



**Working together to
create a Canada
without plastic waste
or pollution**



A Solution Space by
Generate Canada

**We generate solutions
for a strong and inclusive
economy that thrives
within nature's limits.**

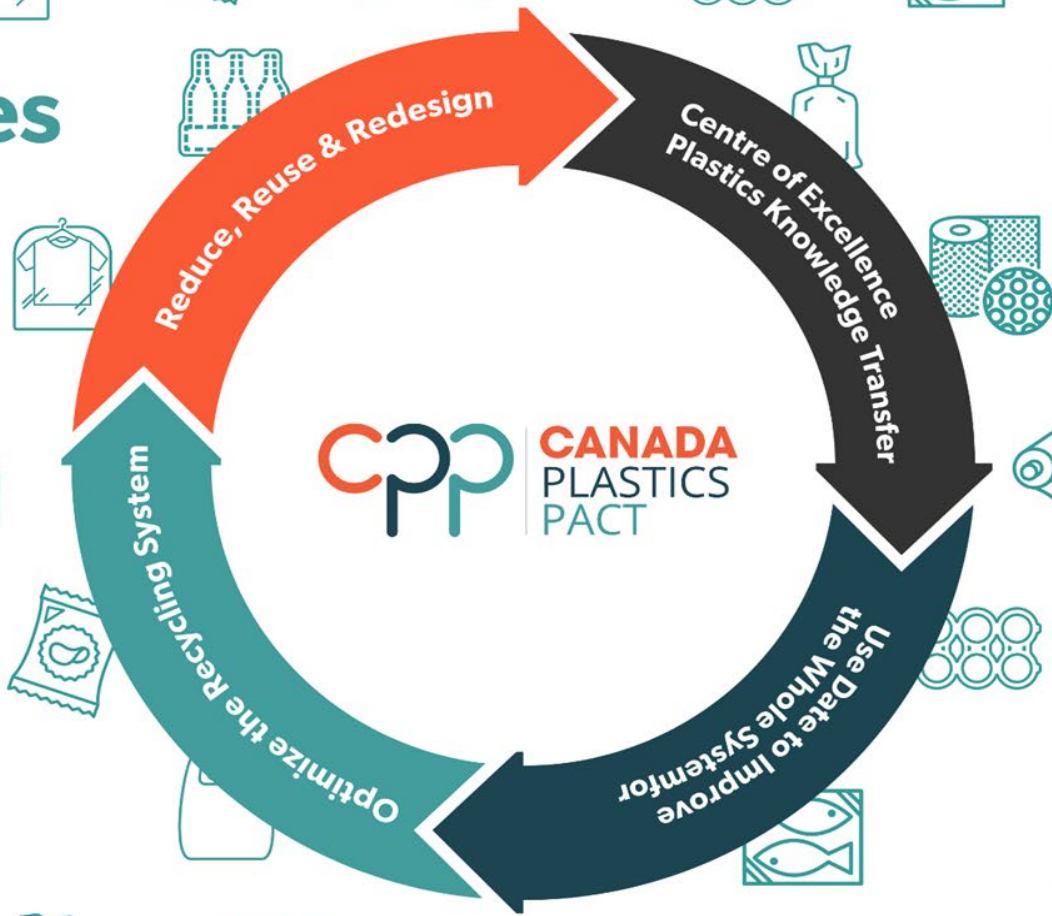


Find your space in the solution

CPP Partners



Our Priorities



Context for Our Discussion

Priority 2:

Optimize the Recycling System



Scaling Infrastructure



Photo Source: Merlin Plastics



Tackling Flexibles

Photo Source: RecycleBC

PRFLEX

An unprecedented collaboration to optimize the recycling system for flexible plastic packaging in Canada



CIRCULAR
MATERIALS



CHEMISTRY INDUSTRY ASSOCIATION OF CANADA | ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA CHIMIE



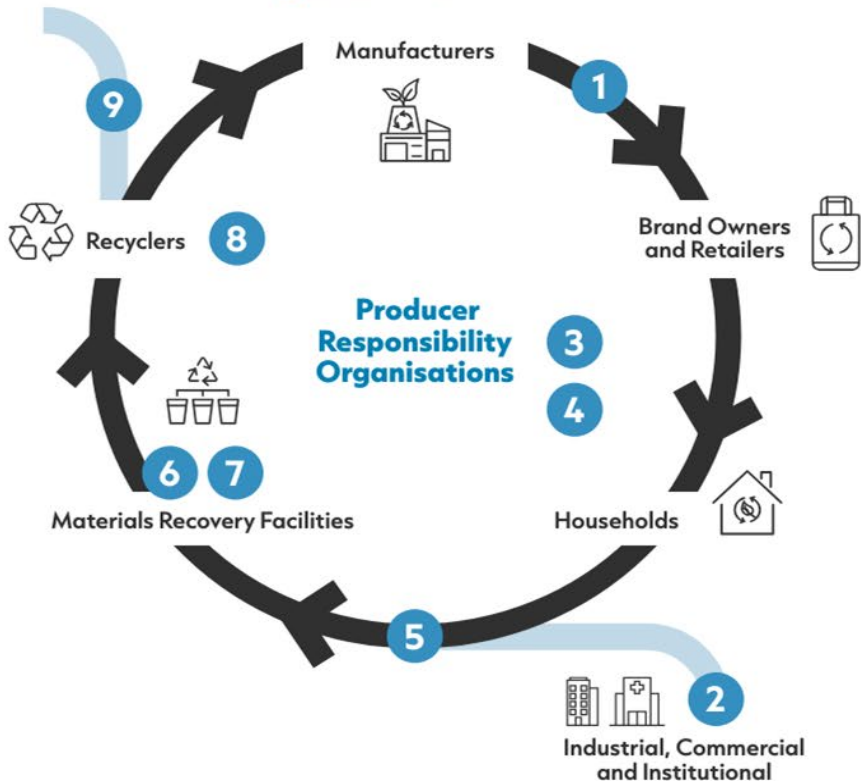
CANADA
PLASTICSPACT



RECYCLEBC



The Perfect Recycling System for FPP



- 1** **AIM** for better harmonization of FPP through the implementation of design for recyclability measures
- 2** **SET UP** dedicated collection of FPP in ICI
- 3** Through regulatory reporting and waste studies, **IMPROVE** the understanding of FPP composition and market
- 4** **ACCEPT** all FPP in curbside collection and make MRFs responsible for capturing FPP, and not for separating FPP by resin or type
- 5** Where not already implemented, **EVALUATE** the feasibility of dual stream collection
- 6** When dual stream is not suitable, **EVALUATE** the feasibility of building new single-stream MRFs designed to sort FPP more efficiently.
- 7** If building a new single-stream MRF is not feasible, **IMPLEMENT** solutions for reducing loose FPP, such as depots and bags-in-bag
- 8** **DEVELOP** new capacities for FPP separation at reclaimers and implement emerging sorting and recycling technologies.
- 9** Through supply chain collaboration, **SUPPORT** the building of viable end-markets for all types of collected FPP, including hard-to-recycle materials.

A close-up photograph of two hands held palm-up, filled with bright green plastic granules and flakes. The granules on the left are small and spherical, while the flakes on the right are larger and irregularly shaped. A dark grey horizontal bar is overlaid across the middle of the image, containing the text 'Recycled Content' in white.

Recycled Content



CANADA
PLASTICS
PACT

A Solution Space by
Generate Canada

CANADA PLASTICS PACT | **ROADMAP TO CIRCULARITY**



**INTRODUCTION TO EFS-PLASTICS
PRODUCTS & SERVICES UNDER EPR**

MARTINVOGT (PRESIDENT & CEO) 10/16/2024

EFS FACTS & FIGURES

30
 Years

- Three decades of experience in plastics recycling
- Recycling and compounding in Canada since 2007

100M
 lbs

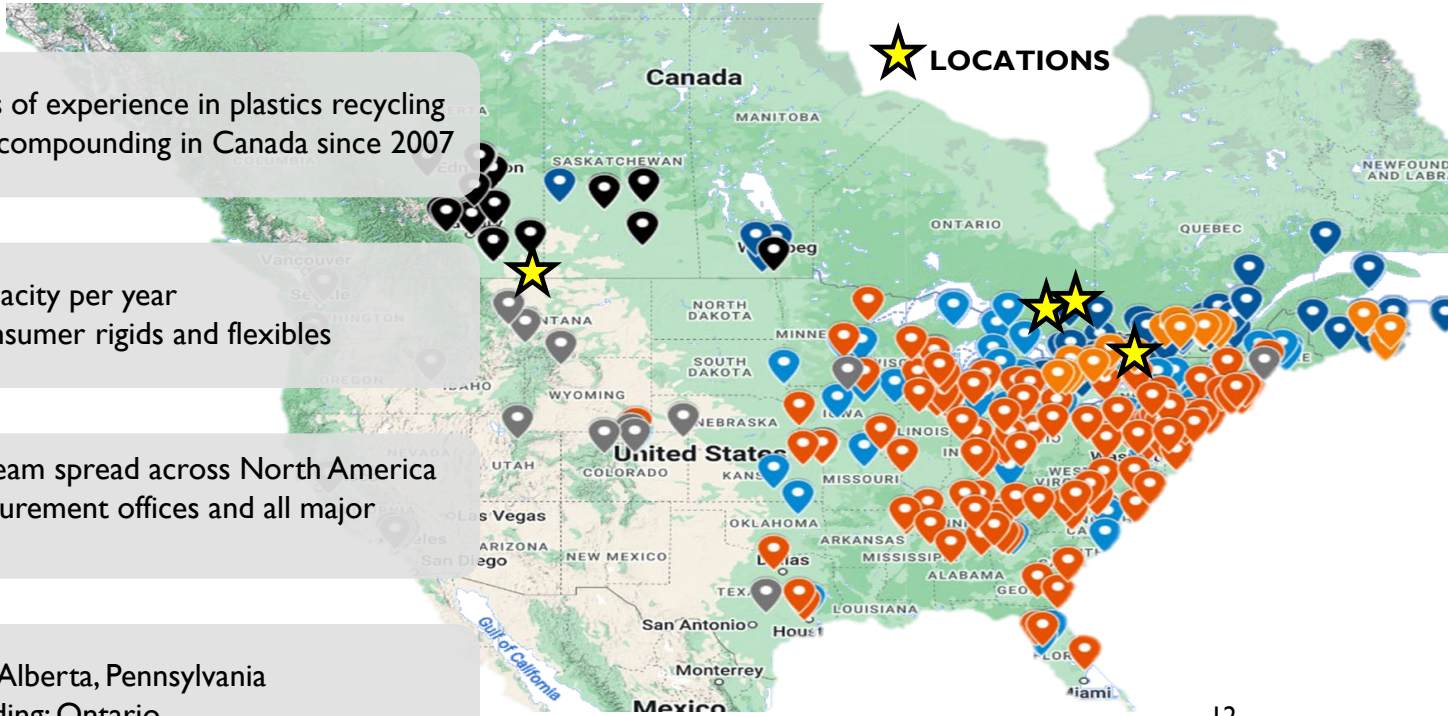
- Processing capacity per year
- 100% post-consumer rigids and flexibles

160
 Employees

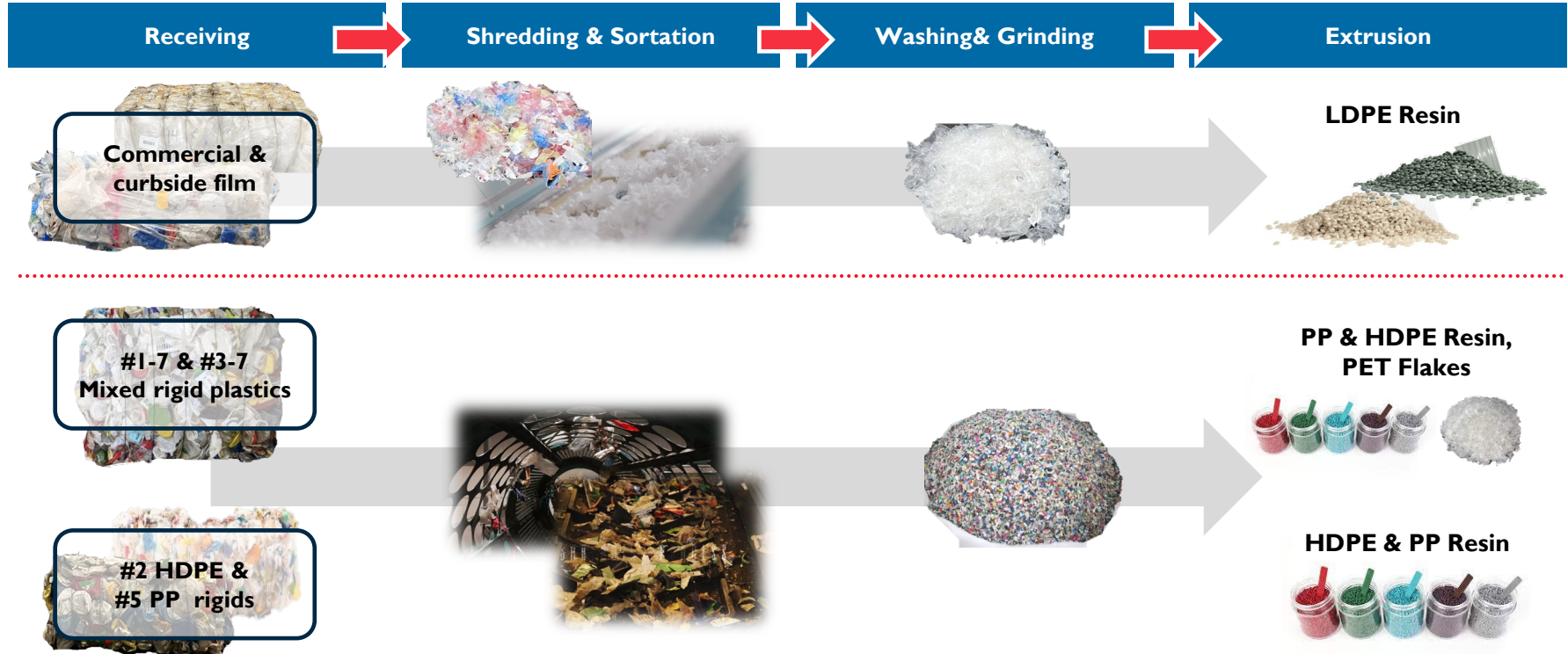
- Experienced team spread across North America
- Sales and procurement offices and all major regions

4
 Sites

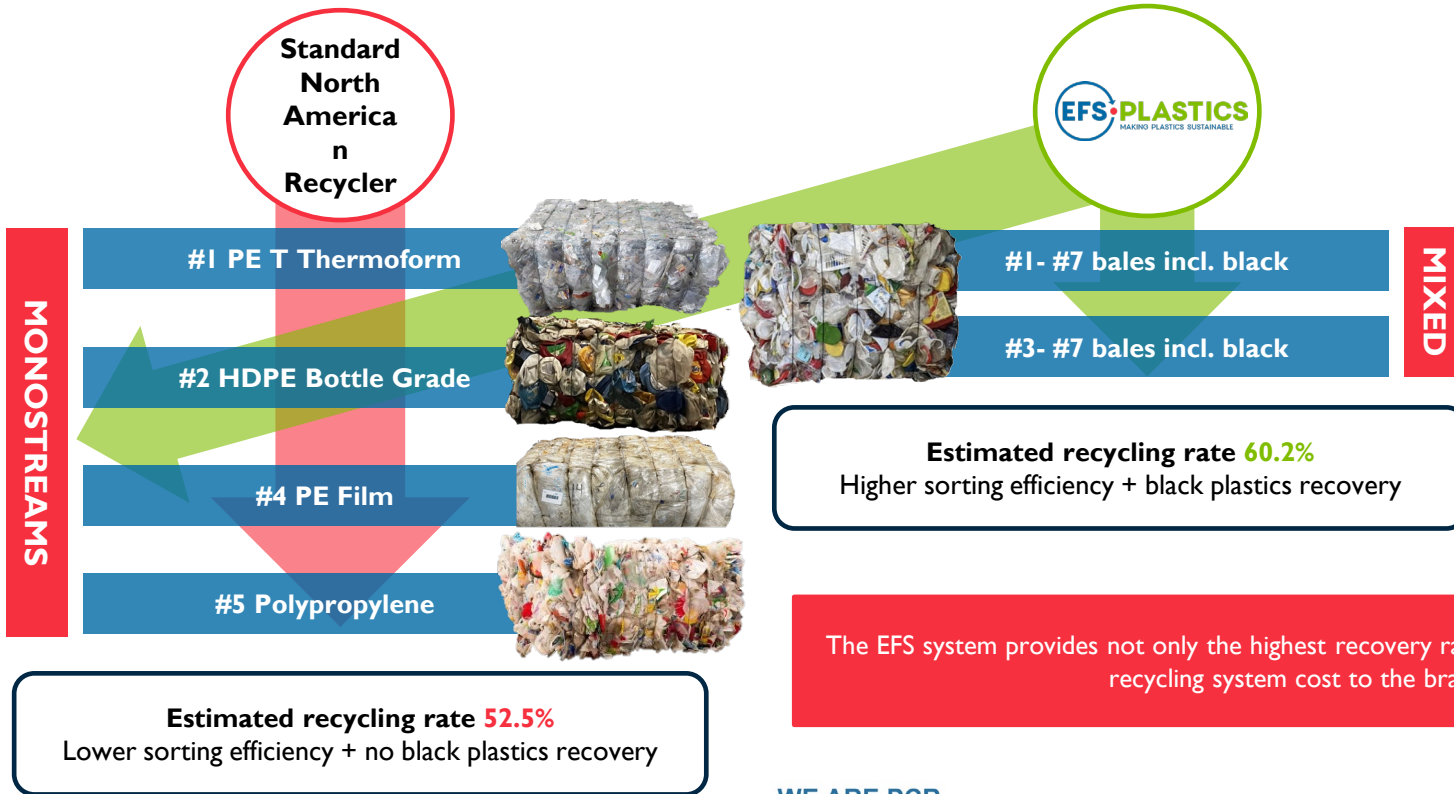
- PCR: Ontario, Alberta, Pennsylvania
- Custom Moulding: Ontario



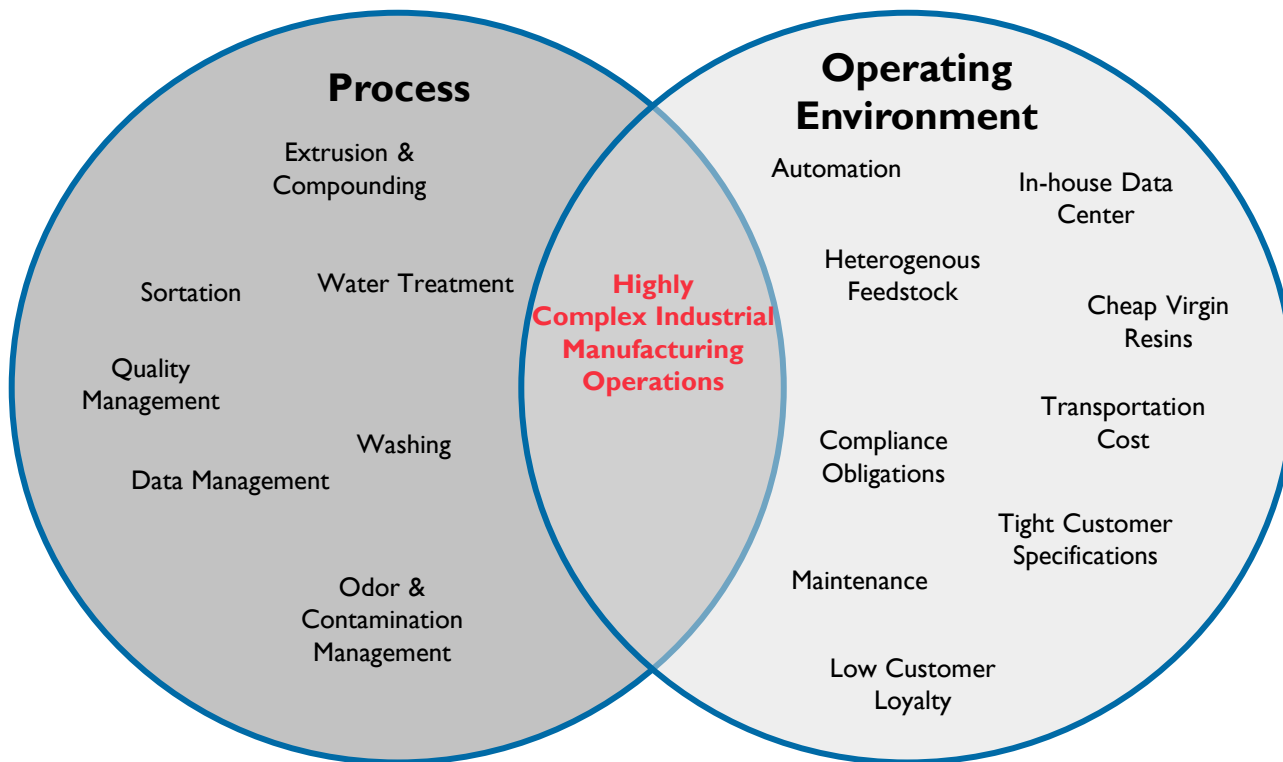
EFS MECHANICAL RECYCLING PROCESS



EFS RECYCLING SYSTEM & RECOVERY ESTIMATES ON



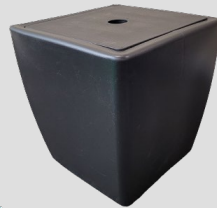
COMPLEX WORLD OF PLASTICS RECYCLING



EFS RESINS & SUCCESS STORIES



**Up to 100% PCR
incorporation**



Conversion through subsidiary Exi-Plast

or conversion partner network

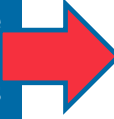
WE ARE PCR.

EFS RESINS & SUCCESS STORIES



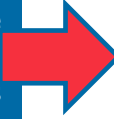
Virgin-like clarity, high performance

LLDPE, LDPE, blends



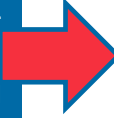
Standard clear, high performance

LLDPE, LDPE, blends



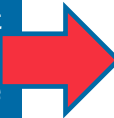
Film quality curbside product

LDPE heavy blend



Off-white, film quality product

Custom blends available



Standard resins

Custom blends
on request

WHERE TO FIND EFS PRODUCTS IN CONSUMER GOODS



EFS PCR enables a second life in many plastic applications available at local retailers.

WE ARE PCR.



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THANK YOU!

www.efs-plastics.ca



ICE RIVER
SUSTAINABLE SOLUTIONS

Retail Sustainability Conference

Date: October 16, 2024

OUR STORY

We are a Canadian, family-owned and operated company with a unique perspective on the circular economy. Being involved in each step of the value chain allows us to fully understand the impact that one process has on the next and drives us to produce only the most environmentally-aware products and packaging.

WE TAKE PRIDE IN:

- Being the first beverage company in North America to **operate a recycling facility in a closed loop** – from curbside collection, to recycled bottle manufacturing, to fresh natural spring water products...and back again.
- We're the largest private label bottled water producer in Canada.
- We have recycled over 700 million pounds of post-consumer curb side collected material since we started. We recycle beverage containers, food containers, thermoforms and other PET packaging so that no PET is left behind.
- Exemplifying entrepreneurial spirit since 1995



PROVIDE SUSTAINABLE SOLUTIONS

With a diverse portfolio of companies committed to sustainability, our products add value and continue to develop the growing circular economy in Canada while achieving reductions in waste, carbon, & energy use.



ICE RIVER



Manufacturing of Private label, branded and co-manufactured bottled water



Efficiently capturing recyclable material and transforming them into new rPET bottles and other plastics in a continuous closed loop



Brand new, state of the art, plastic extrusion and film printing facility



Produce up to 100% Recycled Sheet Grade PET Plastic (rPET)



we create sustainable outdoor living

Creating beautiful, eco-friendly outdoor furniture with recycled plastic caps processed at BMP Recycling



Growing high quality, organic grains and maple syrup on over 3,500 acres of farmland



Efficiently transporting products while minimizing our carbon emissions



Revolutionary line of fully compostable products

BUILDING A CIRCULAR ECONOMY

We are a **recycler, a brand owner, a manufacturer, and a consumer of recycled content** allowing us to view products & packaging through a sustainable lens, driving innovation.

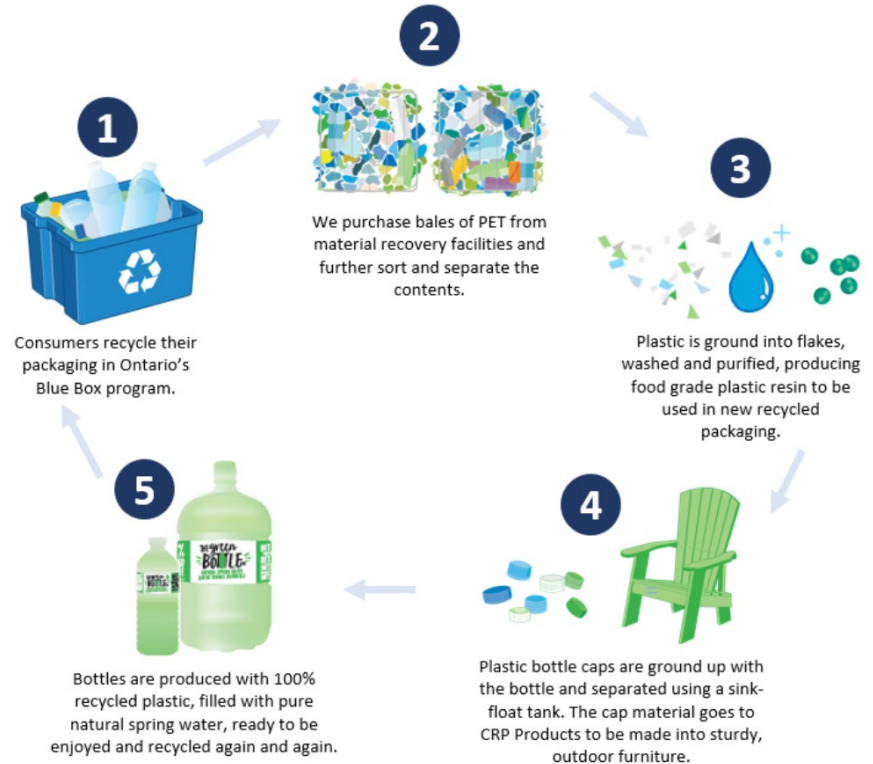
Maximizing Material Recovery

- We divert over **3 million lbs** of HDPE plastic through C.R. Plastic Products each year.
- We keep **5 million lbs** of green PET plastic out of landfill each year by putting our brand in a green bottle.
- We keep over **20 million lbs** of “difficult to recycle” plastics out of landfill each year.
- In total we have kept over **700 million lbs** of plastic in the circular economy since 2010.



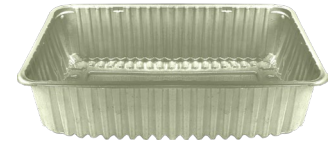
MECHANICAL RECYCLING OF PET

- PET is a unique resin type because it has been recycled into high quality, incredibly safe food grade resin for decades, thanks to its properties and technology.
- We recycle PET, not a packaging format, a type of plastic resin.
- We recycle Thermoform PET, Beverage Containers and other food packaging together to make our food grade resin.
- We maximize the PET recovery rate for collected materials in the Blue Box.
- We have improved recovery rates on Ontario bales beyond the average deposit bales in the United States by innovating and finding uses for other materials in the bale.



EFFICIENCIES AFTER 15 YEARS

- Treat the materials like a commodity/resin type, not a packaging type.
- Develop bale quality standards that are agreed upon with PRO's, MRF's & Recyclers.
 - We don't want perfection.
- We transitioned a large part of Canada's water bottles to be the same material type and the same colour.
- Golden Design Rules, you get out what you put in.
- Don't "cherry pick" the easy stuff.
- Economies of scale (Infrastructure needs/sortation capabilities).
- Find value in materials others consider waste.
- When designing EPR, include stakeholders throughout the circular economy to ensure the system works efficiently for all.



OUR VALUED PARTNERS





Thank you!

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