



THE PATH TO 60% HOUSEHOLD ACCESS!

2009



CARTON COUNCIL FORMS with the goal to grow carton recycling. 18% of U.S. households have access to recycling.

2010



Carton Council **STARTS TO WORK WITH SCHOOLS** to develop carton recycling in their facilities and educate students. Carton recycling reaches 30%.

2011



Institute of Scrap Recycling Industries **CREATES NEW PSI GRADE 52** exclusively for cartons.

2012



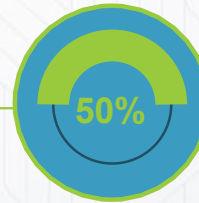
Carton Council sponsors **FIRST CARTON RECYCLING AWARD** as part of Keep America Beautiful Recycle Bowl competition.

2014



CARTON RECYCLING AMBASSADORS PROGRAM is launched with brands that are committed to help promote carton recycling to consumers.

2014



50% household access to carton recycling is reached.

2013



CARTON COUNCIL RECEIVES AWARDS from California Product Stewardship Council, TX Alliance for Recycling and Keep America Beautiful.



TEN paper mills in North America, in addition to overseas market, consistently use recovered cartons for recycling.

2014



Carton Council convenes its **FIRST POLICY SUMMIT** at Resource Recycling conference.



Carton Council honored with **INAUGURAL "TRASHIES" AWARD** from Sustainable Packaging Coalition and Smithers Pira, Partnership category.

2015



MRF Material Flow Study released to learn how to most efficiently recycle cartons.

2016



57% of U.S. households can recycle cartons.

2017



60% milestone is reached and the standard recycling logo can be used on-pack

