



For Immediate Release

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CARTON COUNCIL PROUD TO ANNOUNCE NEW DIRECTOR OF GOVERNMENT AFFAIRS

DENTON, Texas – The Carton Council is proud to announce that Jordan Fengel, former executive director of the State of Texas Alliance for Recycling (STAR), has joined the Carton Council to help grow food and beverage carton recycling in the U.S.

In November, Fengel joined Tetra Pak as sustainability manager for the U.S. and Canada. As a founding company of the Carton Council, Fengel will also lend his expertise to the Carton Council.

“We are looking forward to having Jordan’s recycling expertise and perspective on our team,” said Jason Pelz, vice president of recycling projects for the Carton Council of North America. “His leadership with STAR in advancing the circular economy is particularly relevant as we continue to evolve carton recycling and educate on the benefits of carton recycling in the overall supply chain.”

“STAR has been a longtime advocate of the Carton Council and in promoting carton recycling,” said Pelz. “Fengel’s perspective from this leading state recycling organization will be valuable as the Carton Council continues to engage communities in carton recycling, whether it is adding cartons to their local program or assisting with education efforts to ensure residents know cartons should be recycled.”

In his role with the Carton Council, Fengel will help shape the carton recycling narrative with other recycling stakeholders working to increase participation and improve awareness.

“I’m excited about applying my recycling knowledge to focus on cartons,” said Fengel. “While I have always recognized the value in carton recycling, I am excited to dive into all the efforts and collaborations that occur throughout the entire recycling chain to ensure more cartons get recycled.”

For more information about carton recycling and the Carton Council efforts, visit CartonOpportunities.org.

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ABOUT THE CARTON COUNCIL

The Carton Council is composed of four leading carton manufacturers, Elopak, Evergreen Packaging, SIG Combibloc, and Tetra Pak. 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.