

Journal

encorp re
RECYCLE

4,800,000,000

SINCE 1992, ENCORP ATLANTIC HAS RECYCLED MORE THAN 4.8 BILLION CONTAINERS IN NEW BRUNSWICK!

WINTER 2024

► FULL REFUNDS ON DEPOSITS

Excitingly, the switch to extended producer responsibility (EPR) for the Beverage Containers Program will bring an immediate benefit to consumers. Starting April 1, 2024, consumers will receive a full refund on beverage container deposits at redemption centres (RCs), a departure from the half-back system in place for over 30 years. Encorp plans to highlight this positive change through an ad campaign titled "Recycling Matters. Full Refunds Add Up."

The campaign, running aggressively from April to December 2024, will include geotargeted online ads on various websites, social media platforms and mobile devices, newspaper ads, radio and Spotify ads, in-store ads on retail PA systems and digital screens in grocery stores, pharmacies, restaurants, malls and cinemas, as well as outdoor digital billboards and transit (bus) ads. Additionally, all RCs will receive new consumer education posters and handouts.

To address RCs' concerns about consumers hoarding UBCs and overwhelming RCs on April 1, Encorp will only start ads regarding the full deposit refund after a media launch event scheduled for Earth Day (April 22, 2024).

► SATURDAY HOURS

With the introduction of the fullback deposit refund on April 1, 2024, RCs should anticipate increased UBC return volumes this upcoming peak season – with regular customers possibly returning UBCs more frequently as well as seeing new customers redeeming UBCs for the very first time. This is why Encorp's two-year service agreement for RCs requires having RCs open and accessible to the public for at least eight hours on Saturdays from April 1 to October 31. Saturdays may quickly become the busiest day at RCs. Encorp intends to support RCs being open longer hours on this day via a promotional campaign branding it as the official "Recycling Day in NB." Various ads on this topic will kick-start around Earth Day and last into the early fall.

► MANDATORY POS

To enhance the efficiency of the new EPR Beverage Containers Program, all RCs will be required to use Encorp's *EnSys-Connex* Point-of-Sale (POS) system, as outlined in Encorp's two-year service agreement for RCs. *EnSys-Connex* is a computer-based system developed by Encorp specifically for RCs, facilitating the management of the redemption process for UBCs. It offers tools such as a cash register, counting stations, and inventory and shipping tools. Have a look at our new *EnSys-Connex* webpage for more information and to view testimonials from operators who have already implemented it in their RCs (encorpatl.ca/rc-operators/ensys-connex-pos). If your RC has not yet installed our *EnSys-Connex* POS, we urge you to contact Patrick Surette at patrick.surette@encorpatl.ca or 506.389.7320 x 1424 to book your free installation ahead of the upcoming busy spring/summer season.

► PROOF OF INSURANCE

Encorp's two-year service agreement for RCs states the requirement that all RCs be able to provide proof of commercial general liability and property damage insurance. RC operators anticipating difficulties meeting this requirement are encouraged to promptly communicate with Encorp's Director of Operations Gilles Doucette (gilles.doucette@encorpatl.ca or 506.389.7325). Failure to meet this requirement may impact Encorp's ability to continue business engagements with the respective RCs.

MOVING FORWARD!



The long-awaited modernization of the New Brunswick Beverage Containers Program – under its new extended producer responsibility (EPR) model – is about to begin! Encorp has many new initiatives that redemption centre (RC) operators and consumers will be pleased with. A new consolidated Sort List and a full return on consumer beverage container deposits are among the highlights scheduled to commence on April 1, 2024.

In addition, we will be hosting regional meetings across New Brunswick in February for RC operators. The aim is to provide further updates on the new EPR program, transition details, two-year service agreements for RCs, and general operational and logistics information.

It is worth noting that the big picture challenge in increasing the used beverage container (UBC) recovery rate in New Brunswick isn't necessarily regarding the current customer base using RCs, but on those who are reluctant to visit the nearly 70 centres across the province. Recent consumer research has enabled Encorp to identify priority demographics, including young adults aged 18-35 and busy parents aged 45 and under. Encorp will particularly need to promote UBC recycling among these

demographics as improvements are made to the UBC return/redemption experience.

Furthermore, we are thrilled with the outcomes of our *Recycling Heroes in School* Program since its launch in the fall of 2023. The program has enlisted nearly forty schools collaborating with local RCs to recycle UBCs. We commit to nearly doubling this number by the end of 2024 (our goal is to enroll at least 75 schools before December 31, 2024) and extending the initiative until all public schools (approx. 325) in the province participate. The objective of our school recycling initiative is not only to boost the overall UBC recovery rate but also to educate and cultivate a new generation of recyclers.

Our efforts to increase UBC recovery volumes will require some RC standardization. Moving forward, our relationship with RC operators needs to be, above all else, a business-to-business relationship. This will require working with RCs on a case-by-case basis with a focus on long-term program sustainability and improvements to access and convenience for consumers so that more and more New Brunswickers see the value of – and find it convenient – to return and redeem their UBCs.

REDUCED SORT LIST

Over the years, Encorp has consistently worked towards minimizing its Sort List to enhance the efficiency of sorting and shipping UBCs for RC operators and staff. Our newest revised Sort List, effective from April 1, 2024, streamlines the sorting process for all deposit-bearing beverage containers (alcohol, non-alcohol, and refillable) down to just 13 categories (10 different sorts/bulk bags & tubs). A significant improvement is combining most non-alcohol and alcohol similar material sorts (aluminum, glass, etc.) into the same sort, a feature long-awaited and sure to bring satisfaction to RC operators and staff. We will give RCs copies of the finalized Sort List and new illustrated guides for sorting and bulking as soon as our communication materials are completed.

Concept for new revised Sort List currently in development.

ALUMINUM	1
PET (ALCOHOL)	2
PET (NON-ALCOHOL) / HDPE TRANSLUCENT	3
OTHER PLASTICS / POUCHES	4
GLASS (GREEN)	+ 5
GLASS (GREEN) LARGE (ALCOHOL)	6
GLASS (CLEAR)	+ 7
GLASS (CLEAR) LARGE (ALCOHOL)	8
GLASS (BROWN)	+ 9
GLASS (BROWN) LARGE (ALCOHOL)	10
REFILLABLE GLASS (BEER)	11
CARTONS (POLYCOAT CONTAINERS & WINE BOXES)	12
STEEL	13

LARGE: > 500ml + SHARE SAME BULK BAG/TUB

APRIL 2024

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www.encorpatl.ca info@encorpatl.ca

For information, 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 report an incident, please contact:

Gilles Doucette, Director of Operations,
Encorp Atlantic, (506) 389-7325