

# DISTRIBUTOR'S Journal



## FALL 2020

### BEVERAGE CONTAINERS PART OF THE BCP - CHECK YOUR PRODUCTS LIST

Encorp encourage all its distributors to visit our website ([encorpatl.ca](http://encorpatl.ca)) for a variety of reference tools related to beverages included/excluded in the Beverage Containers Program (BCP), such as our handy poster and searchable reference tool related to the new products which are deposit-bearing in New Brunswick – changes in place since April 1, 2020 (beverages with dairy, certain plant-based beverages, and certain sports-type drinks). You can find this information in the “Distributors” menu – look under the “Which Beverage Products Are Deposit-Bearing?” section on the “Registering & Selling Beverage Products in NB” page.

We have led some store audits since these changes came into effect – and these audits have alerted us to the fact that there continues to be errors with many products on the shelves at various New Brunswick retail locations. Distributors are responsible for ensuring their beverage products

properly account for the deposit if they are included in the BCP. If not already done so, we highly recommend reviewing your entire non-alcoholic beverage product list to ensure compliance with the program (registration as well as remittance of deposits).

To further assist our distributors, Encorp staff is available to check your product list for accuracy. If you would like us to do an extensive review, please send us the list of all non-alcoholic beverages for sale in your stores (Excel format), and we will verify if you are charging deposits properly on these beverage products. Submit your list to Colette Boucher at [colette@encorpatl.ca](mailto:colette@encorpatl.ca).

## REPORTING SALES & REMITTING DEPOSITS

Registered beverage product distributors must report sales and submit the deposit fees for non-alcoholic beverages to Encorp Atlantic.

Our website includes both an electronic and PDF version of a Deposit Remittance Form for distributors. Go to [encorpatl.ca](http://encorpatl.ca) and select “Distributors” from the menu and then “Deposit Remittance Form.”

The electronic version submits data directly to us in a few easy steps. Once you have filled in all your data, use the “PRINT” button to print a paper copy and review your numbers. You can even use the “PRINT” button to save a final copy for your records as a PDF file. Once your review is done and you are certain that your numbers are correct, make sure to click the “SUBMIT” button to submit the form to us. (Note that the electronic form works best with Chrome and Safari Internet browsers).

If you prefer to work with an editable PDF form, you will need to first download the PDF version of our Remittance Form and save it to your computer’s hard drive. The form can then be filled out using Adobe Acrobat Reader and emailed or sent by fax to the attention of Pauline Nowlan ([pauline.nowlan@encorpatl.ca](mailto:pauline.nowlan@encorpatl.ca) or 506-389-7329).

New Brunswick Non-Alcoholic Beverage Containers Deposit Remittance Form

Form must be submitted within 10 days of the end of your accounting period. Payment must be received within 30 days of the end of your accounting period. For assistance call 1-877-389-7320 ext. 1.

Distributor Number: NB 3 Digits  
 Company Name: \_\_\_\_\_  
 Period: 2020-10-01 to 2020-10-31  
 From Date: MM/DD/YYYY To Date: MM/DD/YYYY

Container Material Type	Number of Containers Sold		
	Column A Number of Taxable Containers	Column B Number of Non-Taxable Containers	Column C Total
Aluminum			
Steel			
PET			
HDPPE			
Cartons (Gable Top, Tetra)			
Glass			
Other Plastics & Pouches (PP, PS, OTHER)			
<b>Total Containers</b>	<b>A</b>	<b>B</b>	<b>C</b>
25% Refundable Portion	D	E	
25% Non-Refundable Portion	F	G	
15% HST Included	H		
<b>Deposits</b>	<b>I</b>	<b>J</b>	<b>K</b>
Remittance to Encorp			

Rev 2020 [Print] [Submit to Encorp]

We ask all distributors to be vigilant when filling out the form and to ensure that each container is reported in its appropriate category. For example, we are seeing misuse with the “Other” category. The “Other” category must be used only to report plastics 5, 6, 7 and pouches.

Under columns A, B & C at the top of the form, you must input the number of containers sold for each category of material. Actual dollar amounts (sales) are then calculated automatically in the bottom part of the form.

Following feedback from distributors, we also recently updated the online form to allow the reporting of \$0 in sales, as well as an extra (13<sup>th</sup>) accounting period – which can be used when necessary.

**TO CONTACT US:**  
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## ▶ RECYCLING HEROES MURALS

Encorp's "Be a Recycling Hero!" campaign wraps up this fall with the production of four beautiful environmental education/awareness murals across the province (Miramichi, Caraquet, Fredericton, Saint John), part of an exciting collaboration with Festival Inspire. You can learn more about these and view the murals – some in development and some completed – on our website ([encorpatl.ca](http://encorpatl.ca)). The campaign's ads and messaging had excellent visibility and truly resonated with New Brunswickers. We will thus continue to use our consumer-empowering/positive *Recycling Hero* concept over the next few years for large-scale provincial campaigns educating on the importance of used beverage container recycling through anti-litter messaging as well as for the branding of various public space/special events recycling programs/initiatives.



## ▶ RC STANDARDS—CONSULTATIONS WITH STAKEHOLDERS & CONSUMER RESEARCH UNDERWAY

Encorp has been working with stakeholders to lead the development of a set of minimum standards related to customer service, hours, facility appearance & operations, and other regulatory requirements to obtain a Redemption Centre Operating Licence from the New Brunswick Government. All Beverage Containers Program (BCP) stakeholders are currently involved in a consultation process which started this past August: the NB Government



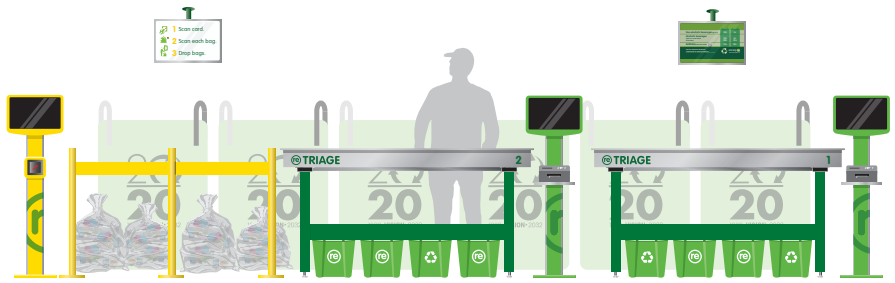
(DELG), redemption centres (Eastern Recyclers Association) and distributors (ANBL and Encorp).

Setting standards will help establish a level playing field, improve consistency of the used beverage container (UBC) redemption experience for consumers, and ensure redemption centres (RCs) are ready/able to integrate technology tools – such as our *EnSys-Connex* POS system and bag drop options – to modernize the UBC collection network.

Parallel to the consultation process with BCP stakeholders, we are also currently conducting consumer research to better understand beverage product consumers regarding:

- current knowledge and perceptions of the BCP, beverages part of the program, deposit/refunds and contributions to the New Brunswick Environmental Trust Fund (ETF);
- which consumers (profiles) are not redeeming their UBCs and how to attract them to start using the UBC collection network;
- current perceptions of the UBC redemption experience – especially since COVID-19; and
- concepts for the redemption centre of the future and its branding elements to find out which concepts resonate the most with consumers as well as current and future expectations in a contactless and self-serve UBC redemption/recycling experience.

## ▶ ENSYS-CONNEX POS PILOT TO BEGIN IN 2021!



POS system concept showing count/sort tables, customer screens/terminals, printer for customer receipt, as well as the eventual addition of a drop & go recycling lane/terminal (shown here in yellow).

As part of our investment in the modernization of the Beverage Containers Program (BCP), Encorp will soon be piloting a Point-of Sale (POS) system for redemption centres (RCs) to have at the cash/customer service area. The pilot – which starts in 2021 – will involve 4 RCs for a period of 6 months, followed by a gradual roll-out to all RCs across the province – expected to be completed by the end of 2022.

Our POS system – *EnSys-Connex* – is an auditable system which enables payment for container counts with full traceability back to the original customer transaction. While the data generated by the POS system will be managed by Encorp to facilitate pick-ups and payments, RC operators will have full access to data pertaining to their centre.

For RC Operators, there will be many benefits in having such detailed information: better inventory control, ability to analyze historic volumes, performance data and productivity levels, etc. Customers will be able to see their container counts live on the terminal screen and offered a receipt. This will reduce counting errors and/or disputes, which should make life easier for RC staff and increase the transparency of redemption transactions for customers. RCs will also be offered free high-quality count/sort tables designed by Encorp along with their POS equipment – thus giving their customer service area an instant facelift/more modern look and feel.

Most exciting of all, the next phase of the *EnSys-Connex* POS system will give all RCs across the province the ability to process bag drop containers. Adding a drop & go recycling lane/terminal in their customer service area is the simplest, most cost-effective, and immediate improvement RC Operators will be able to choose when we are ready to roll out our bag drop technology across the province (tentatively scheduled for 2023). Other options will include retrofitting facilities to include bag drop windows or installing modular stand-alone units on site or at satellite locations – similar to the Re-Centre depots currently used for the pilot project in Moncton. All these options will be supported by the use of *EnSys-Connex*.