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### **PACKAGING INDUSTRY UNITES AROUND COMMITMENTS TO CARTON RECYCLING PROGRAMS**

**Washington, D.C. (April 9, 2009)** – Four of the country’s leading carton manufacturers have joined forces to help advance improvements to carton recycling infrastructure across the country, building on the already significant environmental benefits afforded by carton packaging.

The formation of the Carton Council by Tetra Pak, Elopak, Evergreen Packaging and SIG Combibloc signals an unusual move by companies who are strong industry competitors. However, a shared commitment to sustainability has brought them together as they seek to improve environmental performance of their products.

The Council is specifically committed to increasing carton recycling in the U.S. By promoting both recycling technology and local collection programs, it believes it can help limit the number of cartons that become waste.

Cartons are an effective form of liquid food and beverage packaging and play an important role in protecting their nutritional value. Chilled kitchen staples like milk and orange juice have long been packaged in traditional gable top cartons. Increasingly, aseptic cartons are being utilized for food products and beverages like soups and broths, organic milk, soy milk, wine and juices, as a means to make them “shelf stable,” eliminating the need for preservatives and refrigeration.

The Council will also encourage consumers to consider the environmental impact of product packaging before they make a purchase. Both gable top and aseptic cartons are made primarily from paper, a renewable resource that is highly recyclable. In general, cartons have a smaller carbon footprint than traditional packages.

“We are very proud that the environmental impact of cartons already is among the lowest in the packaging industry,” said Ed Klein, executive director of the Carton Council. “Cartons are source-reduced and made primarily of paper, a renewable resource, from responsibly sourced,

well-managed forests. But we want to take our commitments to the next level, and that's where significantly increasing recycling comes in."

Klein noted that the Council plans to work with communities that wish to add cartons to their recycling programs and will serve as a resource and forum for carton education.

"Currently, communities in 26 states in the U.S. are able to recycle cartons which give more than 60 million people access to carton recycling. This is significant, but we are not satisfied. We want to increase the number of communities that recycle cartons, and we want to inform consumers in those communities that they can recycle their cartons and motivate them to do so," said Klein.

One of the first alliances from the Carton Council to increase carton recycling is with Waste Management, which has agreed to include cartons in all their recycling programs.

Also working closely with the Council is Tropicana brand. Recently, Tropicana, Waste Management & the Carton Council announced a national campaign to increase carton recycling to every community in the U.S.

For more information on the Carton Council, including a searchable database to identify community carton recycling programs, visit [www.recyclecartons.com](http://www.recyclecartons.com).

#### About Elopak

Elopak is one of the world's leading companies in the liquid food packaging business and is a total system supplier. We offer customers complete, flexible and innovative packaging solutions, high quality print, design, filling machines, materials handling equipment and closures. In addition, Elopak supports all systems after sales with highly qualified professionals in the areas of maintenance, marketing, environmental matters and food science. For more information, visit [www.elopak.com](http://www.elopak.com)

#### About Evergreen Packaging

Evergreen Packaging is the largest fiber-based beverage packaging company in North America, with operations around the world. Through our integrated manufacturing system, we provide paper and packaging solutions that feature superior graphics, premium barrier structures, contemporary closures, world-class filling machines, expert technical service and innovative marketing support. We are committed to protecting the environment. Our products are made from a renewable resource, trees, grown under sustainable forestry practices. For more information visit [www.evergreenpackaging.com](http://www.evergreenpackaging.com)

#### About SIG Combibloc

SIG Combibloc is one of the world's leading system suppliers of carton packaging and filling machines for beverages and food. In 2007 the company achieved a turnover of 1,235 million Euro with around 4,000 employees in 40 countries. SIG Combibloc belongs to SIG Holding AG in Switzerland, which is part of the New Zealand-based Rank Group. [www.sig.biz](http://www.sig.biz)

#### About Tetra Pak

We at Tetra Pak are committed to running our business in an environmentally sound and sustainable manner. We set goals for continuous improvement in our development, sourcing, manufacturing, and transportation activities. As a world's leading food processing and packaging solutions company, Tetra Pak works closely with customers and suppliers, to provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people around the world. With over 20,000 employees and operations in more than 150 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD,"™ reflects our vision to make food safe and available, everywhere. [www.tetrapakusa.com](http://www.tetrapakusa.com)

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