

FOR IMMEDIATE RELEASE

CNW Code 01 + regional weeklies

Products with Recycled Content

INTRODUCING RECYC ECO: A NEW CERTIFICATION PROGRAM

Montréal, January 16, 2012 – Today, Pierre Arcand, Québec's Minister for Développement durable, de l'Environnement et des Parcs, unveiled a new certification program for products with recycled content – RECYC ECO and its new identifying label. The announcement was made at Kamik's recycled rubber boot plant, in the Saint-Laurent borough, in the presence of Jean-Marc Fournier, M.P. for Saint-Laurent and Minister of Justice, Ginette Bureau, President and CEO of RECYC-QUÉBEC, Sylvain Allard, standards development of the Bureau de Normalisation du Québec (BNQ), and Joe Bichai, Vice-President of Manufacturing at Kamik.

The implementation of a program to certify recycled content is one of several priority actions proposed by the joint committee on recyclable materials set up to support the recycling industry. The task of developing a certification program was given to the BNQ in the fall of 2010. The program consists in providing consumers confirmation of the percentage of recycled materials in the products they buy. The new certification label will therefore be a guarantee of authenticity that will facilitate the identification of products with recycled content.

The program responds to a call from a number of clientele. Remember that RECYC-QUÉBEC's 2008 progress report on residual materials management in Quebec reported that some 13 million tonnes of residual materials are generated every year. Of that total, almost 7 million tonnes (52%) of residual materials were recovered and reclaimed, generating many environmental, social and economic benefits, not to mention the value added to the product.

“Until now, any manufacturer or producer could state that their products contained recycle materials without having to offer evidence to support the claim. This first certification program will establish benchmarks and set quality levels for residual material reclamation. More than just a label or identifying mark, this certification will establish a bond of trust between a growing industry and the public, and provide guidance in selecting one product over another,” said Minister Arcand.

The BNQ will run the certification program while RECYC-QUÉBEC owns the certification label and sees to its promotion and respect. The BNQ and RECYC-QUÉBEC will work in partnership, each contributing their respective expertise: BNQ will conduct certification checks and RECYC-QUÉBEC will promote the program to the public and industry. Manufacturers will submit their certification application to the BNQ and, once program compliance has been confirmed, RECYC-QUÉBEC will register the products in a dissemination and promotion tool for the benefit of its clientele.

“The certification program developed by the BNQ applies strict, rigorous and clearly established standards. The RECYC ECO label will not only simplify decision-making for buyers and consumers, it will support manufacturers and retailers' sustainable development efforts as well as become the reference for acting in the interest of the environment,” explained Ginette Bureau, President and CEO of RECYC-QUÉBEC.

Government departments, public institutions, municipalities, contractors who build sustainable and high performance constructions (LEED), Éco Entreprises Québec, as well as businesses and anyone concerned with responsible and eco-friendly consumption are all clientele who will find this new recognition tool highly useful.

Moreover, product and by-product manufacturers (including containers and packaging) will use this certification to authenticate recycled content. The certification could apply to such products as furniture, office supplies, building materials, tools, carpets, printed matter, etc. Manufacturers will need to obtain from their suppliers a statement listing the composition, levels of recycled materials as well as the source of those materials,” said Sylvain Allard, officer in charge of the BNQ's certification program.

Corporate look

A corporate logo was developed to clearly identify products that have earned certification. The logo is made up of a rounded arrow, which also replaces the second “C” in the program's name to symbolize recovery and recycling. The name RECYC ECO is similar to RECYC-QUÉBEC, and will therefore benefit from the organization's reputation and credibility. It is a clear, simple, easily identifiable and recognizable name.

“I urge all consumers to look for the new label identifying products with recycled content when they go shopping. By buying these products, each and every one of us can take real action to preserve the environment,” said Minister Jean-Marc Fournier.

RECYC-QUÉBEC

Concerned with helping Quebecers find innovative ways to sustainably manage residual materials so we may become a waste-free society, RECYC-QUÉBEC encourages reduction at the source, reuse, recycling and recovery of residual materials. RECYC-QUÉBEC therefore seeks to influence how products are manufactured and consumed. It is the designated organization for coordinating recovery activities under Quebec's Residual Materials Management Policy.

BNQ

Reporting to the Centre de recherche industrielle du Québec (CRIQ), the Bureau de normalisation du Québec (BNQ) has acted as a central standardization and certification organization and disseminator of information on standards for over 50 years. Officially recognized by the Government of Québec, the Standards Council of Canada (SCC), the International Organization for Standardization (ISO) and the World Trade Organization (WTO), the BNQ takes the lead in developing measures to support business, manufacturing, social and regulatory areas of interest. For more information: www.bnq.qc.ca

- 30 -

SOURCES:

Sarah Shirley
Media Relations Officer
Office of the Minister, Développement durable, de l'Environnement et des Parcs
418-521-3911

INFORMATION:

Media Relations
Québec Ministry of Développement durable, de l'Environnement et des Parcs
418-521-3991

Erwanne Plisson
Communications and Media Relations
Adviser
RECYC-QUÉBEC
418-643-0394, ext, 3238

Carole Roch
Communications Officer
Bureau de normalisation du Québec
514-383-3254

Louise Lemay
Political Attaché to the M.P. for Saint-
Laurent and the Minister of Justice
514-747-4050