

# Cartons Open Up *Opportunities*

## STEPS TO TAKE TO ADD CARTONS – Communities

Adding cartons will help divert a growing amount of materials from the waste stream and create another source of revenue from the sale of this valuable commodity. The Carton Council is here to help add cartons to your recycling program.

### *Here's how to begin accepting cartons:*

**Step One:** First, if you haven't already, we suggest investigating the resources we have available to communities on our website: [www.CartonOpportunities.org](http://www.CartonOpportunities.org). Often, with many of the resources found here, it is easy to initiate the actual process. If more support is required, we suggest that the community reach out to us. Our team, which includes a regional field team, can walk them through what is needed. We have worked with local Public Works or Sanitation departments to find efficient solutions for adding cartons to local recycling programs.

**Step Two:** The next step is to talk to the recycling processor to see if they already accept cartons. Many already do. If the processor does NOT already accept cartons, we would be more than happy to work with them directly to get them on board and have a variety of ways we can make it easy for them, including providing technical assistance.

**Step Three:** The Carton Council can even work with the facility to connect them with a broker to ensure a suitable end market for the recycled cartons.

**Step Four:** Once everything is lined up, all that is needed is education. Residents must be told that they can, and should, recycle their refrigerated and shelf-stable cartons effective immediately.

The Carton Council has worked closely with local public officials and solid waste departments to help publicize this announcement, both locally and nationally as a best practice towards increasing diversion from landfills and supporting Zero Waste and sustainability initiatives. Our "Resource Library" on [www.CartonOpportunities.org](http://www.CartonOpportunities.org) also has a host of information and tools that can be used to promote carton recycling at the local level.

**Step Five:** Let us know! When a community adds cartons, we would be more than happy to promote that fact by including that community in our zip-code locator that consumers use to find out about carton recycling availability.

*To obtain more information and resources, please contact: [info@recyclecartons.com](mailto:info@recyclecartons.com).*

