Including milk, juice, soup, broth, wine, etc.)
- ✓ Include images of various cartons



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EDUCATE EVERYONE

Make sure everyone involved in your recycling program knows what food and beverage cartons are and that they should be recycled. This includes collection truck drivers, customer service representatives, and Material Recovery Facility (MRF) operators.



Information about cartons can also be used on your social media channels, as well as newsletters and direct mailers.

It's easy to recycle cartons! They are best recycled when they are kept in their original shape - no flattening is required.



Inaccurate ways cartons are described:



- Wax coated – food and beverage cartons do not contain any wax
- Tetra Pak – this refers to a manufacturer, not a carton
- Cardboard or corrugated cardboard – cartons are made mainly of paper, not cardboard

CONNECT WITH US



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[carton-council-of-canada](https://www.carton-council-of-canada.ca)

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Formed in 2010, Carton Council Canada (CCC) is a coalition of carton manufacturers working together to deliver long-term solutions to help increase carton recovery and recycling in Canada.

