

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 at 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 to learn if/where cartons are recyclable in your area.

5
MADE INTO OTHER HOUSEHOLD PRODUCTS

1
CARTONS PLACED IN RECYCLING BIN

4
BLENDED WITH WATER TO SEPARATE FIBERS

3
CARTONS BAILED AND SENT TO PAPER MILL

PlantCarton
Life®