

Journal



SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 4.2 BILLION CONTAINERS IN NEW BRUNSWICK!

SPRING 2022

ENCORP'S 30TH ANNIVERSARY TOUR

We're hitting the road in celebration of Encorp's 30th anniversary and we're inviting you to join us as we move toward a better future, together.

Our social events will be held on the following dates:

April 19 - Edmundston (Four Points Edmundston)

April 20 - Campbellton (Quality Inn)

April 27 - Tracadie (Deux Rivières Resort)

April 28 - Miramichi (Rodd Miramichi)

May 2 - Saint John (Hilton Saint John)

May 3 - Fredericton (Delta Fredericton)

May 4 - Moncton (Four Points Moncton)

May 5 - Woodstock (Best Western Woodstock)

All events are from 6 pm to 9 pm and dinner will be served for guests.

We look forward to sharing with you the road ahead and to hear your ideas.



THE PATH FORWARD

It's no secret that the Beverage Container Program (BCP) in New Brunswick is in serious need of modernization. The BCP is quickly becoming unsustainable if it continues in its current trajectory.

Used beverage container (UBC) recovery rates in New Brunswick are among the lowest for beverage container deposit programs in Canada and are declining. This is largely due to:

- Consumer fatigue with the current system in place which has not kept up with the times;
- Lack of convenience and access to collection points;
- Confusion related to accepted containers and different deposit and refund fees; and
- Current refund available to consumers (5 cents) no longer a strong enough motivation to visit a redemption centre when curb side pick-up options are offered for recyclables by Regional Service Commissions.

Therefore, to bring the BCP in line with other jurisdictions in Canada and around the world, we are supporting New Brunswick adopt an Extended Producer Responsibility (EPR) model. EPR is a policy approach in which a producer's responsibility, physical and/or financial, for a product is extended to the post-consumer stage of a product's life cycle. EPR shifts responsibility upstream in the product life cycle to the producer.

With that in mind, these are what we recommend as changes to the BCP in line with EPR principles:

- Encorp will seek continuous improvement in UBC recovery rates: 75% in 5 years and 80% or higher within 10 years after transitioning the program to EPR with regular updates displayed via our Performance Indicator.
- Encorp anticipates that changes will be required in the Beverage Containers Act and General Regulation to allow for the implementation of an industry managed Container Recycling Fee (CRF). Each material stream will become self-funding based on costs and revenues of that material.
- Encorp will seek to increase the refund amount consumers get back on the deposit paid for beverage containers.
- Industry will take on responsibilities related to redemption centre licensing and compliance standards.
- Encorp will lead public outreach and education campaigns to increase consumer participation in recycling. Encorp has branding and marketing concepts ready to be rolled out alongside technology tools to modernize the network of UBC collection points and attract new customers to the UBC return/redemption experience.

We propose to migrate Encorp Atlantic Inc. to a Producer Responsibility Organization (PRO), similar to British Columbia, complete with a published annual report and financial statements.

We are confident the changes proposed will improve the consumer experience of returning and redeeming all New Brunswick deposit-bearing beverage containers and dramatically increase the UBC recovery rate in our province. This is a win-win for everyone!

ENSYS CONNEX POS SYSTEM INSTALLATIONS UNDERWAY

Many Redemption Centres (RC) have had Encorp's EnSys Connex POS system installed and the benefits are already being felt.

Seunghwan Kim, owner of Acadia Bottle Exchange in Cap-Pelé, was one of the early adopters of the POS system.

"Now, it is so easy to check inventory. I mean, before I had to take a calculator every hour to check."

Mr. Kim continues: "I can check how much I've paid out. How many customers have come in. And it's all right there for me to access."

Along with Acadia Bottle Exchange, POS systems have been installed at two Valley Redemption Centre locations in Moncton, Valley Glass Recycling in Dieppe and Billy's Bottle Exchange in Dalhousie.

Additional installs are scheduled to take place at RCs in Quispamsis, Memramcook, Rexton, Port Elgin, Grand Falls, Woodstock, Petit-Rocher and Doaktown.



Additionally, we will maintain the system for you! Most maintenance can be done remotely with limited impact on employees. Additionally, it will improve the customer experience by providing a smoother and more transparent transactions.

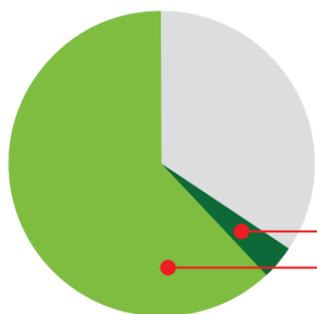
RC owners can access funding of \$2,500 for the installation of the POS system. This POS allowance will only be available until March 31st, 2022 for RCs who have committed to the installation of the POS and have entered into a service agreement with Encorp.

This investment is made possible with the business development strategy for RCs proposed by Encorp. Contact Patrick Surette at (506) 852-1965 or e-mail patrick.surette@encorpatl.ca to schedule a demonstration or to obtain further information on the benefits of the POS for your RC.

RECOVERY RATE

For the past 12 months as of February 28, 2022

64.7%



Regional recycling facilities
2.5%

RCs
62.2%

The POS system will allow RCs to process and record transactions and will support the counting and sorting of beverage containers from walk-in and pre-count customers.

YEAR TO YEAR REFUNDED UNITS

	Aluminum	Glass	PET	Other	Total
March 1 - February 28, 2021	69,004,505	2,057,823	88,592,550	7,442,782	167,097,660
March 1 - February 28, 2022	77,152,230	2,252,296	98,882,819	8,974,376	187,261,721
Yr to Yr Qty	8,147,725	194,473	10,290,269	1,531,594	20,164,061
Yr to Yr %	11.8%	9.5%	11.6%	20.6%	12.1%
% of Total	41.2%	1.2%	52.8%	4.8%	

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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