

# Journal

**ENCORP**  
ATLANTIC INC

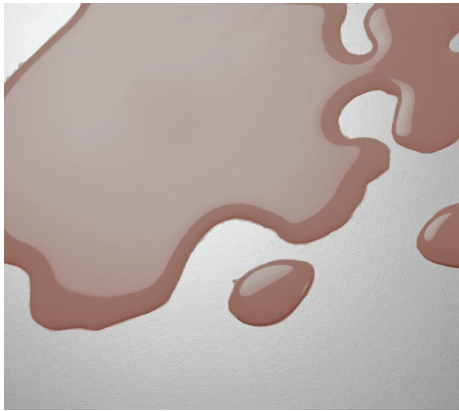
**20/20** 20 years of successful beverage container recycling in N.B.  
20 ans de gestion des récipients à boisson au N.-B.  
1992-2012 2013-2032

SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 2.5 BILLION CONTAINERS IN NEW BRUNSWICK

## WINTER

### ▶ NOTICE

### ▶ REMINDER - SLIPPERY WHEN WET!



Cold winter months are upon us once more! Slippery floors are a safety problem, especially for centers that receive large amounts of containers from school programs. Please remind all customers alike of the importance of emptying their containers.

### ▶ ACCURACY

Amongst the projects we've undertaken is looking at accuracy from the perspective of the consumer. We have used mystery shoppers to sample selected centers. So far, we have conducted over 40 visits. We sense that accuracy at the consumer level is of concern.

Accuracy will remain a priority at Encorp. Significant progress has been achieved on the part of RCs. The New Brunswick Program can boast that its accuracy from the centre to Encorp is still near perfect!

## EDITORIAL

Every new year brings a renewed sense that things need to evolve and progress in the beverage container recycling business in New Brunswick. Challenges faced by redemption centers are significant. Again this year, Encorp will propose a dialogue with all stakeholders on the subject of overall improvements to the system. Recent discussions on the matter with officials of the Department of Environment and Local Government are encouraging.

Again this year, our priorities are to maximize recovery rates. Every year in New Brunswick, over 68,000,000 deposit-bearing containers go missing and are never redeemed.

**This represents over \$6,000,000 between consumers returnable deposit and lost handling fees for redemption centres.**

Maximized redemption rates is a fundamental principle of the New Brunswick Beverage Containers Program and Encorp Atlantic and distributors alike are totally committed to this principle.

Last year, Encorp initiated a series of research and development projects. These research projects range from assessing the average amount of bottle caps left on by consumers to evaluating consolidation of the various sorts and the wear and tear on our bulk bags. These initiatives are designed to assess all options for greater efficiencies and reduced operating costs at all levels. From the consumer to redemption centers to the processing facility to market and, over and over... We look forward to sharing the results of these various study projects.

### ▶ NEW TECHNOLOGY

In this day of technology almost at every level of our daily lives, the beverage deposit industry has also kept up with the times. Container recycling depots in the Saint John's Newfoundland region and also a few selected depots in the State of Maine have embraced a drop-off technology. Consumers have responded positively to the convenient approach. Wait times at participating recycling depots are now calculated in seconds rather than minutes. While consumers are required to visit their recycling depots more frequently, this offers even more opportunities for other commodities to be included in the services offered by recycling depots.

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**TO CONTACT US:**  
**1-877-389-7320 • [www.encorpatl.ca](http://www.encorpatl.ca)**  
Moncton Area: 506.389.7320

**Pauline Nowlan**  
506.389.7321

**Paul Robichaud**  
506.577.6651

**Colette Boucher**  
506.389.7323

**Pierre Landry**  
506.389.7322

## SAFETY

Safety remains a top priority for Encorp Atlantic. Over the past year, contamination reached alarming levels. Contamination cannot and will not be tolerated. We have requested the collaboration of solid waste commissions on this matter. Also, new rigid glass bags will be introduced this spring in redemption centers. Our intent is to reduce safety issues with the current approach. We will advise accordingly.



## FILL THOSE BAGS!

With the exception of aluminum (#1), recent reports indicate that bulk bags are not being filled to their maximum capacity. It is paramount for the efficiency of the program that bulk bags be filled to their maximum level.

## NEW APRONS

We have recently received new aprons for redemption center personnel. Please drop us a line if your centre wishes to receive any of Encorp's promotional items such as caps, tuques or aprons. (show apron, cap & tuque).



## ACCURACY & QUALITY CONTROL

There are currently 14 centers in the accelerated mode (Count Adjustment Model). This means that 14 of the over 70 centers in New Brunswick need to closely watch their accuracy levels. Encorp recognizes the challenge faced by centers with the level of sorting necessary, staffing issues and dealing with customer convenience. Nevertheless all centers need to pay attention to accuracy in order to avoid any unforeseen adjustments!

Encorp Atlantic has an open door policy in terms of visits to the Quality Control Department (Hebert Recycling) by redemption center owners or representatives. If you want a firsthand look at how we count and conduct quality control and measure accuracy on your bulk bags, please just drop in at 53 Walsh Avenue, Miramichi during regular working hours (no appointment is necessary).

## REVIEW OF BEVERAGE CONTAINERS PROGRAM

All indicates that the Department of Environment and Local Government will announce the assessment of the Beverage Containers Program. We applaud this leadership initiative, and Encorp Atlantic will offer full collaboration in any systemic review of this successful program. Recognizing that the New Brunswick Beverage Containers Program has reached maturity, reviewing the lessons learned since 1992 will provide guidance to stakeholders in determining the path going forward. We hope that this dialogue will focus on a greater understanding of the challenges and lead to better cooperation between stakeholders. Opportunities abound for overall improvements to the current system from the perspective of consumer convenience and the financial viability of the redemption center system across this beautiful province.

## MATERIAL MARKETS & RETURN RATE:

The PET market continues to decline while the aluminum market is relatively stable. The return rate as of December 31<sup>st</sup> is **70.2%** compared to **70.7%** the same period last year.

## OVERVIEW OF MARKET PRICES US \$/LB FOR BALED MATERIAL:

	Aluminum	PET	Exchange
December 2010	\$ 0.77	\$ 0.26	\$ 0.99
December 2011	\$ 0.70	\$ 0.20	\$ 1.002
As of December 31 <sup>st</sup> , 2012	\$ 0.74	\$ 0.17	\$ 0.96

## MARKET SNAP-SHOT / 3 YEAR PERIOD IN US\$/LB

	Aluminum	PET
Low ▲	\$ 0.64 June 2010	\$ 0.13 January 2010
High ▼	\$ 0.89 April 2011	\$ 0.37 March 2011

\* These figures are based on monthly averages

## YEAR TO YEAR-REFUNDED UNITS:

	Aluminum	Glass	PET	Other	Total
Jan – Dec. 2011	62,156,707	2,482,473	72,625,284	16,351,326	153,615,790
Jan – Dec. 2012	65,931,983	2,197,344	74,681,040	15,571,422	158,381,789
Yr. to Yr. Qty	3,775,276	(-285,129)	2,055,756	(-779,904)	4,765,999
Yr. to Yr. %	6,07 %	(-11,49 %)	2,83 %	(-4,77 %)	3,10 %