



## Écocentre LaSalle

### MOVING AND POLYSTYRENE RECYCLING GO HAND IN HAND

### On July 1st, look for number 6!

**Montreal, June 1st, 2014** – Every July 1st, the approximately 225,000 Montreal families<sup>1</sup> who are moving generate close to 60,000 tons of waste. A large portion of this waste can be recovered in the seven ecocentres of the City of Montreal. And new this year, residents can now bring the no. 6 plastic, commonly called polystyrene, to the Écocentre LaSalle. This plastic can be transformed in photo frames, coat hangers, flower pots and boxes, cornices, molded parts, insulating panels, protective packaging and office supplies, among other things.

The pilot project, implemented by the Canadian Plastics Industry Association (CPIA) and the City of Montreal, is intended to recover polystyrene which is still not recovered by the conventional collection of regular recyclable material. Montrealers have always been quick to adopt good environmental habits when they are given access and sustainable solutions such as this polystyrene recovery project.

“Contrary to some preconceived ideas, polystyrene is 100% recyclable and other provinces such as Ontario, British Columbia, and Nova Scotia have already set up initiatives to this end,” indicates Mr. Paul Aucoin, Membership Development at CPIA. “By bringing their postconsumer polystyrene products to the Écocentre LaSalle, Montrealers, and especially those who will be moving over the next few weeks, will be doing the responsible thing by diverting this material from the landfill sites and consequently allowing its recycling. We encourage all Montreal residents to be part of this activity and we congratulate them in advance for their support of this important project from an environmental standpoint. »

Until September 30, 2014, thanks to the pilot project “In search of number 6”, Montrealers can bring back their polystyrene articles (which should be cleaned and free of any extra packaging, labels, absorbent pads and aluminum covers) to the Écocentre LaSalle, located at 7272, rue Saint-Patrick. Polystyrene can be recognized by the triangle **with the number 6 inside**. This symbol appears on many consumer products, as well as on food packaging and the rigid foam used to protect products such as electronics and small appliances. Residents can consult the list of the accepted polystyrene products by visiting [www.ville.montreal.qc.ca/ecocentres](http://www.ville.montreal.qc.ca/ecocentres).

---

<sup>1</sup> Data from Hydro-Québec according to Radio-Canada (<http://ici.radio-canada.ca/nouvelles/societe/2010/07/01/001-demenagements-sondage-penurie.shtml>) and Voir.ca (<http://voir.ca/voir-la-vie/art-de-vivre/2011/06/30/jour-de-demenagement-le-grand-chamboulement/>).

### **About the Canadian Plastics Industry Association (CPIA)**

CPIA is the national organization of the Canada's plastics industry, representing processors, material suppliers, equipment manufacturers, brand owners, and recyclers. CPIA is committed to working with the Regroupement Recyclage Polystyrène (RRPS - Grouping polystyrene recycling) to propose concrete solutions and actions linked to the collection, sorting, and recycling of polystyrene.

In Quebec, the plastic industry represents a yearly income of 4,4 billion \$ and exportations of 1,7 billion \$. The industry employs 19,000 people directly and provides many support jobs.

### **About the Regroupement Recyclage Polystyrène (RRPS)**

The RRPS was set up in 2009, and its mission is to ensure the recovery and recycling of post-consumer polystyrene containers and packaging in Quebec. It is made up of representatives, manufacturers, brand owners, stakeholders of the curbside selective collect, City of Montreal, RECYC-QUÉBEC, Éco Entreprises Québec, research centers in the plastic sector, and associations, including the Canadian Plastics Industry Association (CPIA) and the Federation of Plastics and Alliances Composites (FEPAC). Among others, we find the following companies on the RRPS's navigation committee: Cascades, Dyne-a-pak, Ferrero, Polymos, Aliments Ultima.



facebook.com/ProjetRecyc6



@projetrecyc6

—30—

**Information:** [www.ville.montreal.qc.ca/ecocentres](http://www.ville.montreal.qc.ca/ecocentres)

**Media Relations:** HÉMISPÈRE RELATIONS PUBLIQUES

Marie-José Bégin  
(514) 994-0802