



RE-CENTRE – A RECYCLING REVOLUTION! **PILOT PROJECT INAUGURATION**

Date: Earth Day (Tuesday April 22, 2014)

Time: 10 a.m.

Place: Re-Centre (557 Mountain Road, Moncton, NB)

New Recycling Centres Launched On Earth Day in Moncton Aim to Revolutionize Beverage Container Recycling

MONCTON (NB) – April 15, 2014 – Greater Moncton residents will now have an easier and more convenient way to recycle their empty beverage containers. That's the idea behind **Re-Centre**, a unique pilot project being tested in the Greater Moncton region with the aim of revolutionizing beverage container recycling. At the new drop-off self-serve Re-Centres, busy consumers can recycle their empty beverage containers at their convenience – with the entire process taking less than one minute. The new Re-Centres will be launched on Earth Day (April 22, 2014) with a press conference and inaugural first bag drop of recyclable containers.

Consumers who want to use the new Re-Centres need to register online at www.re-centre.ca in order to get a card linked to their account. Consumers can then collect their empty beverage containers, drop them off at their convenience at an unmanned self-serve Re-Centre unit and receive their New Brunswick deposit-bearing beverage container refund via an online payment system.

Behind the scenes, the **Re-Centre** team collects and sorts the containers daily, confirming accurate container counts and crediting consumers' accounts with the appropriate refunds.

The two unmanned solar-powered/off-the-grid Re-Centres are accessible to the public at 557 Mountain Road and 325 Killam Drive in Moncton. They are open 7 days a week, from 7 a.m. to 10 p.m.

The Re-Centres' approach is not only beneficial for busy consumers, but also the environment. "What is really exciting is that we've designed our model to have the smallest possible ecological footprint", says Pierre Landry, Project Manager. "Our mobile drop-off Re-Centre units are completely off-the-grid thanks to the use of solar power. The units are also made out of recycled shipping containers."

The **Re-Centre** pilot project is an initiative being lead by New Brunswick non-alcoholic beverage product distributors and managed through Encorp Atlantic Inc. Encorp provides post-consumer beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. 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 \$100 million contributed to the Government of New Brunswick' Environmental Trust Fund, and proud of the three billion containers recycled since 1992.

Landry says the pilot project's main goal is to improve the business model for redemption centers across New Brunswick. "We're testing new systems, procedures and technology on a small demographic in order to find out how to make the recycling experience more convenient for customers all the while improving operations and increasing revenue for redemption centres. We believe the Re-Centre model's successful components could be added on or integrated to existing centres to increase public participation in recycling."

The **Re-Centre** team is looking to recruit 2,500 households who want to sign up to use the Re-Centres for their recycling needs within Greater Moncton as part of its 36-month test period. They'll be able to enjoy the convenience of the Re-Centres and will provide valuable feedback. Signing up is free and only takes a few minutes on www.re-centre.ca. There are no fees associated with using the Re-Centres. The website and online registration will launch on April 22, 2014, and participants will be able to start bringing their empty beverage containers to the Re-Centres as of June 1, 2014.

The public is invited to come learn more about **Re-Centre** at the inaugural launch event. Representatives will also be promoting recycling and recruiting participants at the Earth Day Moncton event on April 27, 2014, as well as throughout the summer months at the Moncton Farmers' Market and at numerous festivals and events.

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