

# Journal

3,600,000,000

ENCORP  
ATLANTIC INC

SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 3.6 BILLION CONTAINERS IN NEW BRUNSWICK!

## SPRING 2018

### ACCURACY

0.1%

As of March 31<sup>st</sup>, quality control with RCs has resulted in an overall accuracy rate of 0.1%.

There are currently 12 RCs in the accelerated mode. Our sampling model for quality control also includes assessments of out-of-province containers and volume fluctuations (comparative analyses) to detect irregularities.

Also, we are continuing our assessment of average per bag with a few selected participating RCs. The results are very promising and could be an interesting option for centres in the foreseeable future. In essence, centres would simply fill the bulk bag, tag it (sort #) and start a new bag.

The return rate as of March 31, 2018, was 69%.

1	ALUMINUM CANS	1755
2	GLASS - CLEAR	846
3	PET - HDPE	929
4	GLASS - COLOURED	866
5	GABLE TOP / TETRA	1031
6	OTHER PLASTICS	822
7	MINI SIPS / POUCHES	692
8	STEEL CANS	628
<b>AVERAGE UNITS PER BAG</b>		

### PLEASE DO NOT OVERFILL BULK BAGS!

Recent reports from drivers indicate that bulk bags are sometimes overflowing when collected. We would like to simply advise RCs to use the printed guidelines on the bulk bag or to use their best judgment! Also, when a bag is damaged and unusable, please give it back to the driver for a replacement. Encorp staff regularly audits the number of damaged bags and the causes.



### ELECTRONIC PAYMENTS

Weekly payment letters are now available by electronic means. Please provide your email address to pauline.nowlan@encorpatl.ca in order to subscribe. We strongly encourage the use of this convenient method, which ultimately translates into reduced energy use, greater administrative efficiencies and cost savings for the Beverage Containers Program.

## RE-EXPRESS \$2/40 LAUNCHED ON EARTH DAY

It was noted amongst our conclusions in the Final Report on Pilot Projects (April 2017), that the inability to test an unmanned bag-drop depot with fixed-value bags (\$2) and explore the benefits of retail connectivity in New Brunswick remained a significant information gap which could have important benefits for the future of redemption centre (RC) operators. The report stated that the impact of having consumers count their containers prior to redeeming has the potential of influencing more change to RC productivity than any other technology, regardless of the size of the RC.



On April 20, 2018, Encorp launched its latest research project: Re-Express \$2/40. In a few weeks, we will be gathering the data required to assess the viability of requesting consumers to count prior to redeeming. The initial field tests for this initiative were conducted in three RCs in the Fredericton area in 2015-2016 (15-month test period). The positive reaction from participants prompted Encorp to pursue this project with an unmanned bag-drop approach. In addition, a few added components will be tested in this most recent research project. For example, participants can register to become Re-Express members at the participating retail location (Sobeys Vaughan Harvey, Moncton) and can also withdraw cash in-store thanks to the addition of a Re-Station kiosk. Plus, all research participants are required to purchase the specially designed \$2/40 bags. We will be reporting to stakeholders on the accuracy and overall results from the project in the coming months.

Since launching in 2014, the Re-Centre depots have been able to serve customers with at least three bags (160 UBCs) in 30 seconds or less over 95% of the time.

### RE360

After testing the re360 green recycling boxes for a complete year, the project will now test a different approach. Since April 22, 2018 (Earth Day), two rural RCs are giving away for a limited time offer re360 boxes to their customers. These smaller market centres will be monitored closely to find out if consumers actually use the boxes provided to them and to assess the practicality of these boxes for participants.

Last year, two RCs (Dieppe and Moncton) introduced the re360 green recycling boxes, which allow their clients to save time and money when redeeming their empty beverage containers. The goal is to improve recycling rates by making the experience faster and more practical for consumers.

Made from post-consumer plastic, the re360 boxes are all about improving the customers' experience while reducing the need for plastic bags and simplifying the RC's process. Customers who use the re360 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 receive \$3 cash back on the spot.



### YEAR TO YEAR REFUNDED UNITS:

	Aluminum	Glass	PET	Other	Total
April 1 – March 31, 2015	62,718,351	1,930,674	76,595,396	13,742,900	154,987,321
April 1 – March 31, 2016	63,985,477	1,943,645	82,595,233	12,258,585	160,782,940
April 1 – March 31, 2017	63,551,216	1,908,098	86,735,838	10,508,520	162,703,672
April 1 – March 31, 2018	63,969,933	1,967,319	90,638,603	10,025,629	166,601,484
<b>Year to Year Qty</b>	<b>418,717</b>	<b>59,221</b>	<b>3,902,765</b>	<b>-482,891</b>	<b>3,897,812</b>
<b>Year to Year %</b>	<b>0.66%</b>	<b>3.10%</b>	<b>4.50%</b>	<b>-4.60%</b>	<b>2.40%</b>

For information or to report any incident, please contact:

- **Environment & Local Government: 506-453-7945** - For product registration, sorting questions and general inquiries
- **Rioux Transport: 1-877-999-1764** - For scheduling, bulk bags and pallets
- **Encorp: 1-877-389-7320** - For payment inquiries and incident reports

**TO CONTACT US:**  
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