MAKE THE MOST OF YOUR CARTON RECYCLING PROGRAM

Carton Council Can Help!

**Congratulations!** Cartons are now a critical addition to your recycling stream – it's important to make sure your residents and customers know about it! Carton Council has developed a guide to help you develop this communication strategy. It all starts with positive branding and updating all of your resources.

**Update Your Website**
- Many of your residents will check online first. Carton Council will also link to your recycling home page.

**Update Your Recycling Guidelines**
- Carton Council has customizable templates and graphics available.

**Update Other Tools**
- Any other materials used in your community should be revised as soon as possible.

GET THE WORD OUT!

Communicating around cartons can be challenging. For many people, “cartons” is a new term. Mixed material packaging has long been a ‘no-no’ in recycling programs – long-time recyclers do not prefer them. Additionally, space is at a premium on informational materials; you want to be brief and clear in your messaging. Carton Council has outlined the variations below to get you started.

<table>
<thead>
<tr>
<th>OK</th>
<th>BETTER</th>
<th>BEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Milk Cartons and Juice Boxes”</td>
<td>“Food and Beverage Cartons (milk, juice, soup, broth, wine)”</td>
<td>“Cartons” as its own category</td>
</tr>
<tr>
<td>Recognizable</td>
<td>Broad description</td>
<td>Provides the most detailed description of cartons and carton recycling</td>
</tr>
<tr>
<td>Identifies two common products</td>
<td>List types of products available</td>
<td>List cartons as a separate category (just like paper, plastic, metal, and glass). Then provide a detailed list with milk, juice, etc.</td>
</tr>
<tr>
<td>Minimal wording</td>
<td>More specific words, uses more space on paper</td>
<td></td>
</tr>
<tr>
<td><strong>Limitation:</strong> Excludes many other types of cartons that are common on store shelves, which may result in fewer recovered cartons</td>
<td><strong>Limitation:</strong> potentially too generic</td>
<td></td>
</tr>
</tbody>
</table>

OUTREACH OPPORTUNITIES

Take advantage of these ideas to promote your new carton recycling program!

**Special events - i.e. America Recycles Day or Earth Day**
- Highlight cartons at a display

**Grocery store display or shelf talkers**
- Identify to local shoppers that products and packaging can be recycled

**Press releases**
- Communicate with local media outlets to promote the addition of cartons in your program

RESOURCES

There are a variety of resources available from the Carton Council for you to use freely in your community. This includes a guide to Frequently Asked Questions and a Tool Kit with templates for advertisements, posters, graphics, and much more.

Our Communications Team is also available to assist you as needed. Please contact Anna Lynott at alynott@recycle.com or call 1-855-7-CARTON