

Journal

3,600,000,000

ENCORP
ATLANTIC INC

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

SUMMER 2018

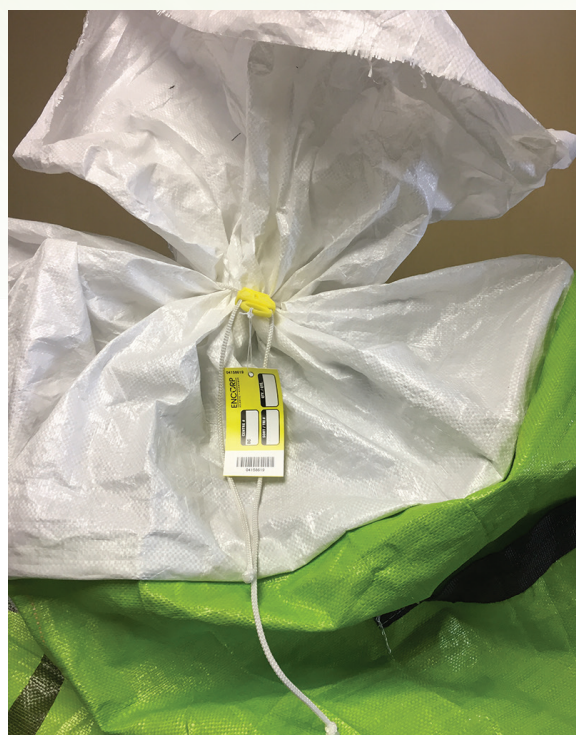
▶ NEW RECORD SET!

May 2018 was the highest month on record in terms of containers collected from RCs with nearly **19 million units**. The previous record was 18,300,000 set in August 2017.

▶ URBAN VS. RURAL

A recent study on recycling rates per region across New Brunswick shows an ever-increasing gap between urban and rural regions. **The recycling rate in urban and suburban areas is now at 78%, while rural areas in New Brunswick report a 58% recycling rate.** There are no clear explanations for this discrepancy other than perhaps the following: RC distribution in rural areas, population migration to larger urban areas and an aging population in rural communities.

▶ NEW POLICY STARTING AUGUST 1ST



All bulk bags will need to be tagged on the top closure strap as of August 1, 2018. This measure is deemed necessary to avoid any confusion on the part of RC staff and drivers alike. RCs can start implementing this standardized approach immediately, but it will only become an Encorp policy later this summer (August).

▶ QUALITY CONTROL (QC)

Accuracy from RCs has become an important aspect of conducting our day-to-day business. Our current QC system, developed in-house, has enabled Encorp to reach a near perfect accuracy level as it pertains to container counts from RCs since 2010. The statistical sampling model is also used by regional solid waste commissions that recycle non-alcoholic deposit-bearing containers. Again, we were successful in avoiding cross-contamination and reducing our overall cost for managing post-consumer containers in New Brunswick.

We currently have 12 RCs that are in the accelerated mode. **As of June 30, our redemption rate for non-alcoholic beverage containers currently stands at 69.9%**, which is made up of 66% from RCs and 3% from participating regional solid waste commissions across New Brunswick.

re@express \$2/40



It was noted amongst conclusions in our 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.

To fill this information gap, we launched our Re-Express pilot project on Earth Day 2018 in Moncton. The project's test phase started on June 5, 2018, and is set to run with 1,000 participants until at least 2019.

Re-Express combines the unmanned bag drop-off concept with fixed-value bags. Participants are 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 dropped off by a participant at the Re-Express depot equals a \$2 refund. We will be testing the customers' response to the fixed-value bags.

Thanks to our partnership with Sobeys (Vaughan Harvey Boulevard, Moncton), Re-Express will also allow us to explore the benefits of retail connectivity for beverage product distributors, consumers and RCs as an avenue to improve New Brunswick's Beverage Containers Program. Since consumers buy beverage products from retail businesses, we believe it could be beneficial to have retailers provide a convenient drop-off point for empty containers to be collected by RCs. Participants are also able to purchase their Re-Express \$2/40 bags at Sobeys Vaughan Harvey. Finally, our partnership with Sobeys Vaughan Harvey will help us test the concept of an in-store cash-out option—the Re-Station—for customers to access their deposit-bearing containers refund.

▶ NEW BRANDING FOR TRUCKS

Questions were asked recently about the colour scheme used for the Nexgen compactor trailer. It was largely dictated by the fabrication technique of the actual trailer. With a modular surface, we created a modular design from our existing colour palette. We used one of Encorp's green colours as a base and we added white, yellow, grey and dark green, in order to complement the look of the existing tractor trailers. Our presence on the roads will surely be noticed, and at the same time, our commitment to optimizing beverage container redemption levels and the efficiency of recycling containers in our picture province.



▶ RE360

Last year, two RCs (Valley Redemption Centre in Dieppe and Moncton) introduced our 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 accelerating the experience and making it more practical for consumers. In spite of the limited demand, comments so far indicate that customers have been satisfied with the expediency of this approach while participating RCs have stated good to excellent accuracy.

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 have priority service: they do not need to wait in line and are able to leave immediately with their emptied boxes or are provided with a new box. For each reusable box filled with 60 containers, customers receive \$3 cashback on the spot.

After testing the re360 green recycling boxes for a complete year, the project will now test a different approach. Since Earth Day 2018 (April 22nd), two rural RCs (Maurice Thibodeau Redemption Centre in Rivière-Verte and Dépanneur Fairisle near Neguac) have been added to the project and are giving away for a limited time free re360 boxes to their customers. These smaller rural market centres will be monitored closely to find out if consumers use the boxes provided to them and to assess the practicality of these boxes for participants.

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

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