



Re-Express Pilot Kicks Off in Moncton

Express Beverage Container Recycling Depot Opens at 55 Vaughan Harvey Blvd.

MONCTON (NB) — JUNE 7, 2018 - [Encorp Atlantic](#) and [Sobeys Inc.](#) celebrated National Environment Week yesterday by unveiling [Re-Express](#), a new, easy to access, beverage container recycling depot to the Moncton community.

An event held at the [Sobeys Vaughan Harvey](#) store parking lot (55 Vaughan Harvey Boulevard, Moncton) kicked off Encorp Atlantic's pilot project intended to test technology, concepts and best practices to increase recycling rates. The self-serve automated [Re-Express depot](#) promises to make recycling and redeeming deposit-bearing beverage containers fast, easy and convenient for consumers in the region. Pilot project participants celebrated the new initiative by making their first deposits.

"When we were approached by Encorp Atlantic to set up the Re-Express depot in the Sobeys parking lot we didn't hesitate to get involved. This partnership provides a convenient way for Sobeys shoppers to dispose of recyclables. Being able to drop off your recyclable beverage containers on your way in to your weekly shop means less recycling ends up in the trash, more money in customers' pockets, and a greener future for generations to come." Paul MacLeod, VP Atlantic Store Operations, Sobeys Inc.

"Our main goal with Re-Express, and all Encorp Atlantic's pilot projects, is to improve recycling rates in New Brunswick. We believe we can do this by making recycling easier and fun for consumers." Encorp Atlantic General Manager Pierre Landry

Two local families were the first to test out the new Re-Express depot at the opening ceremony. Using the depot's specially designed and low to the ground easy-access door, they showed everyone that Re-Express is a great way to get the whole family involved in recycling. The children were excited to scan their Re-Express card, open the door, and drop bags of recyclable beverage containers inside the depot.

"We are proud to be among the firsts to take part in this great initiative in the Greater Moncton area! It is mind-boggling to come face to face with the reality that the world my children will know will be different than the world I knew as a child. And when it comes to the environment, it is our own doing. I wish I did more to recycle and produce less waste, but I do what I can, and I try to always do better, which is why we were eager to sign up to this pilot project." Sarah Jane Bastarache, one of the first Re-Express participants.



Two local families were the first to test out the new Re-Express depot at the opening ceremony. Left: Ryan and Sarah-Jane Bastarache and their children and niece. Right: Caroline McGraw and her children.

[Encorp Atlantic](http://www.re-express.ca) is currently recruiting 1,000 participants who will be able to use the [Re-Express depot](http://www.re-express.ca) and provide feedback on this very innovative deposit-bearing beverage container recycling and redemption model over the course of the project's trial run, which is set to go until March 31, 2019. There are still spots left for members of the public who would like to take advantage of express beverage container recycling with [Re-Express](http://www.re-express.ca). They can sign up online at www.re-express.ca.

See background information on [Re-Express](http://www.re-express.ca) attached to this news release.

About Encorp Atlantic

[Encorp Atlantic](http://www.encorpatl.ca) 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, which are 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.

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. A wholly-owned subsidiary of Empire Company Limited (TSX: EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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Re-Express Pilot Project

The [Re-Express](#) beverage container recycling pilot project combines two innovative concepts: an unmanned bag drop beverage container depot and fixed-value bags.

Interested individuals can register online at www.re-express.ca. They get a card linked to their account and are instructed to fill specially designed fixed-value [\\$2/40 Re-Express bags](#) with [40 empty New Brunswick deposit-bearing beverage containers](#), drop the bags off at their convenience at the self-serve and automated [Re-Express depot](#), and collect their refund for the beverage containers they have recycled via an [online account](#).



Since each [Re-Express bag](#) participants drop off at the depot has [40 empty New Brunswick deposit-bearing beverage containers](#) and almost all deposit-bearing containers give a 5¢ refund, each bag earns participants a \$2 refund. Payment options include cheque, Interac e-Transfer, PayPal, in-store cash out (at the project's retail partner [Sobeys Vaughan Harvey](#)) or donating the funds to a charity.

The goal is to test technology, concepts and best practices that can improve redemption centre operations in New Brunswick and increase recycling rates by making recycling and redeeming deposit-bearing beverage containers more convenient for the public.

Quote from [Encorp Atlantic](#) General Manager Pierre Landry: "Having consumers count their containers prior to redeeming has the potential of influencing more change to redemption centre productivity than any other technology. 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 can be collected by the redemption centre from the depot, as well as counted and sorted offsite, which maximizes workflow and productivity. 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."

Thanks to a partnership with a local retailer, [Sobeys Vaughan Harvey](#), the [Re-Express depot](#) has been installed in this store's parking lot at 55 Vaughan Harvey Boulevard (Moncton). Encorp Atlantic believes that having retailers provide a convenient drop off point for empty containers to be collected by redemption centres is an avenue that could improve [New Brunswick's Beverage Containers Program](#). [Re-Express](#) thus aims to explore the benefits of such a retail-recycler-redemption centre partnership.

The partnership with [Sobeys Vaughan Harvey](#) has also made it possible to provide added conveniences for beverage product consumers to the [Re-Express](#) model. The store offers the specially designed [\\$2/40 Re-Express bags](#) for purchase as well as an in-store cash out option for participants to access their deposit-bearing beverage containers refund. Participants can check their account balance, request to withdraw funds and print a receipt at the "[Re-Station](#)" inside the store, which they then show to a Sobeys cashier to instantly receive their cash or to redeem the amount for the purchase of groceries.

