

NEW MEASURE OF ÉEQ'S *INNOVATIVE GLASS WORKS* PLAN

\$1.2 MILLION TO SUPPORT THE DEVELOPMENT OF MARKET OUTLETS THAT GIVE A 2nd LIFE TO GLASS COLLECTED VIA CURBSIDE RECYCLING

Québec City, March 15, 2016 - Éco Entreprises Québec (ÉEQ) took advantage of its participation in the Salon des technologies environnementales du Québec to present the latest component of its *Innovative Glass Works* plan. ÉEQ is offering \$1.2 million to help companies manufacture added-value products containing recycled glass for existing and emerging markets in North America.

The *Innovative Glass Works* plan announced last January provides a concrete solution for 100% of glass collected via curbside recycling in order to take up the many challenges posed by glass recycling in Quebec. The first measure announced in January, which consisted in providing sorting centres with state-of-the-art equipment as part of demonstration projects, is already showing great success and has attracted the interest of three-quarters of all sorting centres in Quebec.

"After an analysis of the North American market, we identified many innovative outlets for glass collected via curbside recycling in addition to traditional processes involving glass bottle remelting and mineral wool production. Those emerging markets have very promising economic potential that will diversify opportunities for using recycled glass as well as enable Quebec to acquire unique expertise and become a veritable centre for excellence with regard to glass recycling. Our members are pleased to provide significant financial support to companies who wish to take up the challenge of glass processing and recycling. In fact, it may even turn into an opportunity to contribute to a prosperous and durable circular economy in Quebec," explained Maryse Vermette, ÉEQ's President and CEO.

New market development

From the total \$6.7 million envelope announced in January, \$1.2 million will be allocated to support market development. Businesses with an establishment in Quebec can receive financial assistance as well as technical and commercial support to help them market products that include recycled glass collected via curbside recycling.

In an effort to guide organizations wishing to take advantage of this opportunity, ÉEQ gathered data on existing and potential markets for recycled glass.

"There is no shortage of ideas, believe me!" exclaimed Jean-Luc Plante, ÉEQ's Vice-President, Optimization. "Water filtration, foam glass, cement additives and glass abrasives are only a few examples of outlets that are already well-established elsewhere in the world, especially in Europe. We know that developing markets for such innovative products requires significant investments, whether for product certification, testing and prototyping, or the development of a business strategy. That's why we wanted the *Innovative Glass Works* plan to include a component for financing market outlet development. Another benefit is that, once

in place, our local market outlets will help reduce greenhouse gas emissions related to transporting glass over long distances.”

A material with many advantages

The benefits of using recycled glass in new product manufacturing go far beyond the simple principle of reusing containers. Glass has many practical characteristics that improve the products it is added to. One example is glass used as an abrasive. In addition to providing a better finish than traditional materials, glass is far less dangerous for workers’ health because it does not contain free silica or heavy metals.

In water filtration applications, glass not only performs better and has a longer life than traditional products, it prevents the proliferation of bacteria. Glass powder provides excellent competitive advantages whether used as foamed glass or as a cement additive. Detailed information sheets on potential markets for added value glass are available in ÉEQ’s [Press Room](#).

Companies and organizations who wish to benefit from financial support for their projects can submit their application starting on March 21, 2016, on ÉEQ’s website at: www.ecoentreprises.qc.ca/glass.

About Éco Entreprises Québec

Éco Entreprises Québec (ÉEQ) is the organization that develops the Schedule of Contributions and collects company contributions, which are then redistributed to finance municipal curbside recycling services in Quebec. ÉEQ also encourages innovation and sharing of best practices in order to optimize the recyclable materials value chain. To do so, ÉEQ cooperates, on the one hand, with companies to reduce quantities of materials at the source and encourage the use of recyclable materials, and, on the other, with municipalities to increase recycling and the economic value of recovered materials.

ÉEQ is a private non-profit organization created by companies that put containers, packaging and printed matter on Quebec’s market. The organization was accredited by RECYC-QUÉBEC in 2005 in accordance with the Environment Quality Act.

-30-

Information:

Camille Lemay
Communications Adviser
Éco Entreprises Québec
514-772-6569
clemay@ecoentreprises.qc.ca