

CONSUMER

End-Users Empowered

Our rigid paper cans are easy for consumers to recycle. Simply empty, remove the plastic lid, and place into the recycling bin!

SINGLE-STREAM

No Consumer Sorting Required

All recyclables are mixed together in the bin.

RECYCLING CENTER

Local Municipality

Recyclables are collected using specialty collection trucks before being sorted and baled.

MRF

Materials Recovery Facility

Recyclables are sorted and baled at this location before moving on to be processed.

STEEL MILL

Converting Packages into Steel Sheets

The recycled steel reduces carbon emissions and can be utilized to make new steel components for the can as well as other steel products.

STANDARD PAPER MILL

Process Mixed Paper into Paper

At standard paper mills, the fiber in our rigid paper cans is recovered and converted into paperboard. It is then made into new products – including new paper cans.

SPECIALIZED PAPER MILL

Pulp Mixed Materials into Paper

Enhanced mills carry out the pulping process for a longer period of time. This extended process means a wider range of paper materials can be recycled there.

CREATING NEW PRODUCTS

Did you know?

Our rigid paper cans are made from recycled paperboard in the can body, making this can an ideal example of circularity.