

SUMMER 2025

MEET OUR NEW VP OF FINANCE

We're excited to welcome Ian Wells to Encorp as our new Vice-President of Finance. Ian has

extensive experience in accounting and finance, particularly in the manufacturing and transportation industries. He's a strong addition to our leadership team, and we're thrilled to have him on board.

We also take this opportunity to thank Colette Boucher for her many years of dedication and service. Colette began her retirement this past spring, and we wish her all the best in this next chapter.

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NEW STREAMING VIDEO ADS JOIN ENCORP'S "RECYCLING MATTERS. FULL REFUNDS ADD UP" CAMPAIGN

Encorp's "Recycling Matters. Full Refunds Add Up" campaign continues to build strong momentum across New Brunswick, encouraging residents to return their deposit-bearing beverage containers and claim their full deposit refunds. With its clear message and vibrant visuals, the campaign is reaching audiences across the province and making a lasting impression.

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2026 EPR REGULATION CHANGES: NEW "PRODUCER" DEFINITION

Encorp Atlantic is actively preparing for the implementation of recent amendments to the *Designated Materials Regulation* under New Brunswick's *Clean Environment Act*. This regulation governs all Extended Producer Responsibility (EPR) programs in the province, including the Beverage Containers Program (BCP). All producer responsibility organizations (PROs), including Encorp, must comply with the revised *Regulation 2024-37* by January 1, 2026. If you haven't already,

we strongly encourage you to review the updated Regulation. (...)

A key change introduced in *Regulation 2024-37* is the shift from the current "brand owner" definition to a new "producer" definition. This updated definition will determine who is obligated under EPR programs beginning January 1, 2026.

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ENCORP'S 2024 ANNUAL REPORT NOW AVAILABLE

Encorp has released its 2024 *Annual Report*, marking a pivotal year in the evolution of beverage container recycling in New Brunswick. The province's Beverage Containers Program officially transitioned to an Extended Producer Responsibility (EPR) model on April 1, 2024 – placing Encorp as the newly formed non-profit Producer Responsibility Organization (PRO) fully in charge of managing the Program.

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A SUCCESSFUL YEAR FOR OUR RECYCLING HEROES IN SCHOOL

The 2024-2025 school year was another standout year for Encorp's *Recycling Heroes in School* program, with 95 schools actively participating by year-end. The program helps students understand the value of recycling while raising funds by collecting deposit-bearing beverage containers. (...)

Thanks to ongoing collaboration with their local redemption centres (RCs), participating schools collected more than 900,000 containers.

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