



## PRESS RELEASE

### **Beverage carton recycling in Europe: steady upward trend in 2010**

**Brussels, 7 July 2011**

The recycling rate for beverage cartons reached 36% in Europe (EU-27, Norway & Switzerland) in 2010, according to industry-wide figures. This is a 2% increase on the previous year, and is evidence of the continuing upward trend in recycling performance over the last 2 decades.

“Optimising recycling of cartons is a core commitment of the beverage carton industry across Europe, and the continuous improvement in 2010 is further progress towards achieving this objective”, says Erika Mink, ACE President.

“We can see a steady increase in the recycling of beverage cartons in South Eastern Europe and strong progress in the UK” comments Erika Mink.

“The upward trend in recycling in 2010 reflects our industry’s commitment to recycling. Recycling of 350,000 tonnes of beverage cartons keeps carbon bound in recycled paper products, and makes an important contribution to resource efficiency.”

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#### **Note to editors**

#### **About ACE**

ACE (the Alliance for Beverage Cartons and the Environment) provides a European platform for beverage carton manufacturers and their paperboard suppliers to benchmark and profile cartons as renewable, recyclable and low carbon packaging solutions. Engaging with stakeholders and partners seeking high environmental stewardship, it contributes expertise to EU policy, legislation and standard-setting.

ACE members include beverage carton producers Tetra Pak, SIG Combibloc and Elopak; they develop, manufacture and market systems for the processing, packaging and distribution of food, and produce packaging material at 23 plants in Europe. About 98% of the paperboard used by ACE members in beverage cartons in Europe is produced by Stora Enso in Skoghall (Sweden) and Imatra (Finland), and Korsnäs in Gävle and Frövi (Sweden), who are also members of ACE. These paper mills and the beverage carton manufacturers in ACE together employ close to 30,000 people worldwide.

For further information please visit the ACE website at [www.beveragecarton.eu](http://www.beveragecarton.eu)

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