

**RECYCLING
MATTERS.**
Full Refunds Add Up.
RETAIL PROMOTIONS KIT

Free

Effective April 1, 2024



DEPOSIT ON BEVERAGE CONTAINERS FULLY REFUNDABLE FOR CONSUMERS

Starting April 1, 2024, the New Brunswick Beverage Containers Program is undergoing a significant change. It is transitioning to an extended producer responsibility (EPR) model overseen by Recycle NB, as mandated by the New Brunswick *Designated Materials Regulation (Clean Environment Act)*.

Encorp Atlantic/Encorp Atlantique (“Encorp”) is the producer responsibility organization (PRO) in charge of the new EPR Beverage Containers Program. Encorp welcomes this exciting opportunity to focus on innovation and enhance the program’s overall performance.

The most immediate and exciting change for consumers with the new EPR Beverage Containers Program will be the financial benefit of recycling empty beverage containers. For more than 30 years now, New Brunswick consumers have been used to paying deposits when purchasing sealed, ready-to-drink beverage products and getting back half of these deposits as refunds when returning empty containers for recycling at used beverage container return facilities, known as “redemption centres.” Starting April 1, 2024, the *Designated Materials Regulation* requires that these deposits be fully refunded to consumers at redemption centres – meaning more money back into their pockets when recycling!

Beverage Container Type	Deposit Charged to Consumers at Retail (Effective April 1, 2024)	Refund Given to Consumers at Redemption Centres (Effective April 1, 2024)
All container types except non-refillable glass alcohol containers over 500 ml	10 ¢	10 ¢
Non-refillable glass alcohol containers over 500 ml	20 ¢	20 ¢
Refillable glass (beer bottles)	10 ¢	10 ¢

Deposit values are determined and set by Encorp in its Stewardship Plan submitted to Recycle NB as the PRO responsible for the EPR Beverage Containers Program.

RETAILERS TAKE NOTE!

- Retailers are responsible for charging consumers deposits on containers for beverage products that fit the *Designated Materials Regulation’s* definition of “beverage.” The Regulation defines “beverage” as “a ready-to-serve liquid that is intended for human consumption but does not include milk, plant-based milk product alternatives that are fortified and a source of protein, unprocessed apple cider, concentrated drinks, infant formula, meal replacements or formulated liquid diets.” (More information on the types of beverages for which containers are subject vs. not subject to a deposit is available on [Encorp’s website](#).)
- Since the deposits are charged to consumers separately from the price of the beverage products and must be refunded in full to consumers when returning empty containers at redemption centres, they should be listed as separate line items on consumer receipts.
- Deposits should also be listed separately on business-to-business (B2B) invoices.
- Because deposits are fully refundable to consumers, they are not subject to New Brunswick’s Harmonized Sales Tax (HST).

WHAT RETAILERS SHOULD KNOW ABOUT THE NEW CONTAINER RECYCLING FEE ON DEPOSIT-BEARING BEVERAGE CONTAINERS

Effective April 1, 2024, the EPR Beverage Containers Program will have a container recycling fee (CRF) set by container type to cover the estimated net costs of recycling each material stream. The CRF is an internal handling/management fee charged to beverage product brand owners by Encorp to cover the estimated net costs of recovering and recycling the containers for their products. The exact amount set for each container depends on how cost-effective a container's material type is to recycle. CRF amounts are listed on [Encorp's website](#).

Brand owners are allowed – at their discretion - to absorb or pass on the CRF costs to retailers, who, in turn, may absorb or pass on these costs to consumers. When passed on to consumers, the *Designated Materials Regulation* states that the CRF must be integrated into the total advertised sales price of a beverage container and the sales price of the beverage container on the receipt of the sale. However, this requirement for internalized fees does not extend to business-to-business (B2B) invoices.

Recycle NB has guidelines to help decipher what is permissible and what is not regarding displaying at retail the internalized CRFs, which are available on their [website](#). Please contact Recycle NB should your company have questions or concerns regarding this topic.

Retailers who are passing on the CRF to consumers and would like some standard messaging about this to feature near beverage product displays or point-of-purchase (checkout) areas in-store can use the following creative, which links to Encorp's website for more information for consumers, including current CRF rates. Retailers can contact Encorp to request printed copies. They can also access the design on [Encorp's website](#) to access its elements and/or submit the design to their preferred print shop to order – at their own expense - as many copies as necessary.

CRF Messaging 5" x 3.5"



Note: If retailers wish to create their own consumer education for use in their stores (with any type of messaging that differs from the Encorp materials presented in this toolkit), they must submit those materials to Recycle NB for review at least one month prior to use, in compliance with Section 50.971 of the New Brunswick Designated Materials Regulation.

PROMOTIONS CAMPAIGN

RECYCLING MATTERS. Full Refunds Add Up.

Starting April 1, 2024, Encorp's "*Recycling Matters. Full Refunds Add Up.*" campaign will highlight the exciting news that deposits on beverage containers are now fully refundable when consumers do the right thing – recycle their empty containers! The campaign will be visible online and in various traditional advertising formats in communities throughout New Brunswick. Additionally, consumer education will take place at redemption centre locations.

Encorp invites retailers to join the cause by utilizing the creatives it has developed for their beverage product displays or at point-of-purchase (checkout) areas in-store. The creatives emphasize the benefits of returning empty beverage containers to redemption centres for full refunds on deposits and provide a link to Encorp's website for more information.

Posters 17" x 11"



Encorp's "Recycling Matters. Full Refunds Add Up." poster is meant to be showcased in New Brunswick's redemption centres and retail stores, whether on walls or in checkout areas.

Retailers can contact Encorp to request printed copies. They can also access the design on [Encorp's website](#) and submit it to their preferred print shop to order - at their own expense - as many copies as necessary.



Shelf-Talkers 3" x 8.5".

Encorp's "Recycling Matters. Full Refunds Add Up." shelf-talkers are specifically designed for placement on beverage product display shelves. Various versions featuring typical beverage products for which containers are subject to a deposit are available.

Retailers can contact Encorp to request printed copies. They can also access the designs for the specific shelf-talkers they wish to use in their stores via [Encorp's website](#) and submit them to their preferred print shop to order - at their own expense - as many copies as necessary.

- A** Intended for placement next to displays of all deposit-bearing beverage products (except alcohol beverage products packaged in non-refillable glass containers over 500 ml).
- B** Intended for placement solely next to displays of deposit-bearing alcohol beverage products packaged in non-refillable glass containers over 500 ml.

