

SUMMER 2025

A SUCCESSFUL YEAR FOR OUR RECYCLING HEROES IN SCHOOL

The 2024-2025 school year marked another strong year for Encorp's *Recycling Heroes in School* program, with 95 schools actively participating by year-end. Thanks to ongoing collaboration with their local redemption centres (RCs), participating schools collected more than 900,000 containers. [Our top 5 performing schools can be found on our website.](#)

Recruitment will resume this fall. If your RC works with a school that hasn't yet joined the program, we encourage you to spread the word and invite them to sign up. Participation is free, and the sign-up form is available on our website at encorpatl.ca/recycle.



NEW VIDEO ADS NOW STREAMING

Encorp's "Recycling Matters. Full Refunds Add Up" ad campaign continues to gain traction, reminding New Brunswickers to redeem their deposit-bearing beverage containers and collect their full refunds. Featuring ads on city buses, outdoor billboards, radio, retail PA systems, social media, and more, the campaign is also now making waves online. [Two new 30-second video ads](#) launched in June on Prime Video, YouTube, Facebook, Instagram and LinkedIn, adding to the campaign's digital impact.



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.

STRONGER TOGETHER: REFLECTING ON PROGRESS AND LISTENING TO YOUR FEEDBACK

As we move through the second year of Extended Producer Responsibility (EPR), it's a great time to reflect on everything we accomplished together in 2024 – our first year under the new model – and acknowledge the challenges we continue to work through together. Encorp recently released its [2024 Annual Report](#), highlighting key milestones such as the introduction of full deposit refunds for consumers, the implementation of container recycling fees (CRFs) for brand owners, and the signing of a historic seven-year agreement with redemption centres (RCs).

Thanks to these changes and increased consumer awareness, the Beverage Containers Program achieved a 76.6% beverage container recovery rate in 2024, surpassing our 73% target outlined in our Stewardship Plan. Other highlights included the rollout of our *EnSys-Connex* point-of-sales (POS) system across the RC network, an increase in service fees paid to RCs and the introduction of annual presence fees for lower volume RCs, as well as the expansion of public education efforts through campaigns like "Recycling Matters. Full Refunds Add Up" and our growing *Recycling Heroes in School* program.

Of course, growth brings challenges. This past July, we surveyed RCs across the province to better understand the challenges you're facing. While many RCs expressed general satisfaction with Encorp's communications, service delivery, and response times – as well as those of our key service providers – some recurring concerns were raised.

Many RCs pointed to delayed or incomplete pickups, with trucks unable to clear all ready-to-ship bulk bags/tubs – a source of understandable frustration. We also heard consistent feedback about the poor condition of bulk bags (with rips and tears, and sometimes leftover containers) and glass tubs (damaged or in need of replacement). These issues will be flagged with our service providers to find better solutions and improve service consistency.

Feedback around refillables was also clear: pickups are perceived as unreliable and infrequent, and many centres are



struggling with a lack of necessary supplies. We want to assure you that we take these concerns seriously. Your input plays a critical role in how we evaluate and adjust our service delivery, and we will continue to advocate for improvements on your behalf.

Your feedback is important to us and is being taken seriously. We will address these issues with our service providers and continue to seek input from RCs regularly. As always, we value your ongoing dedication and partnership. Open communication, collaboration, and transparency remain key priorities as we work together to strengthen the system for everyone.

Gilles Doucette,
President & CEO, Encorp Atlantic

RECORD NUMBER OF RCS WIN ACCURACY AWARDS!

Encorp is proud to celebrate the outstanding quality assurance and quality control (QA/QC) efforts demonstrated by redemption centres (RCs) as of late. This summer, a record-breaking 10 RCs have qualified for our biannual QA/QC *Accuracy Awards* – a clear reflection of the dedication and precision our RC partners have shown in recent months.

Awarded each June and December, Encorp's *Accuracy Awards* recognize RCs that have demonstrated excellent accuracy trends over the past 12 months. To qualify, a centre's estimated average error must be between +1% and -1%, with a relative standard deviation of less than 5%.

Each award-winning RC receives a prize to share with its staff and management team – a small gesture to thank the entire team for their hard work.

Congratulations to our Summer 2025 *Accuracy Award* recipients:

- BC03-04: Cole's Redemption Center (Harvey, NB)
- BC12-30: Valley Redemption Centre Inc. (Moncton, NB)
- BC04-02: Cocagne Variety Ltd. (Cocagne, NB)
- BC06-07: Southside Redemption Centre (Hanwell, NB)
- BC04-12: K & R Bottle Exchange Ltd (Rexton, NB)
- BC10-12: Porter's Bottle Exchange (Doaktown, NB)
- BC06-34: Sully's Bottle Depot (Chipman, NB)
- BC01-13 : Recyclage Caraquet (Caraquet, NB)
- BC10-25: Centre de recyclage COOP (Rogersville, NB)
- BC02-08: P & S Redemption Center (Perth-Andover, NB)

Keep up the great work!

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- For payments and general inquiries - info@encorpatl.ca