



# CARTON COUNCIL

[www.recyclecartons.ca](http://www.recyclecartons.ca)

## Events



**April 27-29 (virtual)**

**Waste ReForum 2021**

CCC's Managing Director facilitated a panel focused on contamination reduction during the Saskatchewan Waste Reduction Council's (SWRC) annual conference. The [panel session's recording](#), as well as [proceedings for all the other sessions](#), are available in SWRC's web site.



**May 26-27, 2021 (virtual)**

**Quebec conference on circular economy**

RECYC-QUÉBEC held the second Quebec conference on circular economy and CCC's Managing Director was there. The event's proceedings as well as several additional resources, [are available on the event platform](#), which will be accessible until July 31st, 2021.

CARTON COUNCIL OF CANADA NEWSLETTER

# Summer 2021

## CIRCULAR ECONOMY OF CARTONS

### SUSTANA FIBER SIGNS FIRST SUPPLY AGREEMENT WITH SOCIÉTÉ VIA; OTHERS MAY FOLLOW

The [Sustana Fiber](#) mill in Lévis, which manufactures paper pulp from post-consumer fibre, and [Société VIA](#), an operator of several materials recovery facilities (MRF) for curbside recycling in Québec, recently signed an agreement that represents a milestone for the circular economy of cartons. Under the terms of this one-year renewable agreement, Sustana will purchase, at a fixed price all the bales of aseptic and gable top cartons produced by Société VIA at its facilities in Québec City, Lévis and Rivière-du-Loup.

[Sustana began recycling cartons at its Lévis mill as a substitute for office paper at the start of the pandemic in April 2020](#) and

is still in its infancy as an end market for this material. Currently, the plant can process the equivalent of 3,000 tonnes of cartons annually, but Jean-Sébastien Foisy, Vice-President of Operations, and his team are currently working on a project to increase its capacity to as much as 15,000 tonnes per year within two years. If this project comes to fruition, he expects to sign new agreements with other centres in Québec and possibly even with some centres in the Maritimes and Eastern Ontario as the mill expands.

Among other benefits, these agreements have the advantage of providing greater stability for both Sustana and the MRFs involved. Sustana is thus assured of a supply of cartons on which its production depends, and the MRFs obtain the guarantee of a single buyer for their material at an established price. This enables both sellers and the buyer to minimize the high variability that so often characterizes the market for recyclable materials.

These agreements also contribute to the development of the local circular economy. "The number one benefit is really to promote the establishment of a permanent local end market," says Jean-Sébastien Daigle, President and Chief Executive Officer of Société VIA. Foisy adds that these agreements can also lead to an increase in the value of the material, which in turn could help MRFs increase their profitability.

In recent months, Société VIA has made improvements to its equipment and processes that have increased its capture rate of cartons and boosted its production volume by over 20%. As a result, it expects to be able to supply Sustana with at least 1,000 tonnes of the material during the year.

 **FIBRES SUSTANA**

 **Société VIA**  
AU CŒUR DU RECYCLAGE

*continued on the next page*

## SUMMER 2021 NEWSLETTER

Using optical scanners and manual sorters, VIA's facilities separate large and small cartons into PSI-52 grade bales that are made up of approximately three-quarters gable top containers and one-quarter aseptic containers. They are considered high-purity bales as they contain no more than 3% contaminants.

This is the kind of quality that Sustana is looking for, confirms Foisy. Proximity to the mill will be another important factor in choosing partners. Production volume will count for much less, as Sustana also hopes to do business with smaller suppliers.

As soon as he is ready to accept more cartons and establish new partnerships, Foisy plans to go “knocking on the doors” of MRFs, but he stresses that those who are interested can still proactively express their interest. Based on the past year's experience, he expects several facilities to answer the call. For his part, Daigle hopes that many of them will indeed join Société VIA so that this end market can reach its full potential.

### WASTE ROBOTICS' TECHNOLOGY APPLICABLE TO CARTON SORTING

Waste Robotics of Trois-Rivières, Québec, recently benefited from [an investment by Fondation](#) to accelerate its growth and meet the demand for its sorting solutions for recyclable materials. This investment signals the beginning of a new phase in the evolution of this young company, which was founded just five years ago with the vision of fully automating materials recovery facilities (MRFs). We spoke to Waste Robotics' Chief Executive Officer, Eric Camirand, to learn more about the company's technology and its application to carton sorting.

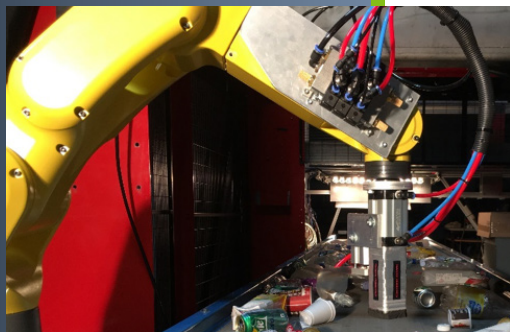
The technology, he tells us, has been tested on cartons, both aseptic and gable top, and has been shown to work as well as it does for other materials. The artificial intelligence system could even be trained to detect the difference between containers from different food companies!

Waste Robotics designs and installs customized robotic sorting systems that require little or no reconfiguration of existing MRFs. The company itself develops the software that operates them and intelligently coordinates the work of multiple robots along the conveyors. These can be programmed to pick up any material.

The sorting speed achieved by Waste Robotics is comparable to that of other solutions on the market, at approximately 60 to 70 picks-per-minute. But customers should not focus on this metric, insists Camirand. “What is important is the capture rate,” he says. “This can reach 98% at Waste Robotics once the artificial intelligence system has been trained.”

The company is also said to be the only one currently able to deal with the jumbled stacks of material on the conveyors. Using four types of cameras, including 3D cameras, Waste Robotics is able to recognize the different items in the pile and determine the best sequence for picking up and sorting each.

A Waste Robotics system would cost the equivalent of paying \$2.19 per hour for each employee it replaces when running at full capacity and would typically take only two to three days to install. For Eric Camirand, the return on investment of robotizing sorting centres is no longer in question. A first installation of its systems in Canada is coming soon. We look forward to seeing where these robots will be used to sort cartons!





**CARTON  
COUNCIL** 

3



## SUMMER 2021 NEWSLETTER

### WEBINAR HELD FOR MRFs

An interactive webinar for Material Recovery Facilities (MRFs) organized jointly by Eco Entreprises Québec (ÉEQ) and Carton Council Canada (CCC) in collaboration with RECYC-QUÉBEC and Sustana Fibres was held on January 20, 2021. The purpose was to provide information to help sorting facilities grow the volume of carton bales sold. About 50 participants, including MRF executives, plant managers, marketing leads, and others involved in sorting and the sale of recycled materials, participated in the event. [The content of the presentations is available \(in French only\) on our web site.](#)

### CARTON PRICING AND END-MARKETS

As noted in our [Winter 2020 newsletter](#), the pandemic has had a significant impact on fluctuating the value of sorted office paper (SOP) and, by extension, the value of cartons.

In late 2020, prices for tissue grades including SOP started inching upward. Unfortunately, the value of cartons has not followed suit in some locations such as Ontario. According to the latest available [Price Sheet \(April 2021\)](#) however, the value of cartons is now back in positive territory (\$13/tonne).

In sum, this market continues to be challenging. If any Canadian facilities are having difficulty moving carton loads, please reach out to [CCC](#). We can help connect you with potential buyers.

### CARTON COUNCIL OF CANADA OFFERS GRANTS FOR MUNICIPAL RECYCLING EDUCATION

CCC will award \$2,000 each to up to 15 communities that demonstrate their recycling education efforts, featuring food and beverage cartons. Participating communities/organizations must:

- Be Ontario-based
- Demonstrate their websites accurately portray carton recycling
- Provide at least two other examples of activities that promote recycling and include cartons

#### Key Dates:

- **July 12, 2021:** Deadline to register
- **November 26, 2021:** Deadline to submit your entry

Participants can leverage [CCC's Image and Ad Bank](#) to support their efforts. More details and the link to the registration form can be found on the [CCC's web site](#).





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4

## SUMMER 2021 NEWSLETTER

# 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
Bijoux World Fibers	Laval, QC	Antonio Tempestilli	bijouxtrading@outlook.com
Ekman Recycling	Brockville, ON	Bill Renkema	bill.renkema@ekmangroup.com
Green for Life	Toronto, ON	Jonny Handler	jhandler@gflenv.com
Jushin USA	Temecula, CA	Paul Chung	paulchung01@gmail.com
North South Fibres	Brossard, QC	Edward Murphy	emurphy@northsouthfibres.com
Omnisphere	Miami, FL	Jerry Jakob	jjakob@omnisphere.net
Recyclage Laroche	Candiac, QC	Gerry Laroche	gerry@larocherecycling.com
Recyclable Materials Marketing (ReMM)	Brantford, ON	Duane Maladecki	duane@remm.ca
Ricova	Greater Toronto Area, ON	Raj Chatha	ssc@ricova.com
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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