



## DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

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March 11, 2015

Mr. Derric Brown  
Vice President of Sustainability  
The Carton Council  
101 Corporate Woods Parkway  
Vernon Hills, IL 60061

*Via E-mail and USPS*

Re: Invitation to Accept CalRecycle's Manufacturer's Challenge

Dear Mr. Brown:

Thank you for the Carton Council's interest and participation in CalRecycle's efforts to identify strategies to increase packaging recovery in California. It is in this spirit of continued engagement that I invite the Carton Council to participate in CalRecycle's Manufacturer's Challenge and an upcoming associated workshop on June 17, 2015.

As you know, California has a statewide policy goal of not less than 75 percent of solid waste generated be source reduced, recycled, or composted by the year 2020. CalRecycle estimates that packaging represents about one quarter of the state's disposal stream and therefore its reduction and/or recovery play an important role in helping to achieve this goal.

The Manufacturer's Challenge is a voluntary opportunity for product manufacturers and brand owners (on an industry level, not at the individual company level or representing only a small group of companies) whose packaging contributes to the disposal stream to present CalRecycle and the stakeholders of California with its ideas and proposals to meet a goal of 50 percent reduction in packaging disposed in California by the year 2020. We are reaching out to industry and trade associations in an effort to reach as many manufacturers and brand owners as possible to accept this challenge and participate in the June workshop. It is my hope that the Carton Council will take advantage of this opportunity to present its proposals to meet this goal.



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I'd like to schedule some time for a meeting or conference call in the next few weeks to discuss details about the workshop and the Carton Council's participation. I've asked Cynthia Dunn, our packaging lead, to coordinate this effort, so she will be in contact with you shortly.

We look forward to continuing to collaborate with the Carton Council on solutions that will help achieve our respective sustainability goals. You may contact Cynthia Dunn at (916) 341-6449 if you have additional questions.

Best regards,

A handwritten signature in cursive script, appearing to read "Carroll Mortensen".

Carroll Mortensen  
Director

Enclosure: CalRecycle's Manufacturer's Challenge Description document