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**WISCONSIN RANKS THIRD IN SUPPORT FOR RECYCLING, YET
MANY ARE NOT AWARE THAT CARTONS SHOULD BE RECYCLED**
Local paper mill uses cartons to make new paper products

DENTON, Texas—The Carton Council wants to close the gap in Wisconsin—the recycling gap, that is. According to a [recent survey](#), Wisconsin ranks third in terms of being supportive of recycling, with almost 80 percent of residents reporting that they recycle. However, not all residents know that food and beverage cartons, such as those that package milk, juice and broth, should also be recycled.

To help ensure more Wisconsin residents know to recycle their cartons, the Carton Council, an industry organization whose mission is to increase recycling of food and beverage cartons in the U.S. and Canada, is launching a consumer education campaign in the state. Starting now through the end of the year, residents in Appleton, Green Bay, Madison, Milwaukee, Racine and Waukesha will see information on social media alerting them that food and beverage carton recycling is available in their area. Using innovative digital outreach approaches including a Facebook chatbot, an online quiz and pledge, the campaign will seek to convert audiences into carton recycling champions.

“With this campaign, we are hoping to reinforce that residents should do all they can to recycle their food and beverage cartons because they truly are needed and have a local impact,” said Jason Pelz, vice president of recycling projects for the Carton Council of North America and circular economy director for Tetra Pak. “While 79 percent of residents report they recycle materials like aluminum cans, paper and plastic bottles, that number drops to 68 percent for food and beverage cartons, showing there is room for improvement.”

There is a local connection to carton recycling in Wisconsin. Once food and beverage cartons have been sorted and baled at a sorting facility, they are sent to pulp mills like Sustana’s mill, Fox River Fiber, located in De Pere, WI. Sustana is a pulp mill equipped to separate the different materials cartons are made of, and the extracted fiber is turned into pulp that is used to produce a variety of paper-based products.

“Here at Sustana, we are proud to convert recycled carton fiber that will be leveraged in a broad range of our products—tissue, printing and writing paper, and food packaging,” said Jay Hunsberger, VP of Sales and Marketing at Sustana. “Sustana employs 100 people from the community, demonstrating a sustainable manufacturing process that



contributes a positive impact in the local area. By partnering with municipalities and being part of this supply chain, we contribute to the longevity of our community sustainability and preventing waste to landfill.”

Additionally, as if further reinforcement was needed to demonstrate the state’s commitment to recycling, [the Associated Recyclers of Wisconsin](#) (AROW) has a statewide program called [Recycle More Wisconsin](#) that aims to educate residents about all recycling in the state. AROW has long been a supporter of the Carton Council’s mission to increase awareness of carton recycling.

The Carton Council formed in 2009 to increase recycling of cartons used to package many food and beverage products, such as milk, juice, water, soups, broth, wine and beans. At that time, only 18 percent of households could recycle their cartons through local programs. Now, more than 62 percent of homes have access, representing 73.2 million households in 13,427 communities.

ABOUT THE CARTON COUNCIL

The Carton Council is composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak. Formed in 2009, the Carton Council works to deliver long-term collaborative solutions 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](#).

For more information on the research findings, visit [CartonOpportunities.org/survey](#).

ABOUT FOOD AND BEVERAGE CARTONS

Cartons, which are made mostly from paper, a renewable resource, have become popular containers for food and beverage products as they are lightweight and compact, with a low carbon footprint. When recycled, they are used to make office and writing paper, tissues, paper towels, and even sustainable construction materials.

ABOUT SUSTANA

As an enduring supply chain partner for any fiber and/or paper customer with a sustainability mandate, Sustana stands for high-quality products, sustainable manufacturing operations and responsible business practices. Sustana, a company of De Pere, Wisconsin, is one of the only qualified manufacturers of FSC-certified recycled fiber and FDA-grade recycled pulp for direct food contact. To learn more about Sustana sustainable products and manufacturing practices, visit [SustanaGroup.com](#).

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