



Ice cream just got sweeter

Huhtamaki is working to make the world a better place – one container at a time. We are changing the frozen dessert packaging standard. Now offering ICON® recyclable ice cream containers.

ICON® containers are a new, breakthrough paper cup technology enabling the recycling of both the cup and the lid in communities with paper product recycling programs.

Huhtamaki

 **ICON®**

How we did it

- **Smarter paperboard.** Our SFI-certified paperboard has a premium print surface
- **Re-pulpable Coating.** We've replaced the traditional polyethylene with a new water-based re-pulpable coating.
- **Added Protection.** The new water-based coating seals the cup for added protection of the deliciousness inside.



ICON® is made with 95% renewable biobased materials and has been verified by ASTM D6866. Making the transition to ICON® containers over standard paper cups with poly eliminates 1.3 tons of polyethylene per 1 million cups.

Additionally, 21 tons of paperboard will be removed from landfills for every 1 million cups that are recycled.

When recycled, over 90% of the paper fiber is recovered, bringing a smaller footprint to the freezer section.

What makes it an ICON®?

Traditional polyethylene-coated paper cups are not widely recyclable in the United States. ICON® is eliminating the polyethylene and using a new water-based barrier coating that is repulpable, allowing cups to be recycled in communities that recycle paper products. Just rinse, teardown, and check locally.



RINSE

Clean out food residue



BREAK DOWN

Tear down and flatten the cup and lid



RECYCLE

Place with other paper products

Huhtamaki

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