



Encorp Atlantic to Offer New Environmental Pilot Project in two Greater Moncton Recycling Centres



MONCTON (NB) - APRIL 19, 2017 - Two *Valley Redemption* recycling centres have now introduced the use of the new *re360* green recycling boxes, which allow their clients to save time when redeeming their empty beverage containers. This innovative recycling research pilot project is led by Encorp Atlantic, whose objective is to improve the province's recycling rate by making the experience more practical for New Brunswickers. The project coincides with Earth Day on April 22nd, a day to celebrate Earth through environmental action.

The *re360* recycling boxes, made from post-consumer plastic and designed to fit 60 empty beverage containers, are all about simplifying the customers' and the centre's process. Every client who uses the new green boxes will have priority service: they will not need to wait in line and will be able to leave immediately with their emptied boxes. For each reusable box filled with 60 containers, customers will receive a \$3 refund on the spot.

Those interested can pick up *re360* boxes at both participating Valley Redemption recycling centres. Upon pickup, each client will make a \$5 deposit, which can be refunded at any time by returning the boxes.

The *re360* boxes can contain any New Brunswick deposit-bearing beverage container, with the condition that they are correctly emptied before they are placed in the box. The centres, located at 323, Collishaw St in Moncton and at 665, Babin St in Dieppe, are open to the public Monday through Friday from 8am to 5pm; and on Saturdays, from 8am to 1pm.

This pilot project is an Encorp Atlantic initiative, who provides post-consumer beverage container management services to beverage distributors in New Brunswick. Encorp Atlantic is, among other things, at the root of the *Re-Centre* pilot project, launched in 2014. Each year, Encorp Atlantic manages more than 160 million non-alcoholic beverage containers. Encorp Atlantic represents more than 85 non-alcoholic beverage product distributors in New Brunswick and is proud to be a leader in recycling. More than 3.5 billion beverage containers have been recycled by Encorp Atlantic since the program's beginning in 1992.

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