

## **PRESS RELEASE**

### **Town of East Troy**

#### **Town of East Troy now Recycles Food & Beverage Cartons**

March 11, 2013—The **Town of East Troy** announced today it is now accepting cartons for recycling. Adding cartons to recycling programs is part of a national initiative by the Carton Council to increase recycling of cartons in communities across the country.

TheTown of East Troy now accepts juice, **milk, soy, broth and other beverage and food cartons in the residential RECYCLING CARTS**. Cartons are made mainly from paper, a renewable resource that is highly recyclable. Once processed, the cartons are sold to paper mills, to be recycled into new paper products and building materials.

“Our town is always looking to increase the types of materials accepted, as long as viable markets exist”, states the Town Recycling Committee Chair Bill Tarman-Ramcheck. “We learned a great deal of useful information about adding cartons at a presentation by the Carton Council at the Wisconsin Integrated Resource Management Conference, held February 20-22 this year. The Carton Council’s initiative in working with our service provider, Advanced Disposal, has guaranteed an outlet for cartons, so we are happy to add them to our stream and offer carton recycling to our residents.”

Currently, carton recycling programs occur in 43 states in the U.S. which gives more than 48 million people access to carton recycling. While this is significant, the Carton Council continues to work towards increasing access and awareness of carton recycling.

The Carton Council, formed by four leading carton manufacturers: Elopak, Evergreen Packaging, SIG Combibloc, and Tetra Pak have joined forces to help advance improvements in carton recycling infrastructure across the country. By promoting recycling technology and local collection programs, the Carton Council will reduce the number of cartons that become waste.

“We are excited that The **Town of East Troy** is now on board with carton recycling, providing enhanced recycling opportunities to the region”, Jason Pelz, Vice President –Recycling for the Carton Council. “**East Troy** is demonstrating its commitment and leadership by offering this new standard for recycling programs.”

For more information, about Town of East Troy recycling, please visit <http://www.townofeasttroy.com/services/recycling> or call 262-642-5386.