

# PUT A CORK IN IT

## Cork Recycling Program



## We want to give your used wine corks a second life!

Don't toss them in the trash. Visit one of our collection locations where you'll find our cork recycling containers and, as the name says — put a cork in it!

Cork is a 100% sustainable and renewable natural resource that can be recycled into dozens of new products.



Just think, each time you finish a bottle of your favourite wine, you can take one simple step towards a healthier environment.

For participating locations and to learn more, please visit:

**[putacorkinit.ca](http://putacorkinit.ca)**

# This program is really very simple

When you drop your used wine corks in one of our collection containers, you divert a 100% recyclable material from the solid waste stream and give it a second life as a new product.



We ship your corks to the Jelinek Cork Group in Oakville Ontario. They are the only cork recycling facility in Canada and one of the oldest, continuously active cork companies in the world.

Your used wine corks are primarily remanufactured for construction materials such as cork underlay, cork flooring, acoustical cork wall tiles and cork fabrics — all of which qualify for points under the Leadership in Energy and Environmental Design (LEED) Green Rating System.



## Environmental benefits

Cork forests play a crucial role in carbon dioxide retention, preserving biodiversity and combating desertification.

Life cycle analysis (LCA) shows that CO<sub>2</sub> emissions resulting from aluminum screw caps are 24 times higher than cork. Plastic stoppers are 10 times higher than cork, which suggests that natural cork is the only closure option for winemakers, distributors and retailers that want to minimize their carbon footprint.

## Renewable Resource

The cork oak tree lives about 200 years in carefully managed forests around the Mediterranean. The cork bark can be harvested time after time without damaging the tree — first about 20 years after planting and then about every 9 to 10 years. An 80 year old tree in its prime yields an average of 440 lb per harvest — enough to produce about 25,000 wine corks.

## Habitat Conservation



The cork oak's fire-resistant bark protects it from wildfires that frequently ravage the region, leaving only the cork oak groves to prevent soil erosion, desertification and preserve wildlife habitat.

Sustaining demand for cork preserves these groves which are home to rare species such as the Iberian Lynx — the world's most endangered cat, whose population is now 110 or less.

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