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Carton Council Announces New Leadership Appointments

DENTON, Texas – With supply chains and recycling markets under pressure, coupled with the urgent need to fuel a circular economy, the Carton Council of North America’s efforts to expand food and beverage carton recycling have never been more critical.

Made mostly of paper, a renewable resource from well-managed forests, cartons contain some of the most valuable fiber in the recycling value chain. When recycled, cartons can go on to have a second life as paper products, such as paper towels, toilet paper and office and writing paper, and also play a key role in a growing manufacturing industry where they are used to make sustainable building and construction materials.

To help strengthen awareness of cartons as a sustainable, recyclable package while continuing their work to drive access to carton recycling and cultivate recycling infrastructure, the Carton Council is pleased to announce two new appointments:

- [Carla Fantoni](#), who has served as Vice President of Communications since 2009, will become the Carton Council’s Vice President of Engagement Strategy. In this role, Carla will lend her expertise in public affairs and communications to develop a comprehensive engagement strategy to address policy stakeholders, sustainability influencers and other recycling stakeholders.
- [Larine Urbina](#) has been named Vice President of Communications for the Carton Council. Joining from member company Tetra Pak, where she serves as Vice President of Communications for U.S. and Canada, Larine has a background in both consumer and business to business communications which she will apply to help increase recognition of carton recycling and its benefits.

“These appointments demonstrate how the Carton Council is progressing as we recognize new opportunities to deepen our engagement with our stakeholders and drive tangible change,” said Ed Klein, President, Carton Council of North America. “Carla brings a global perspective and best practice approach that will help us excel as a valued leader and ally in recycling. I also look forward to having Larine’s fresh perspective to our communications efforts within the industry as well as among consumers.”

For more information about the Carton Council and these new appointments, connect with us on [LinkedIn](#) or visit us at [CartonOpportunities.org](#).

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ABOUT THE CARTON COUNCIL

The Carton Council is composed of four leading carton manufacturers, Elopak, PactivEvergreen, SIG Combibloc, and Tetra Pak. Formed in 2009, the Carton Council works to deliver long-term collaborative solutions in order to divert valuable cartons from the landfill. Through a united effort, the Carton Council is committed to building a sustainable infrastructure for carton recycling nationwide and works toward their continual goal of adding access to carton recycling throughout the U.S. For more information, visit CartonOpportunities.org.

ABOUT FOOD AND BEVERAGE CARTONS

Food and beverage cartons are highly recyclable materials that come in two kinds: refrigerated cartons that store, milk, juice and egg substitutes; and shelf-stable cartons that are packaged for broths, milks, juices, soups and even wine. When sorted by themselves at materials recovery facilities (MRFs), cartons are a valuable material in high demand. Made mostly from paper, a renewable resource, cartons have become popular containers for food and beverage products as they are lightweight and compact, with a low carbon footprint. When recycled, they are used to make office and writing paper, tissues, paper towels, and even sustainable building and construction materials.

