

# Journal

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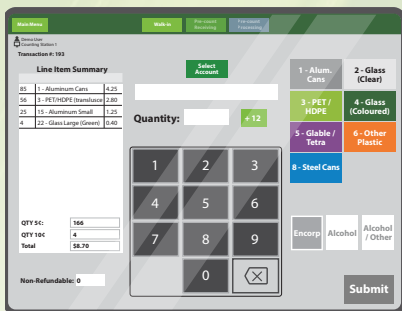
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SINCE 1992, ENCORP ATLANTIC HAS RECYCLED MORE THAN 4.5 BILLION CONTAINERS IN NEW BRUNSWICK!

## SPRING 2023

### POINT-OF-SALE UPDATE

Installations of EnSys-Connex in redemption centres (RCs) are proceeding smoothly. We have now completed the installation in a total of 36 out of 69 RCs across the province. This is a step in the right direction for providing both RCs and customers more consistent and convenient experiences.



RCs across the board have been reporting an overall positive experience with EnSys-Connex. RC operators say they have been having an easier time managing their inventory and are experiencing faster shipping with fewer errors, among other benefits.

The POS system's ease-of-use has also made it easier for RC operators to train new employees. With EnSys-Connex, it is especially easy for trainees to understand the flow of the business and to learn Encorp's Sort List.

### NEW & UPCOMING SCHOOL RECYCLING PROGRAM

Encorp is currently developing a school recycling program that will be implemented and advertised in the fall. For this program, we will be offering supplies and other benefits to any school in the province that wants to sign up.



Most importantly for redemption centres (RCs) – Encorp will be connecting the schools in this new program to the nearest RC that has EnSys-Connex installed. As Encorp will be monitoring the amount of beverage containers redeemed by each school and providing prizes to schools who outperform others, RCs connected to the schools in our program can expect a significant increase in redemption volumes.

### NEW SERVICE PROVIDERS

The launch of the new service provider agreement for collection did not go as smoothly as hoped. Hebert's Recycling in Miramichi had last-minute problems as they experienced supply-chain issues when getting all the required equipment and staffing. So, the first few weeks were hectic and stressful for all stakeholders. As of early May, these issues were being addressed and improvements are being made to establish a regular collection schedule. However, weather always plays a contributing factor in spring volumes, and this spring's weather has been great! Please communicate directly with Hebert's Recycling for any non-glass pickup scheduling and supplies at 506 773-1880.

## COMMON STANDARDS FOR COMMON GOALS

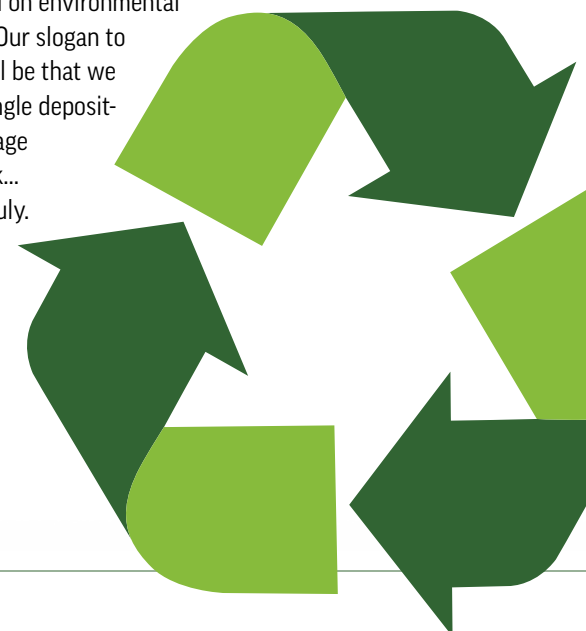
*Times they are a-changing*, said Bob Dylan, and this year will be a biggy!

The changes in effect since April 1, 2023, and the upcoming migration of the New Brunswick Beverage Containers Program (BCP) to a full Extended Producer Responsibility (EPR) model under the *Clean Environment Act* represent a milestone of sorts in the over thirty-one-year history of the BCP. It also represents a rare opportunity to go beyond our current level of service and performance.

Today's consumer is considerably different than the one in 1992. Expectations have changed, and the tools for communication and outreach have evolved significantly. As if that wasn't enough, a global pandemic brought on a heightened awareness of health and safety issues, which impacts all business operators that deal with customers on a daily basis.

2023 is a transition year for Encorp Atlantic as an agent for beverage product distributors. Migrating to a not-for-profit status and becoming the single agent for both alcohol and non-alcohol product distributors in New Brunswick on April 1, 2023, represents a significant change. This new cooperation will bring greater program efficiencies and synergies for all stakeholders. We do ask for some patience though, as this transition period is challenging for all of us involved.

The next challenge is in bringing a much-improved consumer experience to redeeming and recycling deposit-bearing containers at redemption centres (RCs). This will require new options for consumers, as well as operating standards and best practices for all RC operators. Nobody likes change, but change is necessary if we wish to increase our beverage container recovery volumes. Encorp, as a new not-for-profit producer responsibility organization aligned with EPR principles, will be highly focused on environmental performance. Our slogan to consumers will be that we want every single deposit-bearing beverage container back... All of them, truly.



## MEET OUR NEW TEAM MEMBERS

Recent changes with Encorp means the team needs to grow, and we are happy to announce that Encorp already gained two new team members since April 1<sup>st</sup>.



### Gilles Doucette – Director of Operations

Helping to lead RCs in modernizing their operations and increasing their efficiency, and becoming each RC operator's new go-to person for all things Encorp, is our new Director of Operations, Gilles Doucette. Gilles brings a wealth of experience from his time working with DivertNS, and we are pleased to have him on board. Call him at 506.389.7325 or email him at gilles.doucette@encorpatl.ca to help solve any issues you may encounter with drivers/service providers, get feedback on your RC's performance, or get clarifications on sorting, bulking and shipping instructions.

### Sereana Simpson – Social Media & Outreach Coordinator

As Encorp is growing and aiming to educate the public on beverage container recycling in NB, we also hired an extra member for our communications team. Our new digital marketing guru, Sereana Simpson, will be taking charge of our social media accounts and public outreach communications. This summer, she'll be spending her time coordinating events for our Recycling Hero campaign and preparing for the launch of our new school recycling program. You can contact Sereana at sereana.simpson@encorpatl.ca.

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For information or to report any incident, please contact:

- **HEBERT'S RECYCLING - (506) 773-1880:** For non-glass pickups and bags
- **RAYAN INVESTMENTS - (506) 858-1600:** For glass pickups and tubs
- **ENCORP ATLANTIC - 1-877-389-7320:** For tags and printer supplies

TO CONTACT US: 1-877-389-7320 [www.encorpatl.ca](http://www.encorpatl.ca) info@encorpatl.ca