

WEBSITE COPY AND CREATIVE FOR COMMUNITIES

Whether food and beverage cartons have been recycled in your community for years or are a new addition, it's important to educate about them clearly. Websites are a critical source for recycling information for residents (second only to a product's packaging).

Here are a few recommended ways for describing cartons on a community or materials recovery facility (MRF) website's list of accepted materials :

- List food and beverage cartons as a separate category (just like you would list aluminum, plastic, paper, glass, etc.)
- Provide a detailed list of what a carton often contains, such as: food and beverage cartons containing milk, juice, soup, crackers, cream, beans, water, broth, wine, etc. (see the sample website copy below)
- Include one of these high-resolution carton images:
 - [Cartons on a transparent background \(PNG file\)](#)
 - [Cartons on a gray background \(JPG\)](#)



One of the common myths about cartons is that they have a layer of wax coating. Cartons are made primarily from paper, with a thin layer of polyethylene (plastic), which some mistakenly identify as “wax.” Listing cartons as wax coated is confusing to residents and could result in them being tossed into the trash instead of the bin!

These are other incorrect ways cartons are described that should be avoided:

- Tetra Pak (This refers to a manufacturer, not a carton)
- Cardboard or corrugated cardboard
- Chipboard



Take a moment to check out your website, newsletter, recycling guide, fliers, social media, etc. to ensure you are communicating accurate information to your residents about carton recycling. We encourage you to also check all websites that may provide information to your residents about local recycling, such as your MRF, hauler or even your local Keep America Beautiful affiliate.

Don't forget, we're here to help! There are a variety of resources available for you on our website, and they are all FREE! This includes a toolkit with templates for graphics, advertisements, school lesson plans, posters and more. Please contact us at carton.recycling@hkstrategies.com if you have any questions or need assistance. Happy recycling!

Sample Website Copy (copy and paste onto your site):

RECYCLE YOUR CARTONS, [Insert Locality/City Name]

[City name] residents can recycle food and beverage cartons as part of your curbside recycling program. We are proud to expand the list of accepted recyclables and continue our mission to conserve energy and natural resources and protect the environment.

What are Cartons?

Cartons are a type of packaging for food and beverage products you can purchase at the store. They are easy to recognize and are available in two types: shelf-stable, which are found on grocery store shelves, and refrigerated, which are found in the refrigerated section of grocery stores. Both types of cartons can be recycled.



CARTON COUNCIL

recyclecartons.com



[\[Download this image here, then upload to your website\]](#)

Cartons on shelves include:

- Juice
- Milk
- Soy milk
- Soup
- Broth
- Wine
- Beans

Refrigerated cartons include:

- Milk
- Juice
- Cream
- Liquid eggs

How to recycle cartons:

Recycling cartons is as easy as 1-2-3:

1. Empty your food and beverage cartons.



2. Add cartons to your recycling bin with other glass, metal and plastic containers.
3. Take your recycling bin to the curb on collection day.

What happens to recycled cartons?

Once the cartons are collected, they are separated from other recyclable materials at the recycling sorting center. From there, they are either used to create paper products, such as paper towels and tissues, or building materials, such as ceiling tiles and roof cover board.

In order to make paper products, the carton components are packed together and sent to a paper mill, where the cartons are added to a large machine called a Hydrapulper that breaks the cartons down into component parts. The paper pulp is separated to make paper products, while the plastic and aluminum can be sent on for further recycling or used for energy to fuel the paper mill.

To make building materials, cartons go straight to a recycling company rather than being sent to the paper mill. All of the cartons, including the caps, are shredded into a million pieces and then pressed back together to create large sheets. Those sheets then become roof cover board and ceiling tiles and are used in building materials.

Learn more about carton recycling and how you can commit to recycling your cartons at www.recyclecartons.com.