

## News Release

*September 21, 2022*

### **Circular Materials and CBCRA finalize partnership to build Ontario's beverage container recycling program**

Circular Materials and the Canadian Beverage Container Recycling Association (CBCRA) have finalized their partnership to develop a comprehensive recycling program for beverage containers in Ontario.

In June 2021, the Province of Ontario announced changes to the Recycling Regulation that shifts the financial and operational responsibility of recycling to producers. Ontario's Blue Box Regulation will require producers selling beverage containers in the province to meet management targets based on beverage containers supplied to consumers not only for personal, family and household use, but also for business purposes. Beverage containers include aluminum cans, glass bottles, milk cartons, juice boxes and plastic bottles containing non-alcoholic beverages.

Circular Materials and CBCRA will collaborate and support producers by establishing a collection system for beverage containers at the curb and away from home. The organizations will also provide consumer promotion and education initiatives to improve beverage container recycling awareness, to meet the regulatory targets to collect and manage 75% of beverage containers supplied in the province by 2026, and 80% by 2030.

"We are excited to be partnering with CBCRA to deliver an enhanced beverage container recycling system in Ontario. As a national not-for-profit producer led organization, we are committed to building efficient and effective recycling systems that meet the needs of consumers, increases recovery rates and keeps material out of our natural environment," said **Allen Langdon, Chief Executive Officer of Circular Materials**. "Both organizations are committed to providing residents more access to recycle their beverage containers and meet beverage container management targets."

"This partnership is a great coming together of collective capabilities and expertise," said **Ken Friesen, Executive Director of CBCRA**. "We are excited to implement an expansive away from home recovery system which residents of Ontario deserve, including the provision of free collection infrastructure to the institutional, commercial, and industrial sectors. These initiatives will be supported by the award-winning promotion and education CBCRA is recognized for."

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### **About Circular Materials**

Circular Materials is a national not-for-profit producer led organization established to support producers with meeting their obligations under extended producer responsibility (EPR) regulations across Canada. Its full service offering supports producers with meeting the requirements of EPR recycling regulations. These services include collection, management, promotion and education, and reporting. Circular Materials represents the evolution from product stewardship to a more circular economy where materials are collected, recycled, and returned back to producers for use as recycled content in new products and packaging. Learn more at [circularmaterials.ca](http://circularmaterials.ca).

### **About CBCRA**

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded Producer Responsibility Organization whose membership includes beverage brand owners and distributors. CBCRA strives to educate the public on beverage container recycling and ensure that it is convenient to recycle empty beverage containers no matter where citizens live, work or play. Learn more at [cbcra-acrcb.org](http://cbcra-acrcb.org).

### **Media Inquiries:**

Circular Materials  
[media@circularmaterials.ca](mailto:media@circularmaterials.ca)

CBCRA/Recycle Everywhere.  
[smoerkerk@cbcra-acrcb.org](mailto:smoerkerk@cbcra-acrcb.org)