

PRESS RELEASE

The Extended Producer Responsibility Alliance (EXPRA) is expanding its network in North America

Brussels, 20 March 2024 – EXPRA, the umbrella organisation for packaging and packaging waste recovery and recycling systems which are owned by the obliged industry and work on a not-for-profit basis, welcomed a new partner - [Circular Materials](#), a not-for-profit producer responsibility organization in Canada, thus welcoming the 33rd Organization joining the Alliance.

As the second Canadian member joining EXPRA, Circular Materials is the not-for-profit producer responsibility organization that supports producers in meeting their EPR regulatory obligations for collecting and managing packaging, paper, and packaging-like products in Ontario, New Brunswick and soon to be Alberta, Nova Scotia and the Yukon. In addition to supporting producers in meeting their regulatory requirements, Circular Materials is responsible for creating supply-chains to collect, recycle, and return materials back to producers for use as recycled content in new products and packaging, fully in line with EXPRA [10 golden rules](#). Circular Materials' founders include 17 of Canada's leading food, beverage and consumer products manufacturers, restaurants, and retailers.

Circular Materials is already closely collaborating with Éco Entreprises Québec (ÉEQ), our long term EXPRA member, to advance joint interests and initiatives aimed at optimizing practices to improve recycling rates and drive innovation, and joining the international network is a logical step.

“We are extremely happy and honored to welcome Circular Materials in our EPR Family, especially considering the impressive 35 year history of EPR in Toronto, Ontario and our active contacts to Ontario for over 25 years.” said Joachim Quoden, Managing Director of EXPRA. *“Ontario is currently in a very interesting and important transition phase as it moves to full EPR, where producers will be responsible for fully funding and managing the EPR system for products and packaging material which will provide many learnings for all of us while at the same time our EXPRA network will be able to provide their expertise into this process as well”* he added.

“We are excited to partner and collaborate with EXPRA and its members to evolve and share best practices that enhance performance, optimize operations, drive technological innovation and investments in recycling infrastructure”, said Allen Langdon, Chief Executive Officer, Circular Materials. *“This partnership with EXPRA is aligned with our commitment to drive circular solutions through innovation and best practices. We look forward to building on the knowledge and experiences from the European EPR industry as we build efficient and effective EPR systems in Ontario and other provinces across Canada.”*

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About EXPRA

EXPRA is the alliance for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of all its member packaging recovery and recycling organisations founded and run by or on behalf of obliged industry. EXPRA members provide over 250 million inhabitants with packaging collection, sorting and recycling infrastructure and ensure recycling and recovery of over 23 million tons of packaging per year. For additional information, please visit www.exptra.eu

About Circular Materials

Circular Materials is a not-for-profit producer responsibility organization that supports producers in meeting their EPR regulatory obligations for collecting and managing packaging, paper, and packaging-like products in Ontario, New Brunswick and other provinces across Canada. In addition to supporting producers in meeting their regulatory requirements, Circular Materials is responsible for creating supply-chains to collect, recycle, and return materials back to producers for use as recycled content in new products and packaging. Established by Canada's leading food, beverage, and consumer products manufacturers, retailers, and restaurants, Circular Materials is committed to improving recycling by advancing innovation, increasing performance, and delivering improved environmental outcomes. For additional information, please visit: <https://www.circularmaterials.ca/>