Encorp Atlantic Launches New Express Service
at Redemption Centres in Fredericton and Shediac*

MONCTON (NB) – Monday June 1st, 2015 – Encorp Atlantic Inc. is celebrating *National Environment Week* by launching, as of June 1st, 2015, express beverage container recycling services in a few select redemption centres in New Brunswick.

Four redemption centres in the Fredericton and Shediac* regions are thus implementing a trial run of "Express Service Bags". Customers will be able to collect their New Brunswick deposit-bearing beverage containers in the specially designed bags, and then drop them off at one of the participating redemption centres, receiving priority service or "skipping the line" for a quick cash payout on the spot.

Each "40" Express Service Bag is designed to hold 40 containers and equals a 2$ cash payout. Thanks to the pre-determined cash value, customers who show up with their Express Service Bags full of empty beverage containers will be given first priority when visiting the redemption centre, as the containers need not be counted nor sorted in front of them.

"The convenience of not having to wait in line by being able to accept a predetermined cash refund should help speed up the experience of dropping off recyclables for customers as well as maximize workflow in the redemption centres," says Encorp Atlantic General Manager, Pierre Landry. "There will be much less time wasted sorting and counting in front of the customers. We think that

implementing such a concept only helps to make recycling easier for the public. The easier and more convenient it is for customers to recycle, the more containers they will bring and the more frequent they will visit redemption centres."

The Express Service Bags will be tried out on a small demographic of 2,500 to 3,000 participants at each participating redemption centre. Customers who would like to become "Express Recyclers" must sign up at one of the following centres:

Northside Redemption Centre
213 MacFarlane Street
Fredericton, NB

Southside Redemption Centre
70 Timothy Avenue
Hanwell, NB

Oromocto Redemption Centre
16 Lewis Street
Oromocto, NB

Shediac Redeem Centre*
610 Main Street
Shediac, NB
(Update: Please note that this redemption centre is no longer participating in the Express Bag Pilot project)

Behind the scenes, Encorp will be collecting data and feedback from participants, as well as the participating redemption centre owners. The goal is to adapt and perfect the Express Service Bag concept in order to make it available to other redemption centres in the province in the near future.

The new Express Service Bag concept is part of a series of innovative pilot projects aimed at researching and testing new systems and procedures to make recycling more convenient for the public, increase recycling rates in the province and improve the business model for redemption centre owners. One of these pilot projects is Encorp's self-serve beverage container drop-off depots in Moncton, known as the "Re-Centres". The Re-Centres are currently being tested on a small demographic in the region. They have received much praise from the public and are helping to shape the model redemption centre of the future.

Encorp Atlantic Inc. provides post-consumer beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. Every year, Encorp manages more than 160 million post-consumer non-alcoholic beverage containers in the province. Now representing more than 85 distributors of non-alcoholic beverage products in New Brunswick, Encorp is proud to be a leader in industry stewardship, proud of the more than $113 million contributed to New Brunswick's Environmental Trust Fund, and proud of the more than 3.2 billion containers recycled since 1992.

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***Please note that since issuing this news release, Shediac Redeem Centre is no longer participating in the Express Bag Pilot project.**