



Round & Round

The Official Newsletter of the Alberta Beverage Container Recycling Corporation

Volume 7 • Issue 1 • Spring 2003

Getting The Word Out

ABCRC continues to be committed to promoting the recycling message through advertising, education and industry discussions. Here are some of the current activities intended to achieve that goal.

- As we leave winter behind, it's time for the 2003 advertising campaign to spring to life. For the past few years the themes have focused on the monetary aspect of recycling beverage containers, using slogans such as "recycling makes sense" and "it adds up." With approximately 88% of beverage consumers participating in recycling activities, we now need to address individual responsibility to environmental issues. It is our hope that the new creative theme, "It matters," will provide additional motivation for Albertans to continue and improve their recycling commitment.

The campaign began in mid March with television spots and transit materials focusing on PET plastic bottles and tetra brik juice boxes, which are two low performing single-serve containers. Other print material includes posters to be placed on campuses and in fitness facilities, grocery cart and cooler signage, and decals for convenience stores. The emphasis will be on those consumers who usually and sometimes recycle.

- Creating a partnership with Shell has enabled ABCRC to target consumers through a new medium. By printing a recycling message on one side of the convenience store bags that are distributed through Shell gas stations, ABCRC hopes to better reach transient, out-of-home consumers.

- Industry partners, in conjunction with FEESA, an

environmental education society that produces educational packages and teaching tools, has recently developed and produced an education kit. It will be used in the schools to support the grade 4 curriculum on science and the environment. ABCRC sponsored the packages once content approval was given by the BCMB and ABDA.

The kit includes a Teacher's Resource Guide filled with questions and answers about processes, materials and definitions, along with activities and games that can be used to support the industry information. ABCRC's publication, "The Life Cycle of Containers" and the supporting video, "Recycling Makes Sense," provide insight into the transition process of recycled beverage containers into new products. Other items included in the kit are colourful pamphlets and posters, bookmarks and bottle drive notices.

- Discussions that took place at regional meetings with bottle depot operators regarding industry branding demonstrated that most are receptive to the idea. A survey was distributed to the bottle depots by ABCRC to determine the extent of the depot support. It was



POSTERS PLACED ON CAMPUSES



SHOPPING CART AD



POSTERS PLACED IN GYMS

also used to establish the most common questions from depot customers. These questions will be used to help create common signage that communicates clear and concise information to the consumers. This branding will be developed through discussions with the BCMB and ABDA.

- Consistency with the new creative theme of the 2003 advertising campaign will be introduced to the ABCRC web site shortly. Remember to check it out at www.abcrc.com

INTERIOR TRANSIT AD



Bus fare. It matters. RETURN TO YOUR BOTTLE DEPOT. www.abcrc.com



West's Words

The transition into my new role at ABCRC has been both challenging and stimulating. Throughout the fall and winter we have started several initiatives including a pilot program designed to assess improved ways of handling glass in the depots and at the plants. The pilot began in November and was to end in January, however results have been extremely encouraging and the participating depots have agreed to extend the trial until the end of 2003.

We have also launched our spring advertising campaign, changing the theme from monetary return to personal responsibility. The recycling concept, "It Matters," can be seen on TV and in printed materials throughout Alberta communities.

The regional meetings took place from November 12th to 20th and once again were an extremely valuable tool in enabling the partners in our common collection system to share ideas and opinions. There was excellent participation and the majority of depot members indicated an acceptance of the newly established Code of Ethics presented by the ABDA, along with industry branding plans that will help to assist the consumer at large in recognizing reputable beverage container recycling services.

This issue of the newsletter introduces a new feature that will provide our readers with information regarding the measurement of our progress. One table reports twelve month recovery volumes compared with the prior year. The other table shows ongoing results of the quality control program. Please send an e-mail to feedback@abcrc.com with your comments regarding whether these numbers are of interest to you.

I would like to welcome the new faces at ABCRC in Calgary. At the same time we wish Tom Bates, George Bowman and Alain Maisonneuve the very best in their new ventures as they make changes in their careers.

Thanks George and Alain!

George Bowman and Alain Maisonneuve have spent the past 7 years committed to the success of the common collection system for Alberta's beverage containers by serving on the ABCRC Board. During those years they have seen significant change. From the inefficiencies of the embryonic organization of Contain-a-Way, ABCRC has become a model organization for collection systems in Canada.



George Bowman

George gives credit to Ken Teare and Guy West for being the architects of the ABCRC model, but he had his own role in the progress that has been made. Since 1998 George has been Chairman of the ABCRC Board. His accounting background helped when it came to analyzing the numbers and contributing to the progress of ABCRC's success. George was part of the corporation's transition from Contain-a-Way to ABCRC and is impressed with Ken Teare's work, which he describes as, "from out of the ashes came ABCRC".

As Vice-Chairman on the Board, Alain Maisonneuve took a very active role as a Director during his tenure. He was also the AGLC representative on the BCMB Board and more recently on the Alberta Beer Container Corporation's Board. Because Alain has served in many capacities he has the ability to see all sides of most issues.



Alain Maisonneuve

Like George, Alain also recognizes the role of ABCRC management and staff. He believes that Ken Teare's vision, commitment, and outstanding leadership ability created the success of ABCRC. He also believes without a doubt that ABCRC's success will continue with Guy West's experience and ability, and with the commitment that Guy and the ABCRC staff have to achieving excellence.

George has recently returned from celebrating his retirement with a 7-week vacation in Australia, New Zealand and Hawaii. Alain is leaving the Board to take on new responsibilities. He has recently assumed the position of Director, Licensing & Charitable Gaming within the Alberta Gaming & Liquor Commission.

Many thanks for your years of commitment George and Alain. We wish you both the very best.

Regional Meetings

In November representatives from BCMB, ABDA and ABCRC held meetings in Grande Prairie, Edmonton, St. Paul, Red Deer, Medicine Hat and Calgary to communicate effectively with partners in the industry. The idea of establishing recognition of the consistent and reliable bottle depot recycling services within Alberta communities through industry branding was a key topic. The goal is to make that recognition province-wide.

The first step has been taken by the ABDA. A Code of Ethics was presented to their membership at their Annual General Meeting in October, and has been accepted by a majority of the depots.

The concept of developing a common graphics and identity program to be used by all depots is an important tool in developing consumer awareness of the common collection system. Branding could consist of shared signage, trademark, and brand name that individual depots would use to show that they are a part of the province-wide system. The feedback from depot operators indicated positive support for the idea and further development was encouraged. A survey was distributed to bottle depot operators by ABCRC to encompass their input within the decision making process. The feedback was shared with the BCMB and ABDA through the Industry Discussion Group.

It is hoped that 2003 will bring a common logo, name, and slogan that can be used by Alberta depots to further public trust through common communication. ♻️



IN-DEPOT CARTONS, styled after the old 2L carton, are available for order from ABCRC. The cost is \$2.00 per carton and will be shipped with the regular depot order. The cost of these cartons is included in the handling commissions that have been paid to the depots since March 1st, 2001.

Please note that existing shipping containers (G1, G2 and G3) are not intended for in-depot counting and sorting.

Thanks for your help in our continuing effort to streamline the beverage container collection process.

Glass Handling Pilot

The weight, size irregularity and fragility of glass make it a difficult material to handle for the depots and the ABCRC plants alike. The process is awkward to automate and because it is labour intensive, can result in fatigue and possible injury for the workers.

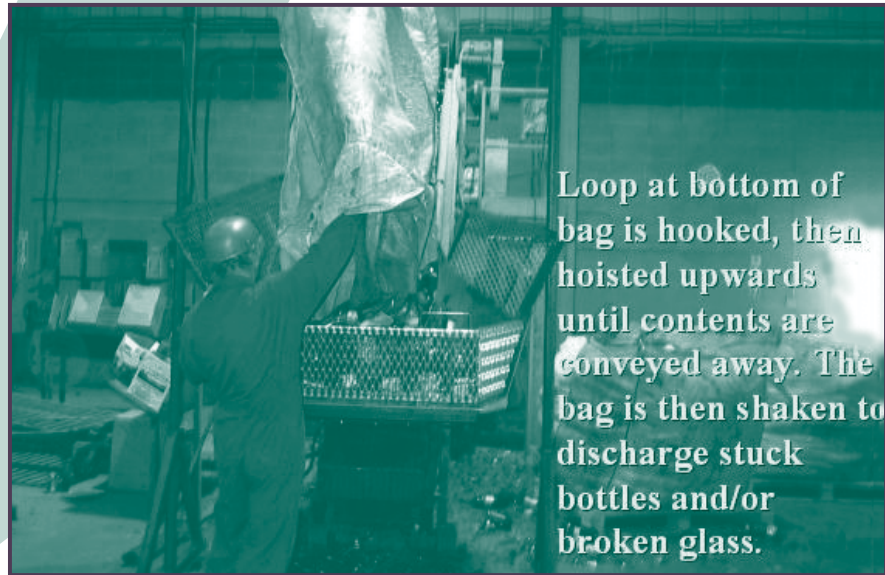
This labour intensity led to the need for review and revision of the procedures. ABCRC has been working with the depots to establish a framework that could be tested. The result is a pilot program for the handling of glass that will hopefully reduce some of the physical handling of the material.

Since any new procedure is an exception to the Operating Agreement between the depots and ABCRC, acceptance of the change is optional for the depots. A test market was identified in the Edmonton metro area and almost all the depots in that area agreed to participate.

Currently non-bulk glass is collected and sorted at depots using cardboard boxes in three sizes. The size of the box used is based on bottle size and shape. An important factor in the shipment of material to the ABCRC plants is the verification of the numbers shipped matching the numbers reported shipped so that handling commissions are accurately paid. To this end, quality control operations are extremely important to everyone involved.

The glass handling pilot program was set up to start in November 2002 with the test depots using large bags, called megabags, in place of the cardboard boxes for shipping glass to ABCRC. Some of the megabags used for the glass pilot have reinforcing cardboard inserts in the sides, giving them some form so they can be loaded onto pallets for transportation. ABCRC's sister collection operation in B.C., Encorp Pacific, is currently using these structured bags and has loaned 50 of the bags to ABCRC to facilitate the trial program.

One of the ABCRC forklifts has been fitted with a new rotator head. When the forklift picks up the pallet, the rotator head rolls it over so that it can be tipped from the skid



Loop at bottom of bag is hooked, then hoisted upwards until contents are conveyed away. The bag is then shaken to discharge stuck bottles and/or broken glass.

with very little physical handling. A winch is used to lift up the bag from the hopper, which finishes emptying the bag into the glass crusher. The efficiency of the operation within the plant is promising. One challenge now is that the glass crushers are not capable of keeping up with the speed at which they can be bulk fed.

Another challenge identified is that a megabag does not hold as many glass containers as a pallet of boxed glass. This has impact in the depots as increased storage may be needed and an increase in the number of shipments to ABCRC may result. The reduction in glass volume per shipment and resulting increase in shipment frequency is impacting the freight costs within the system.

The objective to reduce the physical intensity of the process in ABCRC's operations has been achieved and the labour requirement has now shifted to quality control. Reporting continues to be based on container size and numbers so that random audits need to be made to measure the accuracy of the shipments. To achieve this, contents from a bag need to be placed into cardboard containers for a manual count. Random audits that used to take five or ten minutes now take about 45 minutes for each bag. To date the data that has been recorded for the pilot group quality control counts are proving to be extremely encouraging.

Participating depots gathered at a meeting held in December to share their observations. More than half of the group

could see the value of the overall improvement to the system. Some indicated an increase in work at the depot and discussions took place regarding compensation for the extra effort required. At this meeting it was agreed that the pilot would continue until the end of January in order to experience the peak volumes expected during that period. However, at a January industry discussion group meeting of the BCMB, ABDA and ABCRC, it was further agreed that there was merit in extending the program until December 2003. This would allow for further process development in the plants and depots alike.

A survey completed by the depot operators in the pilot study also indicated some concern about the extra work required in the process at the depot. Depending on the results of the study, compensation may be merited in exchange for the reduction in labour ailments and the increased efficiency possible at ABCRC plants. A second meeting took place on March 6th to follow up on the experiences the depots are having. At this meeting ABCRC shared some of the innovative processes they were finding while visiting the depots.

Many of the safety concerns identified in the first meeting were discussed and some solutions identified. It was encouraging to find that fewer depots had concerns about the process and some were finding new efficiencies by rearranging their glass handling process. Overall the participants are showing growing support for the changes. ♻️

Alberta Beverage Container Recycling Corporation Statistical Analysis - Recovery Volumes
Twelve Months Ending December

	2001	2002	Growth	Material	Percentage of Mix		Change
					2001	2002	
	368,483,928	379,899,124	3.10%	Aluminum/Plastics	52.41%	51.33%	-1.08%
	162,235,552	176,215,508	8.62%	PET	23.08%	23.82%	0.74%
	9,371,503	8,267,016	-11.79%	Other	1.33%	1.12%	-0.21%
	94,146,440	97,783,957	3.86%	Glass	13.39%	13.22%	-0.17%
	65,815,810	74,643,057	13.41%	Polycoat	9.36%	10.09%	0.73%
	3,013,579	3,097,463	2.78%	Bi-Metal	0.43%	0.42%	-0.01%
	<u>703,066,812</u>	<u>739,906,125</u>	<u>5.24%</u>				

Albertan's recycled 36,839,313 more containers (or 5.24%) in 2002 as compared to 2001. The growth was especially noticeable in PET and Polycoat (Tetra brik and gable top) containers. This growth is further reflected in the changing mix of the system.

Statistical Analysis - Random Load/Random Bag Potential Cost Impact Summary

MATERIAL	Accuracy of	95% Confidence Interval		
	Mean	Lower	Mean	Upper
Aluminum	99.96%	\$(112,335)	\$(11,250)	\$89,836
PET 0-1 Litre	99.90%	(60,133)	(12,553)	35,027
HDPE Over 1 Litre	100.05%	(4,496)	444	5,385
Tetra Brik 0 - 1	99.75%	(72,101)	(16,722)	38,658
Gable Top Over 1 Litre	99.79%	(9,067)	(3,418)	2,232
Total (Overpayment)/Underpayment	<u>99.85%</u>	<u>\$(361,773)</u>	<u>\$(98,940)</u>	<u>\$163,893</u>

The industry's quality Control program continues to prove the success of the system. Cooperation and standardization have allowed the system to achieve an average of over 99% accuracy in the shipments from depots to processing plants.

Efforts to increase focus on PET Over 1 Litre and Tetra Brik 0 – 1 Litre, along with continuation of existing processes will hopefully further improve an already successful program.

CHANGING FACES

Here are a couple of new faces that can be seen at ABCRC in Calgary.

Although Dawne Pettipas' face is not new, since she worked as receptionist on a temporary basis. On January 1st, 2003, Dawne became Communications Coordinator and has been very busy with the new advertising campaign.

Derrick Mason joined ABCRC as Plant Supervisor on December 2nd, 2002. Derrick's expertise has been developed through more than sixteen years in the distribution industry.

As we welcome Dawne and Derrick to the team, we say farewell to Tom Bates.

Tom was hired out of retirement last year to fill the responsibilities of Controller. As of March 31st, 2003 he's going to try retirement again – at least part time. Good luck Tom.

Speaking of changing faces, check out ABCRC's new web site address at www.abcrc.com.

Round & Round

Volume 7, Issue 1, Spring 2003

Published by the Alberta Beverage Container Recycling Corporation. Printed with vegetable based ink on New Life Opaque, 30% Recycled Paper, 70% chlorine free, made by Rolland Inc.

Round & Round welcomes any comments. Please direct them to:

Guy West, President, ABCRC
3617 Ogden Road S.E., Calgary, AB T2G 4N6,
Tel: 403.264.0170, fax: 403.264.0179

Newsletter produced by
Creative Intelligence Agency,
1219 - 11th Ave. S.W., Calgary, AB
Tel: 403.209.1166, Fax: 403.209.1330

Written by Sandra Millar, Envision
1938 29 Street S.W., Calgary, AB T3E 2J8
Tel: 403.243.6674

Please recycle. 

