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**CARTON COUNCIL RECEIVES INAUGURAL “TRASHIES” AWARD
FROM SUSTAINABLE PACKAGING COALITION AND SMITHERS PIRA**

New industry award recognizes Carton Council for partnership efforts in advancing sustainability

DENTON, Texas—The [Carton Council of North America](#) has been honored with the Trashies award from the Sustainable Packaging Coalition (SPC) and Smithers Pira under the Partnership category. The Trashies are new industry awards that are part of the annual SUSTPACK conference, and were created to recognize the story and people behind sustainable packaging.

“We are honored to receive this Trashies award. This validates the success of our comprehensive and collaborative approach to drive carton recycling in the U.S.,” said Derric Brown, vice president of sustainability for the Carton Council and director, sustainability, for Evergreen Packaging. “We appreciate this award for recognizing the Carton Council for the progress made to increase carton recycling in the U.S. through strong private-public collaboration.”



From left to right: **Steve Mahler, Carastar Industries; Derric Brown, Carton Council and Evergreen Packaging; Lisa Pierce, Packaging Digest**

Industry engagement and public/private collaboration is central to the Carton Council’s strategy. The approach has included ensuring there are viable end markets and sorting facilities that accept cartons in place, and also educating consumers when cartons are accepted in their local recycling program. By working closely with material recovery facilities, paper mills, county and municipal governments as well as state recycling organizations and other industry organizations on these efforts, the Carton Council has been able to make tremendous progress since it first formed in 2009. Then, only 18 percent of U.S. households could recycle food and beverage cartons. Currently, more than 53 percent of U.S. households can now recycle cartons. This includes 62 million households in more than 10,000 communities across 48 states.

“The Carton Council embodies what we envisioned with the Trashies award,” said Barbara Fowler, conference director, Smithers Pira. “The concept behind the Trashies is to delve into the story and

people behind the package, demonstrating the efforts made to improve its sustainability. That is exactly what we have seen through the Carton Council.”

In addition to this award, the Carton Council was recognized in 2013 by the California Product Stewardship Council with their Bow and Arrow Award for Coalition Building and by Keep America Beautiful, winning their first place national award in the Waste Reduction/Recycling category in the Business/Professional Organization group.

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 food and beverage products. Including cartons as an accepted material in every community recycling program offers a better, more cost-efficient option than other proposed recovery solutions.

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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