



CARTON COUNCIL

recyclecartons.com

EMAIL NEWSLETTER COPY

OVERVIEW

This document contains sample content that you can use for your own email newsletters to promote carton recycling to your audience. Feel free to customize the content to fit your needs and goals.

We've created a suite of images for you to incorporate into your emails as needed.

- All cartons on a [white background with text](#)
- All cartons on a [yellow background with text](#)
- Camping [with cartons](#)
- All cartons on [yellow background with no text](#)
- All cartons in a [kitchen background](#)
- All cartons on a [white background with no text](#)
- Dad [recycling cartons](#)
- Family [recycling](#)
- Daughter pouring [recycling into a recycling bin](#)
- Recycling in a [public space](#)

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Subject Line: Did you know you can recycle [insert brand/product name] cartons?

Hello [First Name], Did you know that you can recycle our [brand name + type of product] that comes in a carton? Recycling cartons is easy and convenient. Just toss your empty cartons into your recycling bin along with your other glass, aluminum and plastic containers. Confirm that you have access to carton recycling in your community [here](#).

When you recycle your food and beverage cartons, you are helping create raw material that is then used to make new paper products, such as paper towels or even ceiling tiles. By recycling cartons, you also help conserve our natural resources and reduce landfill waste. Find out if your lifestyle is green as can be or if there is opportunity to improve with this [quiz](#). Visit recyclecartons.com for more recycling tips and to see how you can help spread the word!

Thank you for helping to keep our planet clean and green!
[insert signature]

