



FACT SHEET

Pioneering the recycling of old boxboard cartons

The Canadian paper box industry relies heavily on recycled materials to make the boxes its customers



RECYCLABLE

use to deliver their various products. Used boxes for further recycling are mostly collected from homes (the Blue Box). But other used paper fibres are frequently thrown into the mix as well: old printing and writing paper from offices, old corrugated boxes from both industrial and residential sources, and old newspapers.

In the early 1990s, most boxboard cartons (cereal, shoe boxes) headed straight to landfill after use. The industry's environmental council (PPEC) and some key customers decided, however, to see if this mostly 100% recycled content fibre could be used yet again. No one in North America had done this before.

PPEC coordinated trials with several Ontario municipalities and mills, and tested the resulting board to ensure it met customer and health specifications. In most cases, the old boxboard (OBB) was blended in with old corrugated containers (OCC) to make new corrugated boxes. As the mills and customers became more comfortable with this new source of fibre, additional municipalities, including Toronto, were encouraged to join the recycling effort. Word spread, and before too long, municipalities outside Ontario also added old boxboard to their household paper collection list.



Today [almost all \(94%\)](#) of Canadians can recycle their old cereal or shoe boxes, a major achievement of which the industry is justifiably proud.