



## **Encorp Atlantic Celebrates Earth Day with the Launch of Re-Express!**

### **New Beverage Container Recycling Pilot Project Recruiting 1,000 Participants**

#### **Invitation to the Media Re-Express News Conference**

**Date: Friday, April 20, 2018**

**Time: 10 am**

**Place: Re-Express depot in the Sobeys Vaughan Harvey parking lot  
(55 Vaughan Harvey Boulevard, Moncton, NB)**

**MONCTON (NB) — APRIL 17, 2018** — [Encorp Atlantic](#) is proud to celebrate Earth Day with the April 20, 2018, launch of its newest beverage container recycling pilot project, [Re-Express](#).

Re-Express combines two innovative concepts: an unmanned bag drop-off beverage container depot and fixed-value bags. "Both concepts were tested separately in our [Re-Centre](#) (Moncton) and [Express Bag](#) (Fredericton) pilot projects," explains Encorp Atlantic General Manager Pierre Landry. "We have combined lessons learned, technology developed and best practices from both models to create the [Re-Express](#) beverage container recycling experience."

The following events are planned throughout the Earth Day weekend:

- Friday, April 20 - 10am: News conference at the [Re-Express beverage container depot](#). Media and the public are invited.
- Saturday, April 21 – 10am-2pm: Information kiosk and signing up members of the public on site at the [Re-Express depot](#) and inside [Sobeys Vaughan Harvey](#).
- Sunday, April 22 – 10am-4pm: Information kiosk at the [Go Beyond Earth Day Greater Moncton](#) event (Marché de Dieppe Market).

The goal is to recruit participants for the pilot project during this weekend and over the coming weeks leading to the official grand opening of the [Re-Express depot](#), scheduled to take place during National Environment Week (June 3-9) 2018.

See background information below.

#### ***About Encorp Atlantic***

*[Encorp Atlantic](#) provides used beverage container management services to organizations that distribute deposit-bearing non-alcoholic beverage products in New Brunswick. Encorp Atlantic represents more than 85 non-alcoholic beverage product distributors and is responsible for processing and recycling all non-alcoholic deposit-bearing beverage containers received by*

redemption centres in the province. Every year, Encorp Atlantic manages more than 160 million post-consumer non-alcoholic beverage containers.

Since 2014, Encorp Atlantic's innovative recycling pilot projects part of the "(re)" (i.e. "research") initiative have been exploring and testing new methods of redeeming used beverage containers. Goals include improving recycling rates in New Brunswick and consumer convenience as well as increasing redemption centre productivity levels. Learn more at [www.encorpatl.ca](http://www.encorpatl.ca).

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Information:

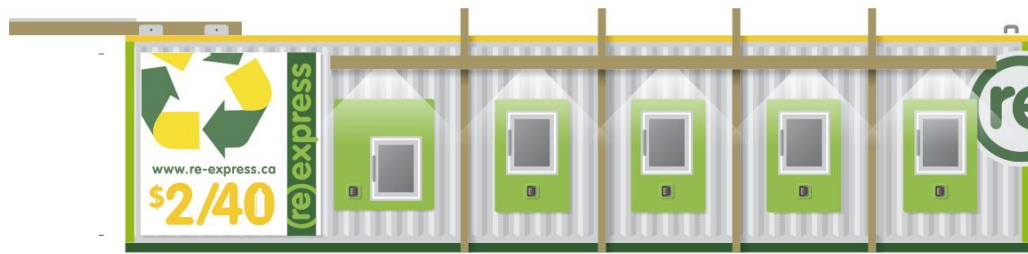
**Pierre Landry**

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**Background information on the Re-Express pilot project**



Like its Re-Centre counterpart, [Re-Express](http://www.re-express.ca) makes recycling empty beverage containers fast, easy and convenient. Customers register online at [www.re-express.ca](http://www.re-express.ca) to get a card linked to their account. They collect their empty beverage containers, drop them off at their convenience at the unmanned [Re-Express depot](#), and collect their refund via an online account. Payment options include cheque, Interac e-Transfer, PayPal, in-store cash out at Sobeys Vaughan Harvey or donating the funds to a charity.

The addition of fixed-value bags means that participants will be instructed to collect their containers in specially designed \$2/40 bags and fill these bags with [40 New Brunswick deposit-bearing beverage containers](#). Since almost all deposit-bearing containers give a 5¢ refund, each bag customers drop off equals a \$2 refund.



Quote from Pierre Landry: "The fixed-value bags make [Re-Express](#) an appealing model for redemption centre operators. Knowing in advance that each bag filled with deposit-bearing beverage containers that a customer drops off equals a \$2 payout simplifies the deposit refund process. There is no counting of containers in front of a customer nor disputes since both parties have agreed to the value of the bag. Containers will be collected from the depot, as well as counted and sorted offsite, which maximizes workflow and productivity. In fact, this is the role that our local redemption centre partner in this pilot project, [Valley Redemption Centre](#), is playing, in order to test the Re-Express model. We are confident that the automated Re-Express depot concept will be a great extension to a redemption centre's operations, allowing for a higher volume of containers to be received during business and non-business hours. We believe that customers will appreciate knowing in advance how much money they will receive for their

containers. We feel that customers will also enjoy the convenience of being able to drop off their containers whenever they please.”

Made from a repurposed shipping container and designed to leave the lowest possible ecological footprint, the Re-Express depot features some design upgrades from its [Re-Centre](#) predecessor. Some participants from Re-Centre experienced difficulty in placing their bags inside the depots through the doors. Encorp has addressed this challenge through the addition of an easy-access door that is lower to the ground for people with disabilities, the elderly, children or anyone who needs it.

One of the most exciting aspects of the Re-Express model is that it will allow Encorp Atlantic to explore the benefits of retail connectivity for beverage product distributors, consumers and redemption centres as an avenue to improve [New Brunswick's Beverage Containers Program](#).

Quote from Pierre Landry: “Most consumers buy beverage products from retail businesses. Encorp is confident that the Re-Express pilot project will demonstrate benefits for consumers, retailers and redemption centres by having retailers provide a convenient drop off point for empty containers to be collected.”



This is why the [Re-Express depot](#) is located in the [Sobeys Vaughan Harvey](#) store parking lot. As the local retail partner for the Re-Express pilot project, Sobeys Vaughan Harvey has also provided space in its store for the “Re-Station”. The [Re-Station](#) will allow participants to check their account balance, request to withdraw funds and print a receipt, which they then show to a Sobeys cashier to instantly receive their cash or to redeem the amount for the purchase of groceries. Participants will also be able to purchase their Re-Express \$2/40 bags at Sobeys Vaughan Harvey.

[Encorp Atlantic](#) is currently recruiting 1,000 participants in the Greater Moncton region for the Re-Express pilot project’s test phase, which is set to run until March 31, 2019. Learn more at [www.re-express.ca](http://www.re-express.ca).