

Media Release



One Stop for Recycling and Reuse: Recycling Plus by The Beer Store makes it easier to do the right thing in Toronto

The Beer Store, in cooperation with Stewardship Ontario and Sims Recycling Solutions, offers a one-stop drop off for empty alcohol containers, paint, batteries and household electronics

(February 15, 2013, Toronto, ON) Recycling Plus by the Beer Store (Recycling Plus) is a pilot project designed to increase the recycling and reuse of a wide range of consumer products. The collection facility, located in Toronto's west end, was unveiled today by Ontario's Minister of the Environment, Jim Bradley.

Recycling Plus, open 7 days a week, is a one-stop shop where consumers can offload a wide range of obsolete electronics, batteries and paint (see complete list in backgrounder) while returning their empty beer, wine, spirit and cooler containers. The project is done in cooperation with two partners. Stewardship Ontario, through its Orange Drop Program, will oversee the collection and safe processing of batteries, paints, stains, and coatings and Sims Recycling Solutions will process the returned Waste Electronic and Electrical Equipment (WEEE).

This integrated approach is an evolution of The Beer Store's deposit return programs to make returns easier for business owners and consumers with high volumes of beer and liquor containers.

Speaking at this morning's ribbon cutting ceremony, Ted Moroz, President of The Beer Store, said, "The Beer Store is proud of our long-standing environmental program, which now recovers over 90% of all beer and over 80% of all wine, spirit and cooler containers, amounting to over 480,000 tonnes of packaging a year diverted from Ontario landfills. It's a part of our business and a part of our values."

Moroz continued, "We were eager to use our expertise to allow for increased waste diversion in other industries, while at the same time making it more convenient for our customers to return their empties. I would like to acknowledge our staff who are already engaged in our successful reuse and recycling programs and were eager to embrace the pilot project."

After being introduced by Mr. Moroz, Minister Bradley stated, "Ensuring that waste is collected and managed properly is vital to keeping our land and water clean. So it is great to have a facility like this: a true one-stop shop where waste-conscious Ontarians can bring their bottles, paint, batteries, and electronics. I applaud The Beer Store's integrated approach to recycling which is a first for Ontario."

Lyle Clarke, Executive Vice President of Stewardship Ontario, noted, "Since the Orange Drop Program launched in 2008, over 72,000 tonnes of household hazardous waste has been diverted from landfills and waterways in Ontario. We are excited to further expand our program by partnering in the Recycling Plus pilot to collect batteries and paint, and ensure that even more waste is diverted from landfill and recycled."

Cindy Coutts, President of Sims Recycling Solutions Canada, reminded attendees that Ontario, home to 39% of Canada's population, has a mandated Waste Electronic and Electrical Equipment (WEEE) recycling program. Sims estimates that there is an opportunity to recover, reuse and recycle approximately 75,000 metric tonnes per year of WEEE in Ontario alone. Ms. Coutts said, "Sims is thrilled to have the opportunity to responsibly recycle electronics collected at Recycling Plus at the world's most technologically advanced WEEE processing facility, just up the road in Mississauga."

The Recycling Plus by The Beer Store pilot was officially opened by The Beer Store staff and the Minister of the Environment, with representatives of the Toronto Environment Alliance returning a box of old computer parts, paint and beer bottles through a green ribbon for sorting and delivery to the recycling partners.

-30-

For more information or to schedule interviews, please contact:

Don Huff, Environmental Communication Options, 416-972-7404, 416-805-7720 (onsite)
or huffd@ecostrategy.ca

Event images available upon request.

Backgrounder: What does Recycling Plus by The Beer Store accept for recycling and reuse?

Wine, beer and spirit containers purchased in Ontario can be returned to The Beer Store (or other designated locations like Recycling Plus) for a full deposit refund.

Including:

- Glass bottles
- Bag-in-box
- Tetra Pak containers
- Plastic bottles (PET)
- Aluminum and steel containers on which deposits have been charged

Paints and coatings (in containers 20 litres or smaller)

Including:

- Interior and exterior house paints: latex, alkyd, enamel
- Undercoaters, primers, metal and rust paints
- Stains, urethane, polyurethane, varnish
- Sealers for wood and concrete
- Roof and driveway sealers

Types of paints and coatings **NOT** accepted:

- Automotive paint, marine paint and aerosols

Batteries

Including:

- Single-use dry cell batteries (i.e. non-rechargeable batteries)
- Accepted chemistries include: alkaline manganese, lithium, silver oxide, zinc-air and zinc-carbon batteries

Electronic Waste (WEEE) accepted

Including:

- TV CRT, TV flat screen monitor CRT, monitor flat screen, computer – desktop, computer – laptop, server, printer, cell phone, keyboards, speakers, cables, scanners, typewriters, telephones and answering machine, scanners and printers, video players and recorders, amps, receivers and radios (partial list)

WEEE materials **NOT** accepted (partial list):

- Smoke detectors, medical electronics, electronics containing Ozone Depleting Substances (such as air conditioners)

Recycling Plus by The Beer Store

299 Campbell Avenue

(Facing Dupont St., one block west of Lansdowne Ave.)

Toronto, ON M6P 3V6

Store Hours:

Monday to Friday: 9 a.m. – 8 p.m.

Saturday: 9:30 a.m. – 6 p.m.

Sunday: 11 a.m. – 5 p.m.

The Beer Store (www.thebeerstore.ca) is the trading name for Brewers Retail, a privately owned, joint-venture chain of 447 retail outlets in Ontario, founded in 1927. We offer the largest selection of beer products, including over 350 brands from Canada and around the world. Environmental leadership is one of The Beer Store's core values. We take back 100% of all beer packaging as well as all wine and spirit containers. The Beer Store is owned by Labatt Brewing Company Ltd., Molson Coors Canada and Sleeman Breweries Ltd. The Beer Store currently operates under the authority of the Liquor Control Act and the Alcohol Gaming Regulation and Public Protection Act, 1996.

Stewardship Ontario (www.OrangeDrop.ca) is an independent, industry-funded and managed organization mandated under the Waste Diversion Act. It operates two waste diversion programs in Ontario – the Blue Box Program, which provides municipalities with funding to support the residential recycling of paper and packaging; and the Orange Drop Program, targeting the collection and recovery of hazardous and special waste materials through municipal depots, special drop-off events, and commercial collection sites.

Sims Recycling Solutions (ca.simsrecycling.com) is the global leader in electronics reuse and recycling, offering customers in every business sector comprehensive recycling services out of our 53 owned and operated sites across the globe. Sims Recycling Solutions – owned by Sims Metal Management, a publicly traded company – has the global reach, expertise and infrastructure necessary to guarantee our customers that their data is secure, their electronic equipment is processed in an environmentally responsible manner, their reputation is protected and their compliance risks are eliminated.