



Carton Council

For Immediate Release:

March 2, 2016

Media Contact:

Jennifer Hamilton

813-775-6211

jennifer.hamilton@hkstrategies.com

**SURVEY FINDS CONSUMERS LOOK TO BRANDS AND COMPANIES
WHEN IT COMES TO RECYCLING**

New research reveals that on-pack messaging continues to play an important role in driving recycling

DENTON, Texas—As environmental issues grow in importance, consumers increasingly look to companies and brands to do their part. In a national survey conducted for the [Carton Council of North America](#) by [Research+Data Insights](#), 91 percent of consumers say they expect food and beverage brands to actively help increase the recycling of their packages. The survey, which included nearly 2,500 U.S. adults, shows a 5 percent increase when compared to 2013 research that asked the same question.

Additionally, the research revealed environmental issues are becoming more top of mind to consumers when making purchasing decisions. Seventy-seven percent report considering the effect of their purchase on the environment.

Packaging continues to play a critical role in driving carton recycling perception. Sixty-seven percent of consumers report they would assume a package is *not* recyclable if it did not have a recycling symbol or language on it. The survey also reveals that a majority of consumers (57 percent) look to a product's packaging *first* for recycling information, before turning to other sources. The second most popular place is the local community website (34 percent), followed by the product's company website at 28 percent.

"The survey results reiterate what we have long believed, that we must work together – the packaging manufacturers, brands and everyone in between – to ensure we are talking to consumers in a clear way about the recyclability of our products," said Jason Pelz, vice president of recycling projects for the Carton Council of North America and vice president, environment, Tetra Pak Americas.

"This reinforces the importance of having the recycling logo on all packaging, but especially food and beverage cartons," said Pelz. "Since access to carton recycling has been growing tremendously in the last seven years, there are still consumers who want to do the right thing but don't know cartons can be recycled where they live."



Carton Council efforts include encouraging more Americans to recycle in communities that have access. Two years ago, the Carton Council convened the Carton Recycling Champions network. Comprised of 21 companies and brands that share a commitment to help prevent cartons from ending up in landfills, these companies support the Carton Council's efforts to raise awareness of carton recycling with consumers. WhiteWave is a Carton Recycling Champion.

"This research emphasizes the important role that food and beverage companies have to play," said Wendy Behr, senior vice president of research and development and sustainability, [WhiteWave Foods](#). "At WhiteWave Foods, we recognize that the opportunity to promote carton recycling starts on the packaging. That's why it's important to us that all WhiteWave packaging has consistent messaging so consumers are educated to responsibly dispose of a product after it is consumed."

The Carton Council was formed in 2009, with the goal to increase carton recycling in the U.S. At that time, just 18 percent of U.S. households could recycle the cartons they consumed through their local recycling programs. Since then, efforts have focused on building the infrastructure for aseptic and gable-top carton recycling, and now fifty-eight percent of U.S. households have access to carton recycling, a 220 percent increase.

Currently, more than 67 million U.S. households can recycle their food and beverage cartons in more than 11,500 communities.

ABOUT THE SURVEY

Findings from the research are based on a survey of 2,495 adults conducted by Research+Data Insights. The survey included a nationally representative sample of Americans who reported having access to curbside recycling programs in their communities, and the results were weighted to correct known demographic discrepancies. Responses were collected online between Dec. 2 and Dec. 13, 2015.

For more information on the research findings, visit CartonOpportunities.org/survey.

ABOUT THE CARTON COUNCIL

The Carton Council is composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak, as well as an associate member, Weyerhaeuser. Formed in 2009, the Carton Council works to deliver long-term collaborative solutions in order to divert valuable cartons from the landfill. Through a united effort, the Carton Council is committed to building a sustainable infrastructure for carton recycling nationwide and works toward their continual goal of adding access to carton recycling throughout the U.S. For more information, visit CartonOpportunities.org.

###