



November 12, 2021

Dear Municipal Customer:

We are pleased to announce that our recycling program is expanding. In addition to other acceptable recyclable items at our recycling facility, we now accept cartons and paper cups. Both cartons and paper cups are easy to recognize and recycle:

Food and beverage cartons are used for products like milk, juice, soup, broth, dairy milk alternatives and more!

Cartons come in two types:

- Rectangular-shaped aseptic cartons found on store shelves.
- Familiar gable-top, refrigerated cartons found in the refrigerated section.

Remember to empty your cartons, replace the cap and place whole item in your recycling container (no need to flatten).

Paper cups include coffee cups and cups used for fountain drinks and other cold beverages. Next time you get that beverage to go, remember that you can recycle the cup when you get home. Be sure to empty any remaining liquid and discard straws, lids or stirrers in the trash and then place your paper cup in your recycling container. This advancement is possible thanks to the support of the Carton Council and Foodservice Packaging Institute as part of ongoing initiatives to increase recycling of cartons and cups in communities across the country. Investments like this into Michigan's recycling systems will have a positive economic, environmental and supply chain benefits for the entire state.

Please help us to recover as many cartons and cups as possible from the residential recycling stream by informing your residents that these items are now a part of the recycling program. One of the most effective ways to spread the word is to promote the addition of cups and cartons on your website. We have attached resources that may be helpful in your communications, such as links to royalty-free, high-resolution images of cups and cartons that you may use in your educational materials. Once you update your website, please email alynott@recycle.com. GFL along with the funding partners will be announcing this to the public in early November. To ensure consistent recycling messaging for your residents, please plan to update your website at your earliest convenience.

We are excited to offer this addition to the recycling program and welcome your comments and questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joseph A. Munem', with a long, sweeping flourish extending to the right.

Joseph A. Munem
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Community Communications Resources

Free toolkits

- For paper cups: Promoting recycling of cups and other foodservice packaging is easy with a flyer template featuring best practices, terms and images. FPI's Resident Education Kit provides a flyer to be personalized with your website address. Download the flyer, graphics and other communications resources at <https://www.recyclefsp.org/resident-education-kit>.
- For cartons: Download the community toolkit complete with free images, social media content, sample website and email content, frequently asked questions and more at <https://www.cartonopportunities.org/communitiesfacilities>.

Downloadable royalty-free images for use in flyers, website, social media, etc.

- Cup images: <https://fpi.smugmug.com/FSP-Gallery/>.
- Carton images: <https://www.cartonopportunities.org/communitiesfacilities> (included in the community toolkit).

Best practices for recycling guidelines

- Include instructions to recycle only “clean and empty” items. Research conducted by FPI shows that using these terms together is most effective.
- A picture is worth a thousand words! Show images of clean paper cup and carton recyclables. For paper cups, please use images without lids, straws or liquid.
- Group items by material type — for example, cartons and cups can be included in a “Paper and Cardboard” category.

Don't forget to review search apps and waste wizards for all related entries and update them!

For example, paper cup, cup (paper), coffee cup, milk carton, juice box, aseptic carton, gable top carton, etc.

Sample Social Media posts

1. It's official! You can now recycle clean and empty paper cups and food and beverage cartons[@Community]. [LINK TO PRESS RELEASE] #RecyclePaperCups #RecycleYourCartons
2. Paper cups, like coffee cups and soda cups, are now accepted for recycling in your [color] carts! Remember: Empty the liquids. Throw the lid, straws and stirrers in the trash. Remove any cardboard sleeves and place it separately in your recycling bin. #RecyclePaperCups
3. Paper cups can be recycled in [community]. When you recycle your empty paper cup, paper mills are able to turn this material into new products like tissues, boxes and even new cups! #RecyclePaperCups
4. We're closing the loop with paper cup recycling. [Community] residents can now add clean and empty paper cups to their [color] bin in [@Community]. The cups will take on a new life as tissue, boxes and more! #RecyclePaperCups

5. Did you know that you can #RecycleYourCartons in [@Community]? This includes food and beverage cartons containing milk, OJ, soup, coconut water, almond milk and more! Just empty your cartons and place in your recycling container.
6. Once recycled, food and beverage cartons become material that can be used to create new products we use everyday including paper towels, tissue, writing paper and even building materials! #RecycleYourCartons