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Carton Council Recognized by California Product Stewardship Council for Coalition Building

Carton recycling programs now active in 45 states

VERNON HILLS, Ill.—The [Carton Council of North America](#), a group of carton manufacturers united to deliver long term collaborative solutions in order to divert valuable cartons from the landfill, has been awarded the 2013 Bow and Arrow Award for Coalition Building by the California Product Stewardship Council (CPSC).

“We are honored to be recognized by the California Product Stewardship Council for the Bow and Arrow Award,” said Jason Pelz, vice president, environment, Tetra Pak North America, and vice president of recycling projects for the Carton Council of North America. “This reiterates the tremendous progress made in California, and the rest of the country, in building the pipeline for carton packaging recovery. We’re delighted to receive this award as it indicates that our efforts have not gone unnoticed in the industry. We look forward to continuing to expand infrastructure and access for carton recycling both in California and throughout the nation.”

Since forming in 2009, the Carton Council has partnered with mills and recovery facilities across the country, including at least 17 facilities in California, where access to carton recycling is expected to reach 70 percent by the end of 2013. The Carton Council is working to expand the local infrastructure in California to collect and sort cartons and promote awareness of carton recycling, and has already made progress in major cities like Los Angeles and San Diego.

Including cartons as part of every curbside recycling program offers a better, more cost-efficient alternative than other proposed recovery solutions.

“We are so pleased to spotlight the contributions of businesses and organizations like the Carton Council that are truly product-stewardship stars and are creating recycling jobs in California,” said Heidi Sanborn, executive director of CPSC.

CPSC has recognized the Carton Council’s efforts in building strong, effective partnerships not only between competitors in carton manufacturing, but also across the entire recycling supply chain with recycling professionals, sorting facilities and paper mills. This proven formula for success is focused on



From left to right: **Carton Council team members Tom Wright, Debbi Dodson, Marty Seaman and Jeff Epstein and CPSC Board Vice Chair Lynn France.** Photo credit: **Bob Hollis**

“building the pipeline” for carton recycling access, which has been shown to effectively grow recycling infrastructure in 45 states across the country.

“We are leading by example through an effective voluntary producer responsibility model, said Pelz. “Our goal in California is to see that cartons are part of every curbside recycling program. This award demonstrates that we are on the right path and that the industry is taking notice of our efforts.”

The Carton Council currently has a campaign designed to help counties, municipalities and recyclers in California, as well as the rest of the country, bring carton recycling to their residents. For more information, visit CartonOpportunities.org.

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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