



CARTON COUNCIL



www.recyclecartons.ca

Events



November 16-17

Réseau Environnement

The CCC's Managing Director was a participant and an exhibitor at [Réseau Environnement's annual Waste Management Conference](#), held this year in Drummondville, Québec.



September 29 to October 1

Recycling Council of Alberta

CCC was a proud sponsor of the [Recycling Council of Alberta's annual circular economy conference](#).



October 20-22

Coast Waste Management Association

CCC was a proud sponsor of [Coast Waste Management Association's 2021 conference](#).

CARTON COUNCIL OF CANADA NEWSLETTER

Fall/Winter 2021

CARTON COUNCIL RECOGNIZES INAUGURAL COMMUNITY EDUCATION AWARD RECIPIENTS

IN JUNE 2021, THE CARTON COUNCIL OF CANADA (CCC) LAUNCHED OUR FIRST COMMUNITY EDUCATION AWARD PROGRAM DEVELOPED TO INCENTIVIZE AND IMPROVE RECYCLING EDUCATION IN COMMUNITIES ACROSS ONTARIO.

The award was initiated because there is still a great deal of confusion about the recyclability of food and beverage cartons. Research also suggests that consumers look first to their local community websites for information about what they can and cannot recycle.

CCC is pleased to announce that 13 organizations completed the program. Successful participants include:

- [County of Wellington](#)
- [Municipality of Dysart et al](#)
- [Municipality of Mississippi Mills](#)
- [Municipality of Trent Lakes](#)
- [Rexdale Women's Centre - Share and Reuse Spaces](#) (Toronto)
- [Township of Brudenell, Lyndoch and Raglan](#)
- [Town of Carleton Place](#)
- [Township of Drummond/North Elmsley](#)
- [Township of Montague](#)
- [Township of Nipissing](#)
- [Township of Southgate](#)
- [Township of Southwold](#)
- [Township of Wollaston](#)

Each of the participants will be awarded \$2,000 for successfully showcasing their proactive recycling education efforts featuring food and beverage cartons. In addition to promoting recycling in general, each organization's website was required to accurately and clearly define carton recycling.



The program closed on November 26, 2021 and the results have been impressive. From flyers, posters and postcards to social media content to after-school programs and contests (carton sculptures anyone?) focused on recycling education to engaging local waste diversion educators, the participating organizations demonstrated tremendous creativity and a deep commitment to sharing carton recycling messages.

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Looking at the activity undertaken by the award recipients, there are a few notable trends:

1. 85% of the organizations leveraged social media channels as both an education and community engagement tool.
2. 92% used more than one communication platform for their awareness-building activity, extending the reach of their efforts to social, digital and traditional media along with other hard copy-focused marketing efforts such as posters in public spaces, tax and water bill inserts and other mail-out initiatives.
3. Four organizations/municipalities were able to pair their online efforts with campaign-focused content placed in local newspapers.
4. All organizations ensured their websites reflected accurate carton recycling-related information and many updated their sites to incorporate more consumer-friendly language.
5. Images and illustrations proved very helpful and most participants took advantage of CCC's free [Advertising and Image Bank](#). As an FYI, the image bank is open to anyone looking for new imagery to support their educational efforts.

Feedback from participants has also been very positive. Cathie Green from the Township of Drummond/North Elmsley shared her team's enthusiasm for the campaign – and their commitment to continuing the effort. She says: "We had a good experience with the project and are pleased to have the ad and poster files for use in the future ... because the campaign is far from over!"

Throughout the campaign, Carton Council has also been able to develop and offer additional resources for use both by Community Education Award participants and anyone else interested in updating their own online carton recycling information.

These resources include the [slides](#) from and [recording](#) (passcode: password is Km7L4T*d) of a Web Site Best Practices & Effective Recycling Messaging webinar CCC hosted at the outset of the Community Education Award program, along with a [sorting guideline](#)

[visual](#) CCC has developed and can help customize to individual program needs.

CCC extends their congratulations to each of the successful award recipients. Stay tuned for details about the 2022 Community Education Award program coming soon!

ONTARIO BALE AUDITS REVEAL HIGH CARTON CONTENTS

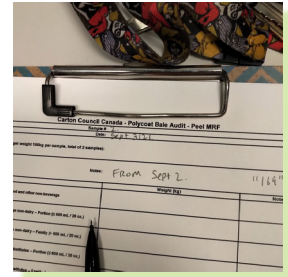
The Carton Council of Canada recently commissioned bale audits to obtain additional data that could paint a more precise picture of carton recovery in Ontario. These audits were conducted by environmental consultancy firm AET Group at three large Greater Toronto material recovery facilities (MRFs). Nearly one tonne of polycoat bales were analyzed across all three MRFs.

The audits showed that the bales were composed on average of 90% gable-top and aseptic cartons, 6% paper laminates (coffee cups, ice cream containers, etc.), and just 4% contaminants. Results were remarkably consistent between the three programs and point to sorting practices at these MRFs that have been highly optimized. The bales' levels of purity were comparable to the ones attained by MRFs in Québec who also sort cartons separately, as was shown in a recent [province-wide audit](#).

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The Carton Council of Canada now hopes that this latest data might lead to the development of a more accurate formula for calculating the carton recovery rate in Ontario. Recovery rates are key indicators for the work of all the actors along the recycling chain. They will also play an important role under Ontario's new Blue Box Regulation, which requires producers to meet management targets, starting in 2026. Furthermore, a more exact breakdown of the contents of polycarbonate bales produced in the province, especially when it points to such a high proportion of cartons as these latest results do, can also be instrumental in favouring the emergence of new end markets.



OUR CONTINUED COMMITMENT TO EDUCATION

At CCC, we recognize the critical importance and positive impact of ongoing educational efforts in Canadian schools. To that end, we are pleased to renew our support of the following programs:

- The Gaia Project's Trash Tracker program: [Trash Tracker](#) is a program designed to inspire Grade 3-5 students to create a waste management plan for their school. Each project includes a schoolyard clean-up, an information session, a waste audit, and the development of their school's plan — all supported by a member of the [Gaia Project](#) team. In 2022, CCC will support the implementation of the Tracker program in 5 schools in New Brunswick. New for this year, waste audits will also include auditing of the recycling stream (as opposed to the garbage stream only).
- SARCAN Schools and SARCAN's Green Team Recycling Programs: [SARCAN Schools](#) encourages students across Saskatchewan to recycle their beverage containers, especially juice and milk cartons, at their schools and in their communities. The program allows schools to track their beverage container recycling efforts, view the impact of those efforts, and offers schools tips, tricks, and information about recycling.

The [SARCAN Green Team Program](#) offers support for setting up and maintaining a school-based Green Team (environment club). Green Teams have access to even more information, new environmental initiatives, and an opportunity to earn [Green School certification](#).

- EcoSchools Canada: This is the second year of CCC's 2-year partnership with [EcoSchools Canada](#) focused on the production of communication tools to support carton diversion in schools. As part of this sponsorship, EcoSchools is producing a short video on carton recycling at schools. Filming of the video took place at Toronto French School in October. And if you want to know what grizzly bears have to do with carton recycling, keep an eye out for the new videos! We expect both the French and English versions of the video to be available in the first quarter of 2022.



Ecoschools Canada prepares to shoot a video on carton recycling at the Toronto French School

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DO LIKE THE PAPER TIGERS! CONTACT US IF YOU'RE LOOKING FOR POST-CONSUMER CARTONS

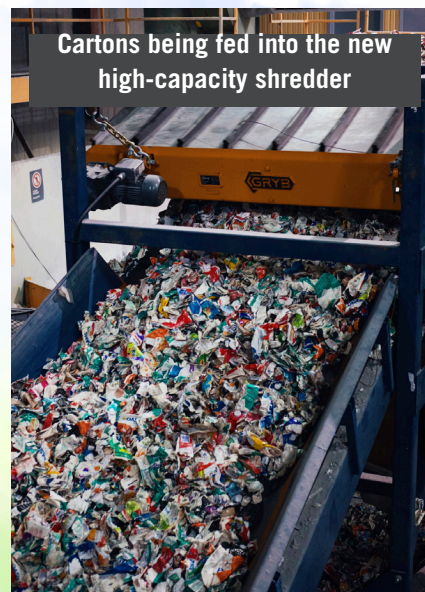
The Carton Council of Canada can help MRFs find buyers for their carton bales, but it can also help mills and brokers find suppliers of quality polycoat bales high in carton content. Recently, Nick Halper, president of [The Paper Tigers](#), a leading fibre brokerage firm headquartered in Illinois, contacted the Council to find Canadian MRFs who could supply one of its large clients, Michigan's Great Lakes Tissue. Great Lakes uses post-consumer cartons to manufacture its tissue products made from 100% recycled fibre. With demand for its away from home tissue on the rise, the mill needed more loads than its usual nearby sources could furnish. With assistance from the Council, Nick was able to secure the required bales from a number of MRFs north of the border, with whom, he says, he'd now be more than happy to do business again.

CARTON RECYCLING BY SUSTANA FIBER CONTINUES TO GROW

On its way to meeting its goal of recycling 15,000 tonnes of cartons at its Lévis, Québec plant, Sustana Fiber installed a brand new high-capacity shredder there at the start of the summer which allows it to increase its capacity to 5,000 tonnes per year. Cartons are shredded before being put through the hydropulper so that the liquid solution in which they are immersed can soak into the fibres to separate them from the plastic and aluminum layers. This new piece of machinery, acquired with the contribution of nearly half a million dollars from RECYC-QUÉBEC, is capable of processing no less than 20 tonnes of material per hour.

At the same time, Sustana launched a feasibility study to recycle the plastic and aluminum portions remaining after pulping. These represent 20 to 26% of the volume of material depending on the type of container. This study, carried out with the firm NovAxia and Innofibre, the centre for innovation in cellulosic products at the CEGEP of Trois-Rivières, also received assistance from RECYC-QUÉBEC. Sustana thus hopes to handle the entire recycling of cartons from its Lévis plant. Several other recyclers around the world, including half a dozen in Mexico, are already turning the non-fibre components of cartons into new products, including outdoor furniture.

Over the summer, the Council's Managing Director, Isabelle Faucher, travelled to Lévis to witness Sustana's operations and observe the new shredder in action. Here are some pictures of her visit.



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Cartons being shredded



Shredded cartons ready for pulping



Polyethylene and aluminum components of cartons separated from the fibre



Paper pulp sheets containing recycled carton fibre



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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**
 - » **Levis, Quebec, Canada**
 - » **De Pere, WI, USA**
- **Continuus Materials**
 - » **Des Moines, IA, USA**
 - » **Philadelphia, PA, USA**
- **Great Lakes Tissue, Cheboygan, MI**

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**

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 (Ontario & West of Ontario)	GTA, ON	Raj Chatha	ssc@ricova.com
Ricova (Quebec & East of Quebec)	Brossard, QC	Mihaela Neder	mihaela.neder@ricova.com
Sustana Fiber	Levis, QC	Jean-Sébastien 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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