



Re-Centre Pilot Project Celebrates Second Year Anniversary

New Self-Serve Drop-Off Units Accepting Cardboard and E-Waste Launched

MONCTON (NB) – April 21, 2016 – Celebrating the second anniversary of its launch tomorrow, on Earth Day, Encorp Atlantic’s Re-Centre pilot project continues to innovate and modernize recycling by introducing two new recycling self-serve drop-off units that will accept cardboard and end-of-life electronics at its Re-Centre location at 557 Mountain Road in Moncton.

The Re-Centre team hopes the new service will help its members further reduce their environmental footprint by being able to quickly and conveniently recycle cumbersome items in their households. Re-Centre members can simply scan their member cards to unlock and open the doors of the new recycling units to drop off these items. All types of cardboard are accepted. A detailed list of accepted end-of-life electronics is posted on the re-centre.ca website and has been communicated to members. However, unlike deposit-bearing beverage containers, Re-Centre members will not be compensated for disposing of these items.

The public and members of the media are invited to learn more and celebrate the launch by visiting the Re-Centre site at 557 Mountain Road on Saturday, April 23, 2016, from 10am to 2pm. The Re-Centre team will be on hand to do some demonstrations and answer questions.

This new recycling service offers an added value to the Re-Centre recycling experience and has been added in anticipation of the province's electronic waste program, which is set to be launched later this fall.

“We feel redemption centres must move from a one-stream approach - only recycling beverage containers - to a multi-stream approach - allowing the public to recycle a multitude of products,” says Encorp Atlantic General Manager Pierre Landry. “Our vision with the Re-Centre pilot project has always been to lead research into creating a more convenient recycling experience for the consumer and improving the redemption centre business model. This includes greater cooperation between regional

service commissions and redemption centre operators in order to make recycling easier for the public and maximize recycling in communities throughout the province.”

The two current Re-Centres are open to the public at 557 Mountain Road and 325 Killam Drive in Moncton, 7 days a week, from 7 a.m. to 10 p.m. Consumers who have signed up for the pilot project get to use the Re-Centres for their recycling needs, collecting their empty beverage containers, dropping them off at their convenience and receiving their New Brunswick deposit-bearing beverage containers refund via an online payment system. Behind the scenes, the team collects, sorts and counts the containers daily, crediting consumers’ accounts with the appropriate refunds. Since the Re-Centres became operational in July 2014, members have recycled over 4 million empty beverage containers.

The Re-Centre pilot project is an initiative being led by New Brunswick non-alcoholic beverage product distributors and managed through Encorp Atlantic Inc. Encorp provides post-consumer beverage container management services to organizations that distribute deposit-bearing beverage containers in New Brunswick. Every year, Encorp Atlantic manages more than 160 million post-consumer non-alcoholic beverage containers in the province. Now representing more than 85 distributors of non-alcoholic beverage products in New Brunswick, Encorp is proud to be a leader in industry stewardship, and proud of the 3.35 billion containers recycled since 1992.

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