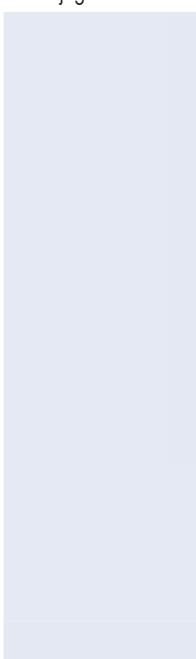


# Re-think Your Drink Packaging & ALWAYS Recycle!

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.



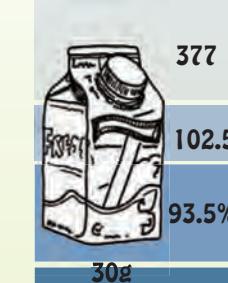
PET Plastic  
(carbonated drinks)

Same as bottled water  
but weighs more due to  
strength demands of  
carbonation.



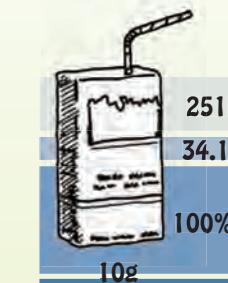
Gable Top Carton

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



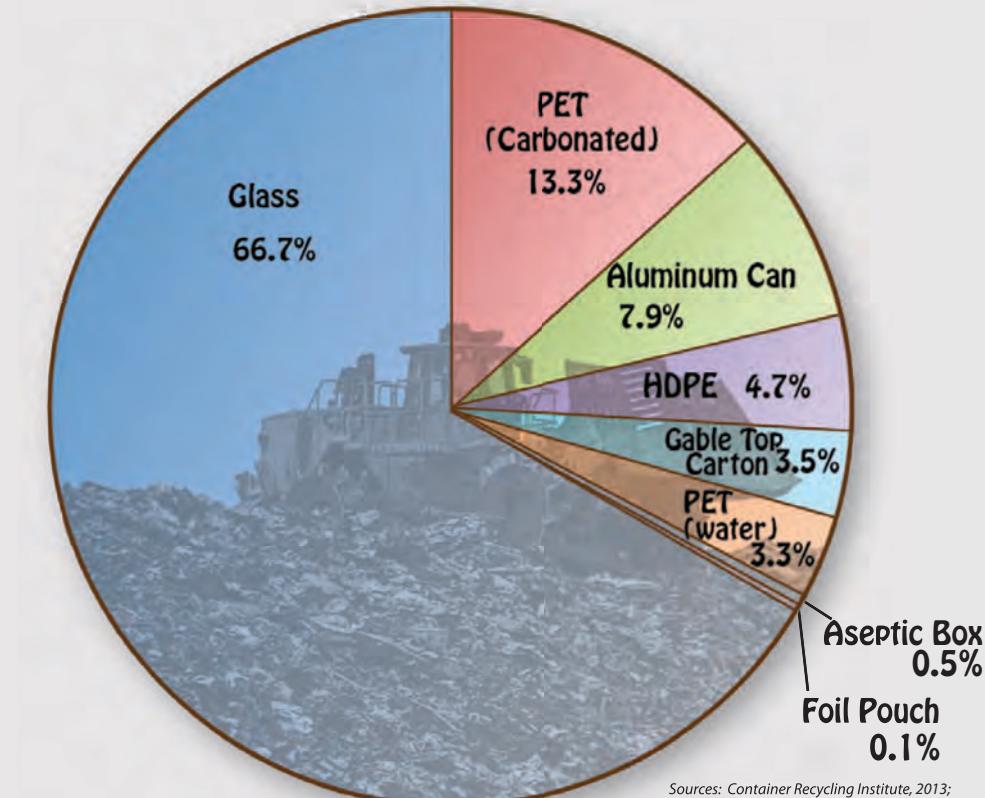
Aseptic Box

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



## Drink Packaging in U.S. Landfills

(in tons as a % of all packaged beverages)



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 CO<sub>2</sub> 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.)