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Reduce waste today through innovative resource management.
Reach a waste-free tomorrow by demonstrating that waste is preventable not inevitable.

PRESS RELEASE

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Pop and beer box recycling is back!
Eureka Recycling adds pop and beer boxes back into Saint Paul's program.

Saint Paul, MN— Eureka Recycling, Saint Paul's non profit recycling partner, has added pop and beer boxes back into the residential recycling program.

Eureka Recycling removed pop and beer boxes from the program in June 2002, when the paper company that was buying Saint Paul's recycled paper no longer accepted the material. "Most recycling collectors are paid a set price for every household in a city whether the household puts their recycling out or not. In Saint Paul, Eureka Recycling is paid based on the weight of materials collected. Besides directly opposing our mission, it would be unfair to charge the city for recycling that was going to be pulled out and thrown away," explains Susan Hubbard CEO of Eureka Recycling. "We're pleased that we've been able to find a stable market so that we can safely assure people that we can collect it again and that it will really get recycled."

Pop and beer boxes have an additive called wet-strength, which makes it hold up during transportation and in damp conditions, like the cooler or refrigerator. To be recycled, it must be separated from other papers so that it doesn't ruin paper without the additive during the pulping process. Eureka Recycling has found a cost effective way to separate this material at the sorting facility, as well as paper recyclers who will recycle it separately back into pop and beer boxes. "Because our mission is to reduce waste, we are always exploring options to recycle as many types of material as possible," says Hubbard.

Frozen and refrigerated food boxes are still not recyclable in Saint Paul's program, but Eureka Recycling will continue to look for a way to recycle that and other kinds of paper containing additives.

Residents can begin putting pop and beer boxes at the curb immediately. Eureka Recycling will collect the pop and beer boxes with all other papers and cardboard. Recyclers in Saint Paul are now putting materials at the curb in two categories: *Papers and Cardboard* including magazines, junk mail, office paper and boxes, and *Bottles and Cans* including metal, glass bottles and jars, and plastic bottles.

News of the change will arrive in mailboxes the first week of January, along with the 2005 recycling schedules, including reminder stickers for your calendars. For more information, call Eureka Recycling's hotline at (651) 222-7678.

Eureka Recycling is a nonprofit organization that specializes in recycling and waste reduction and has managed Saint Paul's recycling program for nearly two decades. Its mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable not inevitable.

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