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Carton Council Announces New Sustainability and School Recycling Leader
Appointee brings more than twenty years of experience in the paper industry

DENTON, Texas – Continuing the Carton Council’s work to drive access to carton recycling and grow recycling infrastructure, the Carton Council of North America is pleased to announce the appointment of Lena Zodda as vice president of sustainability and school recycling.

Lena joins the Carton Council from Pactiv Evergreen, where she serves as the Director of Sustainability. As supply chains and recycling markets continue to be under pressure, Lena’s 22 years of experience working in the paper and packaging industry promoting the recyclability of other paper-based packaging will be valuable in helping drive the Carton Council’s goals.

In addition to bringing her expertise and relationships to all facets of the Carton Council efforts, Lena’s role will also focus on strengthening school carton recycling programs across the country. More than four billion milk and beverage cartons are consumed in schools each year with the average U.S. school of 545 students consuming around 75,000 cartons each year. There are approximately 11,000 carton recycling programs operating in schools across the country, leaving opportunity for further expansion.

“Lena brings vast experience in the paper industry which will no doubt bring a fresh perspective to our efforts to drive carton recycling,” said Ed Klein, president, Carton Council of North America. “School recycling programs not only encourage children to learn about the importance of recycling, but they also help create lifelong recyclers while supporting communities in capturing larger carton volumes.”

Made mostly of paper, a renewable resource from well-managed forests, food and beverage 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. They also play a key role in a growing manufacturing industry where they are used to make sustainable building and construction materials.

For more information about the Carton Council, 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](#), [Pactiv Evergreen](#), [SIG](#) 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.

