



Carton Council

For Immediate Release:

April 11, 2014

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**CARTON COUNCIL OF NORTH AMERICA LAUNCHES PUBLIC AWARENESS
CAMPAIGN IN HOUSTON, TEXAS**

Seventy-three of the largest 100 U.S. cities now accept cartons

HOUSTON, TEXAS—The City of Houston has partnered with the [Carton Council of North America](#) to launch a new recycling awareness campaign aimed at encouraging residents to recycle their food and beverage cartons. This campaign will follow the City's recent expansion to an automated recycling program, all designed to make recycling as convenient as possible for residents.

The City of Houston is a part of a national movement of communities large and small to add cartons to their recycling programs. Since the Carton Council formed in 2009, access to carton recycling has increased by 165 percent, with now more than 48 percent of all U.S. households having access. Houston residents can recycle their cartons in their green recycling bin or cart, or at one of the City's recycling drop-off centers. The Solid Waste Management Department continues to expand its popular automated curbside recycling program, with 210,000 homes now receiving these services, and future expansions scheduled for later this year.

"Cartons are a highly recyclable packaging choice. We are excited to work with the City of Houston to expand awareness of the fact that cartons can be recycled," said Jason Pelz, vice president of recycling projects for the Carton Council of North America and vice president, environment, Tetra Pak North America. "Houston residents are a part of the more than 56.7 million households in 46 states across the U.S. that have access to carton recycling. Through this campaign, we hope more residents learn about the convenience of recycling their food and beverage cartons and help us with our goal to divert as many cartons as possible from landfills."



In addition to the Carton Council, a key sponsor of the campaign includes [WhiteWave Foods](#), which produces popular brands such as Horizon Organic dairy; Silk plant based natural and organic beverages, and International Delight flavored, liquid non-dairy creamers. Because the vast majority of WhiteWave's products are packaged in cartons, the company is committed to ensuring that consumers learn about the availability and importance of carton recycling.

The campaign will include a variety of activities, such as TV public service announcements, advertising in local newspapers, online and social media activities, direct mail and outreach at local events.

Made mainly from paper, a renewable resource, lightweight and compact in design and with a low carbon footprint, cartons have proven to be a sustainable packaging solution that is growing in use for a variety of liquid and food products. Including cartons as an accepted material in local curbside recycling programs offers a better, more cost-efficient option than other proposed recovery solutions, and is a needed component for communities interested in achieving Zero Waste goals.

The Carton Council has resources to help counties and municipalities, as well as recyclers, bring carton recycling to their residents. For more information, visit CartonOpportunities.org.

ABOUT THE HOUSTON SOLID WASTE MANAGEMENT DEPARTMENT

The Solid Waste Management Department provides solid waste services to the residents of Houston through the collection, disposal and recycling of discarded material in a manner that is safe, efficient, environmentally sound and cost-effective. For more information about the City of Houston Solid Waste Management Department and its services, please log on to www.houstonsolidwaste.org, follow us on twitter [@houstontrash](https://twitter.com/houstontrash) or like us on facebook at <http://www.facebook.com/houstonsolidwaste>.

ABOUT THE WHITEWAVE FOODS COMPANY

The WhiteWave Foods Company is a leading consumer packaged food and beverage company that manufactures, markets, distributes and sells branded plant-based foods and beverages, coffee creamers and beverages, and premium dairy products throughout North America and Europe. WhiteWave is focused on providing consumers with innovative, great-tasting food and beverage choices that meet their increasing desires for nutritious, flavorful, convenient and responsibly produced products. WhiteWave's widely-recognized, leading brands distributed in North America include Silk® plant-based foods and beverages, International Delight® and LAND O LAKES® coffee creamers and beverages, and Horizon Organic® premium dairy products. Its popular European brands of plant-based foods and beverages include Alpro® and Provamel®.

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.

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