

DISTRIBUTOR'S Journal



SPRING 2021

ENSYS-CONNEX POINT-OF-SALE SYSTEM PILOT BEGINS!

As part of our investment in the Beverage Containers Program (BCP) modernization, Encorp has started piloting its *EnSys-Connex* Point-of-Sale (POS) system. The eight-month pilot – which began in early April - involves two redemption centres (RCs). The pilot period will be followed by a gradual roll-out to all RCs across the province – expected to be completed by the end of 2022. *EnSys-Connex* is the first large investment in technology we are making at the RC level to give tools to RC operators to improve their business and customer convenience and access.

EnSys-Connex will be used to process all deposit-bearing beverage containers received from consumers under the BCP (alcoholic, non-alcoholic, and refillable), pay out deposit refunds, and manage commercial accounts and inventory. *EnSys-Connex* will provide traceability of containers back to the consumer transaction and increase the transparency of these transactions for consumers – since customers will see live container counts on the customer display screen and be provided a receipt.

Most exciting of all, *EnSys-Connex* will be the backbone of Encorp's future province-wide *Re-Express* program, giving RCs who wish to offer a drop & go service to their customers the ability to process and credit bags received from drop & go users. Adding a drop & go kiosk (self-serve customer terminal screen next to a designated bag drop off area) inside an RC facility is the simplest, most cost-effective, and immediate improvement RC Operators will be able to choose when we are ready to roll out our *Re-Express* branded bag drop technology across New Brunswick (tentatively scheduled for 2023). Other options will include retrofitting their facilities to add self-serve drop & go windows or installing self-serve drop & go depots in their parking lot or at satellite locations (similar to the *Re-Centre* depots currently used for our bag drop pilot project in the Moncton area).

ARE YOUR PRODUCTS PROPERLY LABELLED?

Distributors of beverage products in New Brunswick are required to complete the New Brunswick Department of Environments and Local Government's [Beverage Container Registration Form](#) for the beverage products they sell which are included in the New Brunswick Beverage Containers Program (BCP). Redemption centres sometimes refer to the official list of registered deposit-bearing products to check the eligibility of certain products – especially if the product is new and unfamiliar - so it is important to remember to register any new deposit-bearing beverage products you are selling in New Brunswick

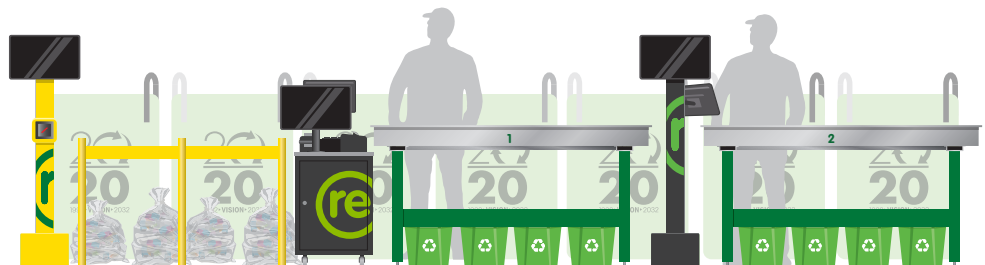
When registering a new product, distributors are also required by DELG to submit a sample of proper labelling advising consumers that the empty container carries a refund value.

Proper labelling is important in New Brunswick, especially regarding the languages featured on the label. Due to bilingualism laws in the province, each deposit-bearing beverage container must carry the "Return for Refund" message in English and French. Multiple variations of wording are acceptable provided the concept of a refund is evident. Encorp has recently seen imported beverage products on store shelves without the bilingual (English and French) "Return for Refund" message for which stores are charging consumers a deposit. This raises a red flag at New Brunswick redemption centres when consumers return the empty container to be recycled since the lack of a bilingual message is often the first indication that the product may not have been purchased in New Brunswick and is thus not eligible for a refund. If the product was purchased in New Brunswick, customers are left frustrated when denied their deposit refund.

Furthermore, the "Return for Refund" message must be placed on the container anywhere that is readily visible, and it must be on the container when it is empty. In other words, it cannot be placed on a lid that is discarded when the container is opened. Front labels, back labels, can tops, necks, inkjet on the container, imprints moulded into the container or adhesive stickers are all acceptable.

If not already done so, we encourage you to review DELG's [Labelling Requirements](#). Double-check your products, especially any imported from outside Canada, since they are most likely to have labelling that differs from common/standard labelling practices accepted in most Canadian provinces.

More information – as well as links to all Beverage Container Registration Form and other forms from DELG for distributors – is available on Encorp's website at [encorpatl.ca](#) (look for the *Registering and Selling Beverage Products in New Brunswick* page under the *Distributors* menu).



TO CONTACT US:
1-877-389-7320 • [www.encorpatl.ca](#)
Moncton Area: 506-389-7320

PAULINE NOWLAN
Accounting

TINA NGUYEN
Accounting

COLETTE BOUCHER
Finances

PIERRE LANDRY
Environment

PAUL ROBICHAUD
IT

TIM PIDGEON
IT
Re-Centre

FRANÇOIS CÔTÉ
IT

MARTIN MALLET
IT

NATHALIE LANDRY
Communications

▶ MAKE SURE YOU ARE USING OUR MOST UP-TO-DATE REMITTANCE FORM

Distributors must regularly report sales and submit the deposit fees paid by your customers for the purchase of non-alcoholic beverage containers to Encorp Atlantic.

Our [Deposit Remittance Form](#) must be completed and 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.

We encourage all distributors to make sure they are using our most up-to-date *Deposit Remittance Form* and not older versions of this form since we continue to receive deposit remittance reports in various formats which are no longer valid. You can tell if the form you are using is our most up-to-date version if it has 7 categories in which you must report each beverage product sold (these correspond to the various types of material the containers are made with):

- Aluminum
- Steel
- PET 1
- HDPE 2
- Cartons (Gable top, Tetra)
- Glass
- Other Plastics & Pouches (PP5, PS6, OTHER 7).

If you are using an older version of the form – which does not present these 7 material categories precisely as detailed above – you must make the switch to our new form by May 31, 2021. Remittance reports that do not conform to our current Deposit Remittance Form will no longer be accepted after this date.

Our most up-to-date Deposit Remittance Form is always available on our website at [encorpatl.ca](#) (look for the *Deposit Remittance Form* page under the *Distributors* menu). You can download and use a PDF version, which you must then submit to Encorp by email, or for a faster and easier process, you can choose to fill out the electronic version of the form, which submits your data directly to Encorp Atlantic and allows you to print and save a copy for your records. (Take note that for best results, the electronic form should be viewed and filled out using Internet browsers other than Internet Explorer.)

If you need assistance in determining which material category certain beverage products fall under, our staff can assist. Send us an Excel list with the names of each product you are unsure of to tina.nguyen@encorpatl.ca, and we will confirm the appropriate corresponding categories.

▶ ENCORP LAUNCHES 2ND YEAR OF RECYCLING HERO CAMPAIGN

Encorp celebrated Earth Day by launching the 2nd edition of our popular “*Be a Recycling Hero!*” campaign – with a strong focus this year on community environmental leadership.



Initiated in 2020, the “*Be a Recycling Hero!*” campaign aims to raise awareness on reducing litter in outdoor public spaces – especially when it comes to empty beverage containers so easy to reuse and recycle. The campaign encourages New Brunswickers to become **Recycling Heroes** by embracing a zero-tolerance policy towards littering, speaking up when they see someone littering, and making sure always to recycle their empty beverage containers. This year, the campaign’s ads will be featured throughout the spring and summer months on recycling bins in tourism destinations, city buses, electronic billboards, and television screens in restaurants and supermarkets, as well as in newspapers, on websites and on social media.

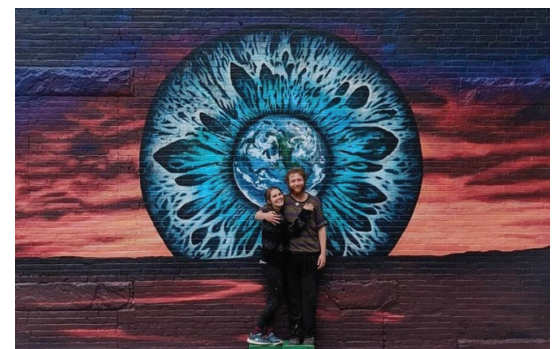


New in 2021, we are launching a [Recycling Heroes Community Cleanup Grants Program](#) to inspire environmental leadership at the grassroots level by supporting litter cleanup events that beautify beaches, parks, playgrounds, trails, etc. Grants of \$500 - which should help cover costs for cleanup event supplies and logistics - are available for teachers, students, workplaces, not-for-profit organizations, community groups and municipal/ town citizen-led committees. Interested applicants can get more information and apply for the grants via our website [encorpatl.ca](#).

Finally, the 2021 campaign will also see the continuation of our Recycling Heroes Inspire Murals program in partnership with [Festival Inspire](#) – a

public art organization based in Moncton. This special collaboration supports the creation and installation of beautiful environmental education/awareness murals throughout the province. Last year, murals were created by local artists and installed by Festival Inspire in Miramichi, Fredericton and Caraquet. This year, three more murals will be sponsored by Encorp: Campbellton, Shippagan and Saint John.

Encorp’s **Recycling Hero** concept is all about increasing public space recycling and community participation in recycling. We will be launching many more **Recycling Hero** initiatives in the near future focused on reducing litter in our province’s beautiful outdoor spaces, supporting beverage container recycling education in schools, and helping communities use beverage container recycling to raise funds.



Beautiful mural in downtown Fredericton, NB, created by the artist collective Midas Well Creations in 2020 as part of the Recycling Heroes Inspire Murals program.