

# Journal

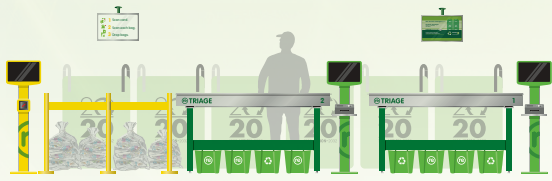


SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 4 BILLION CONTAINERS IN NEW BRUNSWICK!

## WINTER 2021

### POINT-OF-SALE SYSTEM (ENSYS-CONNEX)

Exciting news! We are currently preparing the field-testing phase for our Point-of-Sale (POS) system, known as *EnSys-Connex*, with two RCs starting this March. The provincial roll out of our POS system is scheduled to take place once the field-testing is complete, commencing in early 2022. We have a fully operational demonstration site in our office with a terminal, cash-out station, and sorting tables. We invite all RC owners to book a personal tour to see the POS system in action and talk about its benefits. Contact Tim Pidgeon (506 389-7327) to set up an appointment.



### CONTEST WINNERS!

Special shout-out to RC staff who took the time to complete our first ever educational quiz meant to fine-tune knowledge on inclusion/exclusion rules for beverage products in the Beverage Containers Program. Another quiz/contest will take place this spring and we will continue to issue monthly educational notices showcasing various beverage products. Archives are available on our website ([encorpatl.ca](http://encorpatl.ca)) via our "Education & Training" page (under the "RC Operators" menu). Bravo to the quiz/contest winners: Maxime Paquet (BC11-15), Jack Leger (BC07-26), Joan Bouchard (BC08-03), and Karen Howland (BC06-23).

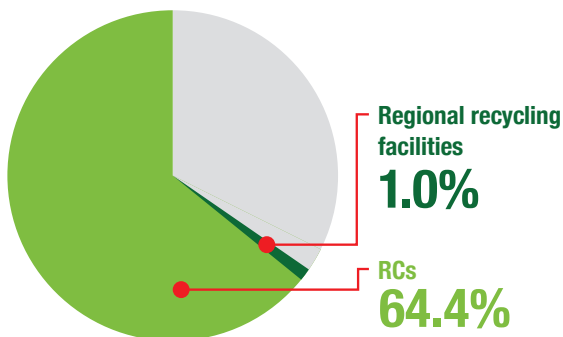
### BOTTOMS UP!

Liquid, ice, and snow in bulk bags create havoc in collection trucks and at the processing facility. This time of year, it is very important to make sure beverage containers get emptied, bulk bags are stored inside, and workspaces remain clean and dry. Special attention should be paid by centres that receive large amounts of beverage containers from school programs.

### RECOVERY RATE

For past 12 months as of December 31, 2020

65.4%



## ENCORP IS COMMITTED TO IMPROVING THE BEVERAGE CONTAINERS PROGRAM

Beverage product consumers can be categorized into two groups: those who return/redeem their deposit-bearing beverage containers and those who do not. Both groups pay the deposit at retail, but not all consumers go through the effort of returning their used beverage containers (UBCs) to a redemption centre (RC). While sales of deposit-bearing containers in the province have increased by 15.1% over the past 5 years (2015-2020), redeemed unit volumes have only increased by 8.5%.

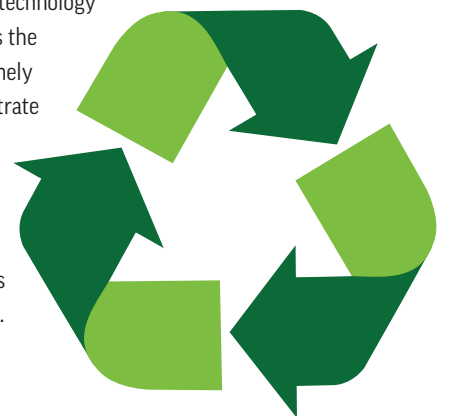
We have been conducting consumer research over the past few months to get up-to-date information on their perceptions of the Beverage Containers Program (BCP). Consumers are clear about expectations; "It's not just about the experience; it's also about location, convenience and access."

After a most challenging year, we know that the time has come to bring about transformative changes and improvements to the BCP. The challenge is achieving a sustainable model with a holistic view of stakeholders' needs, while embracing available technologies benefitting consumers.

One overarching theme that must be part of a revamped recycling program is that it needs to be consumer-focused. We fully agree with removing roadblocks to improving program efficiency. As well, we recognize the need to improve safety and operational standards at RC locations across the province.

Stakeholders involved in the BCP collectively possess the knowledge to make the New Brunswick model a better industry managed stewardship program and build a world class recycling program that all New Brunswickers deserve. We are happy to report that a collaborative process initiated this past fall with stakeholders is continuing this year and leading to very fruitful discussions on improving many aspects of the program which have enormous potential to benefit RC operators and beverage consumers alike.

Rest assured that Encorp, on behalf of the nearly 90 distributors we represent, is committed to maintaining a leadership role in bringing about program changes for the management of post-consumer beverage containers. We are leading discussions on the modernization and branding of UBC collection points and we are on the cusp of being able to roll out various technology initiatives in RCs across the province. We have a timely opportunity to demonstrate leadership and to work with all stakeholders to propel the aging New Brunswick program to new heights and performance levels.



## RE-MOBILE

Our new "Re-Mobile" concept is ready to be tested! RCs are invited to participate in the trial period by lending our Re-Mobile to schools, not-for-profit organizations, and community groups to support their fundraising efforts. The trailer is meant to be parked at a school, community centre or other accessible location for a certain period of time, and then brought - once full - to your centre. Re-360 boxes will be provided free with the trailer so that participants can avoid using plastic bags when donating their beverage containers. If you are interested in trying out the Re-Mobile in your community, contact Nathalie Landry (506-389-7338).



### YEAR TO YEAR REFUNDED UNITS

	Aluminum	Glass	PET	Other	Total
January 1, 2019 - December 31, 2019	70,085,122	2,171,888	93,179,688	8,875,039	174,311,737
January 1, 2020 - December 31, 2020	69,980,146	2,097,427	90,295,828	7,584,665	169,958,066
Yr to Yr Qty	-104,976	-74,461	-2,883,860	-1,290,374	-4,353,671
Yr to Yr %	-0.1%	-3.4%	-3.1%	-14.5%	-2.5%
% of Total	41.2%	1.2%	53.1%	4.5%	

For information or to report any incident, please contact:

- **Environment & Local Government - 506-453-7945** - For product registration, sorting questions and general inquiries
- **G.M. Rioux - 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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