

## SUMMER 2022

### RE-CENTRE PILOT PROJECT COMING TO AN END

After eight years (2014-2022) of field trials that provided valuable data, the Re-Centre pilot project will be shutting down to allow Encorp to transition to a province-wide bag drop system.

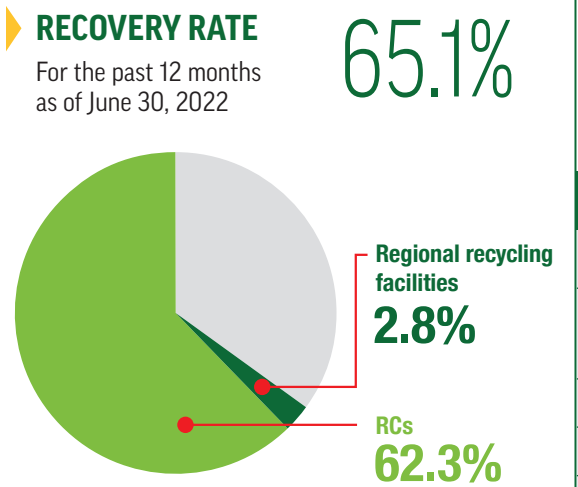
The modernization of the Beverage Container Program in New Brunswick is long overdue. From its inception in 1992, the program was never designed with consumer convenience in mind. The current lack of redemption centre (RC) standards, proper communication, and lack of financial incentives has deteriorated the consumer experience over the years. In fact, declining recycling rates in New Brunswick can be directly attributed to this. When the program was first launched, more than 108 RC licences were granted. Today, only 68 centres remain in operation.



During our research period, our team has observed emerging trends and best management practices in other legislated beverage container management jurisdictions. Among the most significant observations are the all-inclusive beverage container list used in some jurisdictions and the growing emergence of both the bag-drop concept in automated centres and retail connectivity. Our research projects were successful in testing more convenient ways for consumers to return their used beverage containers (UBCs) while contributing to increase labour productivity for operators. Participants have provided overwhelming support for the bag-drop concept and wish to see it expand.

Furthermore, ignoring the access and convenience factor for consumers in New Brunswick will simply further erode the consumer experience and contribute to declining recycling rates.

After 30 years since the introduction of the Beverage Container Program in New Brunswick, we are about to embark on a transformative process that could change the nature of used beverage container recycling in our province.



## ENSYS CONNEX POS SYSTEM CONTINUES TO GAIN MOMENTUM

To date, 16 redemption centres have had Encorp's Ensys Connex Point-of-Sale (POS) system installed at their centre and the results speak for themselves.

Gilles Poirier, owner/operator of Billy's Bottle Exchange in Dalhousie says that their business has improved since installing the POS system.

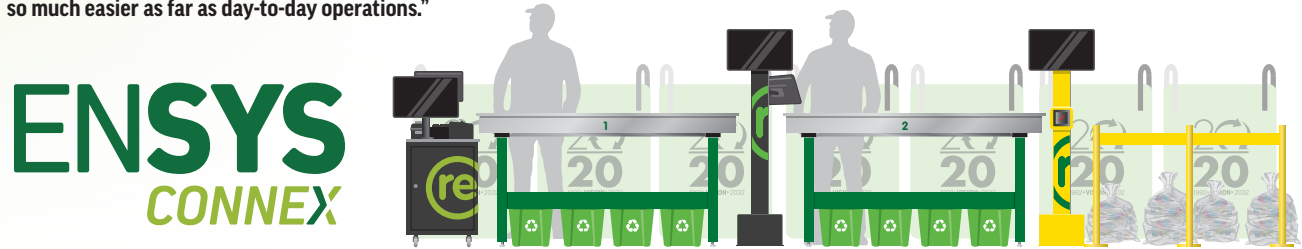
**"We've been able to set up accounts for clients and pay them via e-transfer," says Mr. Poirier. "Our clients have told us that the service is a lot quicker, and they appreciate that they now get receipts when they deposit their bottles."**

Meanwhile, it's a similar story in Memramcook at the Association pour integration Communautaire. Supervisor Kenny MacKillop says that since the installation of the POS system, it's made things easier on staff.

**"We've essentially stopped having to do manual math. Our counts improved and have been more accurate."**

Mr. MacKillop says other centres who have not jumped on board with the system should do so quickly.

**"This system is so user friendly and it has made our lives so much easier as far as day-to-day operations."**



Along with the Association pour integration communautaire Memramcook and Billy's Bottle Exchange, the POS system has been installed at two Valley Redemption Centre locations in Moncton along with their location in Quispamsis, Valley Glass Recycling in Dieppe, Acadia Bottle Exchange in Cap-Pelé, Porter's Redemption Centre in Doaktown, and Sully's Bottle Depot in Chipman among others.

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. 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.

Contact Patrick Surette at (506) 852-1965 or e-mail [patrick.surette@encorpatl.ca](mailto:patrick.surette@encorpatl.ca) to schedule a demonstration or to obtain further information on the benefits of the POS for your RC.

## TIME FOR CHANGE!

The draft regulatory framework published recently by the Department of Environment and Local Government (DELG) presents a rare opportunity to improve the NB Beverage Containers Program (BCP). These proposed changes will go a long way at improving access and convenience for consumers but most importantly, by providing tools for redemption centre operators while building long-term financial sustainability for the BCP

After 30 years since the introduction of the BCP, the time is right to demonstrate industry leadership and bring about greater cooperation amongst industry stakeholders and to focus on program performance for the benefit of consumers.

Our highlights for the past year include the deployment of Point-of-Sale (POS) technology that commenced in early 2022, enhanced province-wide communication and outreach and the ongoing discussions with the New Brunswick Government on migrating the current program to an Extended Producer Responsibility (EPR) model.

The yearly estimate of environmental fees paid for fiscal 2021-2022, including profit sharing for the non-alcoholic product distributors amounts to \$9,558,620. This amount is the largest ever yearly contribution by Encorp Atlantic. This brings the total contributions to the Environmental Trust Fund (ETF) since 1993 to \$172 million.

## YEAR-IN-REVIEW

For the year ending March 31, 2022, redemption rates in New Brunswick showed the lowest results since the launch of the program in 1992. Despite the falling rates, redemption centres (RC) are not necessarily witnessing the full impact of the eroding consumer participation because sales have increased by 9.7% in the past year and a recent handling fee increase of 11.8% (April 1, 2022) have mitigated the sliding participation from beverage consumers.

Is the falling participation attributed to consumer fatigue, the results of the COVID pandemic or the eroding value of the half-back deposit model? The challenge in the foreseeable future is going to be how to attract consumers who have stopped using RCs to start recycling again.



YEAR TO YEAR REFUNDED UNITS					
	Aluminum	Glass	PET	Other	Total
July 1 - June 30, 2021	77,928,857	2,320,637	99,249,496	8,857,005	188,355,995
July 1- June 30, 2022	79,858,062	2,238,841	100,815,686	9,071,003	191,983,592
Yr to Yr Qty	1,929,205	-81,796	1,566,190	213,998	3,627,597
Yr to Yr %	2.5%	-3.5%	1.6%	2.4%	1.9%
% of Total	41.60%	1.20%	52.50%	4.70%	

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:**  
**1-877-389-7320**  
**[www.encorpatl.ca](http://www.encorpatl.ca)**  
**Moncton Area: 506-389-7320**

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