



DID YOU KNOW?



ECONOMIC AND SOCIAL BENEFITS

DID YOU KNOW THAT...

- * **the vast majority of Quebecers read and like the Publisac.** In fact, **87%** of adults in Québec consult it in areas where the Publisac is distributed, with **84%** satisfaction rate (source: CRQP survey, summer 2018).
- * thanks to the Publisac, **Québec households plan their weekly purchases and save money this way.** **84%** of them use it to find deals, and the average time spent consulting it is **27** minutes (source: CRQP survey, summer 2018).
- * the Publisac is a first-rate distribution vehicle for weeklies in Québec, an important source of local information. With other distribution options being significantly more costly, **the business model for a large proportion of weeklies would be at serious risk without the Publisac** (source: Hebdom Québec).
- * the Publisac **promotes local and regional economy.** Now faced with the new global e-commerce giants, flyers help local and regional businesses, small and large, attract nearby customers to the store.

ENVIRONMENT

DID YOU KNOW THAT... the Publisac is a responsibly managed product.

- * In Québec, the Government oversees sustainable forest management, and trees are first harvested for lumber. **Sawmill residues are then recovered in order to manufacture newsprint** which is used for printing the Publisac flyers.
- * **The printed content and the Publisac plastic bag are both recyclable;** separating the bag and its content in the bin facilitates recovery at the sorting facilities.
- * The recovery rate for newspapers and newsprint inserts and flyers in Québec is **86%**. (source: RECYC-QUÉBEC / Éco Entreprises Québec - ÉEQ). In addition, after having read the Publisac and its flyers, **73%** of readers put them in the recycling bin, and **15%** reuse the bag (source: CRQP survey, summer 2018).

RECOVERY COSTS AND MATERIAL RECYCLING

DID YOU KNOW THAT... in accordance with the Environment Quality Act, **municipalities manage recovery services for recyclable materials, such as the Publisac, but companies that produce these materials are responsible for financing them.**

- * In Québec, companies that put containers, packaging and printed matter on the market must assume **100%** of the net costs of efficient and effective municipal curbside recycling services, including those of sorting facilities (source: ÉEQ).
- * TC Transcontinental – the Publisac distributor – and its retailer customers pay several million dollars per year in contributions to ÉEQ, whom, in turn, redistributes these sums through RECYC-QUÉBEC to municipalities.
- * In addition, a significant portion of sorting facilities revenues is generated from corrugated cardboard and newsprint. These materials can be transformed again by other companies to produce, among other things, moulded pulp egg trays and cup holders, as well as boxboard, such as cereal boxes, in keeping with circular economy principles.

The logo for Publisac, featuring the word "publi" stacked above "sac" in a white, lowercase, sans-serif font, set against a solid magenta square background.

DID YOU KNOW?



EMPLOYMENT

DID YOU KNOW THAT ... the Publisac **provides close to 4,500 jobs in Québec**. At TC Transcontinental, close to 1,000 full-time jobs are related to the production and distribution of flyers in Québec. Furthermore, the distributors we deal with hire about 3,500 people to bag and distribute the flyers and local newspapers, namely young people on their first job, workers looking to integrate or reintegrate the job market, and individuals seeking supplementary income.

FREEDOM OF CHOICE

DID YOU KNOW THAT ... **for those who do not want to receive the Publisac, it's simple**. To get a free pictogram sticker by mail, simply call our Customer Service at the number indicated on the bag [1 888 999-2272] or visit www.publisac.ca. Also, for those who prefer the digital version of the flyers, it is available online at www.publisac.ca.

CONTINUOUS IMPROVEMENT

DID YOU KNOW THAT ... the Publisac **is constantly evolving**. We are continuously working with our customers to optimize the type of paper used, flyer formats and quantities distributed through better postal code targeting. In addition, over the last few years, we have gradually changed the Publisac's frequency of distribution from twice a week to once a week in the vast majority of distribution areas. We are also in constant dialogue with RECYC-QUÉBEC to ensure that our products comply with best practices to facilitate material recycling.

STARTING IN 2019, WE WILL EXECUTE THE FOLLOWING FOUR-PRONGED ACTION PLAN:

1. Better inform citizens about the fact that the Publisac plastic bag is recyclable and further encourage them to separate the content from the bag in the bin to help the sorting facilities;
2. Work more closely with all stakeholders involved in recycling in Québec to optimize the recycling of materials related to the Publisac;
3. Improve awareness on the different ways to get a pictogram and improve the respect of it by our distribution teams;
4. Adjust the quantity of flyers distributed according to the demand in multi-unit housing.

For more information on the above, please write to us at info@publisac.ca.