

# THE EXCITING TALE OF THE PAPER CARTON...

The carton is a hero among consumers who care about the impact of their shopping habits on the environment. As with every great story there is a beginning, middle and end. In the case of cartons, the ending is also a beginning.

## AS THE STORY BEGINS...

### WOOD FIBER IS USED TO MAKE A CARTON

Paperboard cartons contain **ABOUT 70% PAPER** which comes from a renewable resource, trees from responsibly managed forests.

Cartons are manufactured using **ABOUT 55% BIOMASS** a renewable energy source made from wood byproducts.

## IN TRANSIT AND AT YOUR GROCERY STORE...

### THE CARTON WORKS VERY HARD!

#### MAKING

transportation efficient because cartons take up less space in shipping to the processor and to grocery stores.

#### PROTECTING

the fresh foods and beverages we love most - milk, orange juice, and other refrigerated grocery items.

#### BLOCKING

UV light that can reduce the nutritional value of foods like milk.

#### COMMUNICATING

information about shopper's favorite brands and promotions.

#### REDUCING

food and packaging waste with a great product-to-package ratio an average of 94% product to only 6% package. So more of what you buy is product.

## AND AT THE END...

### THE EMPTY CARTON IS RECYCLED AND THE STORY BEGINS AGAIN

#### CARTONS ARE RECYCLABLE FOR TENS OF MILLIONS OF HOUSEHOLDS

Visit [www.recyclecartons.com](http://www.recyclecartons.com) to learn if/where cartons are recyclable in your area.



1 CARTONS PLACED IN RECYCLING BIN



2 CARTONS SORTED AT RECYCLING FACILITY



3 CARTONS BAILED AND SENT TO PAPER MILL



4 BLENDED WITH WATER TO SEPARATE FIBERS



5 MADE INTO OTHER HOUSEHOLD PRODUCTS

