



**Encorp Atlantic's Final Report on Beverage Container Recycling Research Projects:  
Convenience Measured in Seconds!**

**MONCTON (NB) – JUNE 6, 2017** – Encorp Atlantic released its *Final Report on Pilot Projects* yesterday to mark World Environment Day. The report puts an end to 36 months of the Re-Centre (Moncton) and Express Bag (Fredericton) field trials that provided valuable data on convenience factors and public perception of a new approach to collecting deposit-bearing containers in New Brunswick. The culmination of these three-year research projects allowed Encorp to glimpse into the future of post-consumer beverage container management.

Well known and embraced by the public in the Greater Moncton region, the Re-Centre pilot project was launched on Earth Day (April 22) 2014 and consists of two automated bag drop redemption centres. A test group of 2,500 members of the public got to sign up to use these depots for their recycling needs, collecting their empty beverage containers in bags and dropping them off whenever they pleased. Over the three-year project, the Re-Centre depots in the Moncton area were able to serve customers with at least three bags (150 containers) in 30 seconds or less over 95% of the time. The Re-Centre model proved that customers prefer better hours of operation for redemption centres (50% of Re-Centre visits occurred when neighbouring redemption centres were closed). Furthermore, the improvements that the Re-Centre model offers convinced consumers who do not regularly redeem their used beverage containers to start recycling again. This represents a whole new volume for redemption centres.

The Express Bag pilot project was launched for its part in the Fredericton area in May 2015 in cooperation with three existing redemption centres. Special "Express Bags" were provided to customers with instructions to fill them with 40 deposit-bearing containers for a fixed refund amount of \$2. It was found that fixed-count bags helped set clear refund expectations for customers who might not correctly estimate the value of their containers or might be skeptical of redemption centre accuracy. Fixed-count bags also allowed for bulk processing, optimizing labour productivity for redemption centre owners. Moving forward, Encorp notes that fixed-count bags or boxes could be an alternative or a complementary service to a bag-drop system in the foreseeable future. "Both research projects were successful in testing faster and more convenient ways for consumers to return their deposit-bearing containers while optimizing labour productivity for redemption centre operators," says Encorp Atlantic General Manager Pierre Landry. "Participants feedback has also been overwhelmingly positive."

“What we hope to do next is fill some gaps in our research,” adds Landry. “We did not get to test an automated bag-drop depot with fixed-count bags (\$2), nor explore the benefits of a retail-recycler partnership. This could have important benefits for the future of redemption centre operators. The impact of having consumers count their containers at home prior to redeeming has the potential of influencing more change to redemption centre productivity than any other technology, regardless of the size of the redemption centre.”

New Brunswick’s Beverage Container Program was born in 1992 with the objective of reducing the amount of waste going into landfills and keeping litter off our roadways and out of our waterways. In response, Encorp Atlantic Inc. was created by the non-alcoholic beverage industry to manage its containers as per the Beverage Containers Act. More than 25 years later, Encorp has recycled more than 3.5 billion containers and contributed more than \$125 million to the New Brunswick Environmental Trust Fund. Encorp represents more than 85 non-alcoholic beverage product distributors in New Brunswick and is proud to be a leader in recycling.

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