

Re-think Your Drink Packaging & ALWAYS Recycle!

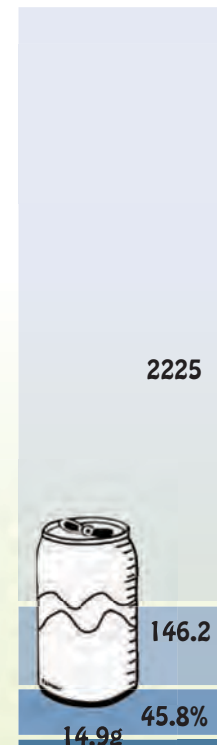
Did you know almost 70% of what people drink these days comes in a package?

Nearly all drink containers are easily recyclable, yet 10 million tons were not recycled last year. And despite what some people hear about bottled water containers filling up landfills, PET bottled water containers make up only a small percent of all drink packaging that isn't recycled. Here's a look at the environmental impact of the eight most common drink packages.

HDPE
Common containers: Nalgene, juice, milk & water jugs.



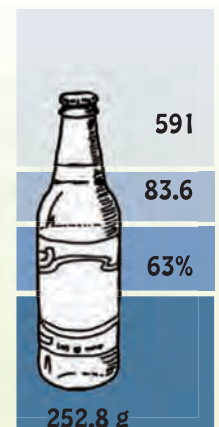
Aluminum Can
Common drinks: soda, beer and juice.



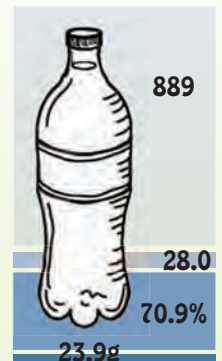
The 8 most common DRINK packages

(in order of overall environmental impact, from most to least*)

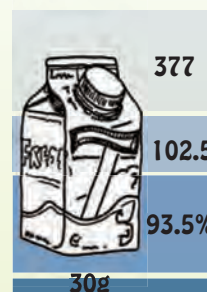
Glass
Drink containers: soda, beer & wine bottles.



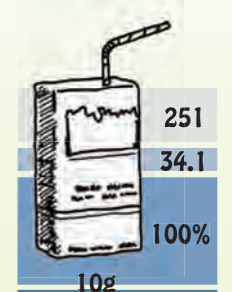
PET Plastic (carbonated drinks)
Same as bottled water but weighs more due to strength demands of carbonation.



Gable Top Carton
A layer of cardboard sandwiched between two very thin layers of plastic.



Aseptic Box
Made from multiple laminated layers: plastic, paper & foil.

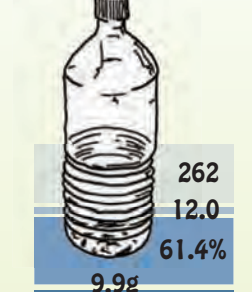


Foil Pouch
Multiple layers of different types of plastics and aluminum all laminated together.

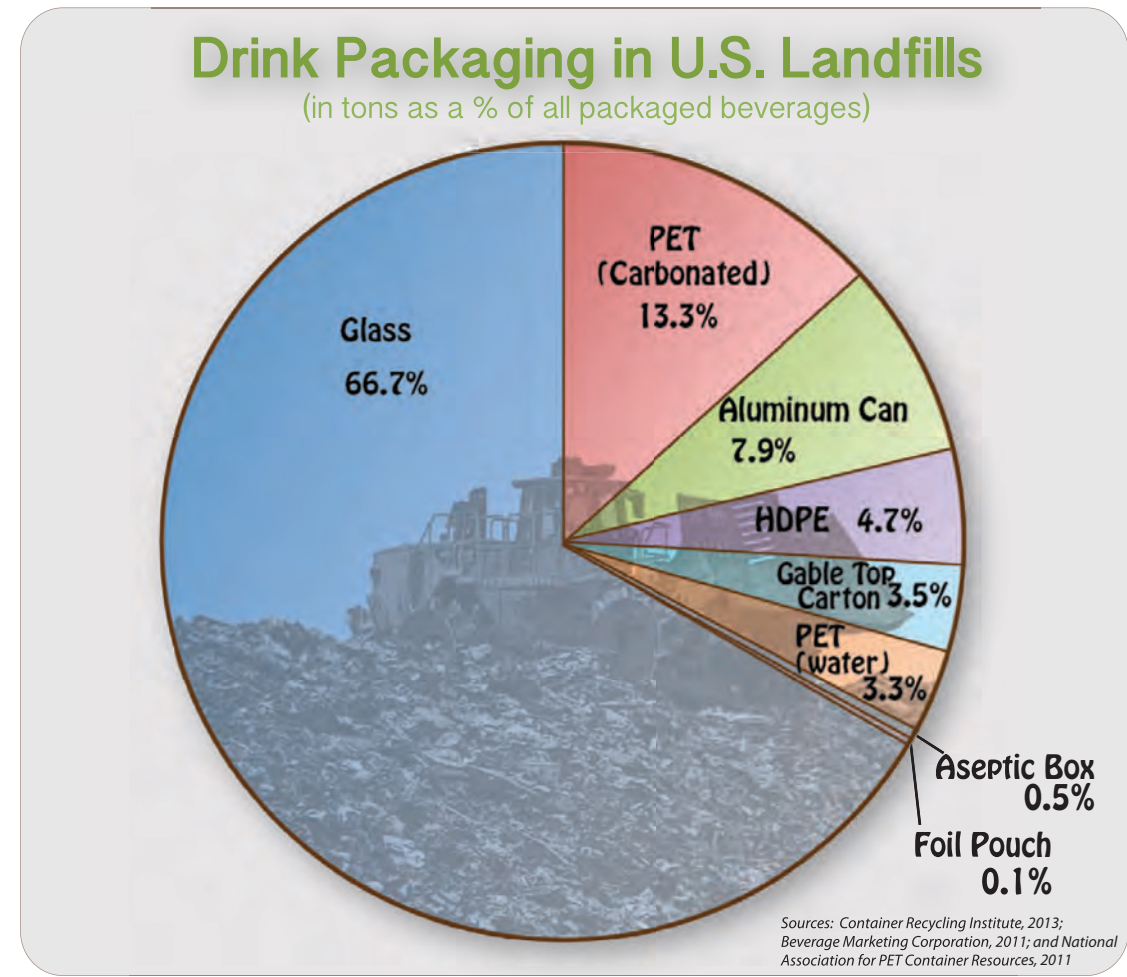


Least environmental impact!

PET Plastic (bottled water)
Stands for "polyethylene terephthalate" - a form of polyester.



Sources: Container Recycling Institute, 2013; Beverage Marketing Corporation, 2011; and National Association for PET Container Resources, 2011



Legend

- BTUs / container - BTUs are British Thermal Units, a unit for measuring energy use. Figures show how many BTUs are used to make one container - averaged from all sizes within container type.
- Metric Tons of CO² equivalent / 1,000,000 containers - The amount of greenhouse gases emitted by producing 1,000,000 containers.
- Percentage of packaging "landfilled" instead of recycled. Not all beverage packaging is recyclable.
- Packaging weight in grams (average weight for a single serve container).