

For immediate release

**Winner of industrial design contest
A NEW CONTAINER FOR RECYCLABLES BY
CLAUDE MAUFFETTE DESIGN INDUSTRIEL**

Montréal, January 16, 2008 – Mr. Alan DeSousa, member of the Executive Committee responsible for sustainable and economic development and Montréal 2025, and Mr. Marcel Tremblay, also a member of the Executive Committee, responsible for cleanliness, today announced that *Claude Mauffette Design Industriel* has won the industrial design contest for a new recycling container. The objective of the contest was to redesign the existing “green box”, to be used at the agglomeration level. It had to be better suited to the urban environment, especially for use at buildings with eight units or fewer, where the use of wheeled containers is not possible. Also, the contest had to meet the city’s standards for cleanliness.

The concept submitted by *Claude Mauffette Design Industriel* was chosen as a result of a call for proposals. It was more ergonomic, easy to handle by individuals and workers, innovative in design and lighter than the other entries. The concept is so innovative that Montréal has applied for a patent. A jury of experts, made up of representatives of the city, Éco-Entreprises Québec, the École de design industriel of the Université de Montréal, RECYC-QUÉBEC, Éco-quartiers and Québec City, were asked to choose the winning concept based on specific criteria, including increased capacity, user-friendliness and cleanliness.

According to Alan DeSousa, Montréal has reason to be proud of holding this industrial design contest with its partners, honouring one of the commitments included in the Montréal, cultural metropolis – November 2007 Rendez-vous action plan, to promote excellence in architecture and design by increasing the number of public contests. “Montréal preaches by example by supporting innovative design and the work of local designers, so that they may create realistic solutions likely to improve the quality of life and living environment of the community. I congratulate industrial designer Claude Mauffette, whose innovative concept has been chosen by a jury of experts, and the other competing design agencies for their exceptional work. The title of “Montréal, UNESCO City of Design”, awarded in 2006, takes on its true meaning through the joint effort and motivation of the public and private sectors in the field of design,” said Mr. DeSousa. Incidentally, the Executive Committee has awarded a contract to the industrial designer for product development, pre-production drawings and mass production. The container is expected to be tested in the field in the summer of 2008.

Mr. DeSousa emphasized the importance of this new recycling container. “The concept that was chosen as a result of the design contest proposes a solution that is adapted to the challenges found in 36% of the urban agglomeration, where the use of wheeled recyclables containers is impossible because of the urban layout. Montréal is taking the necessary steps to meet the objectives of recovering and valorizing 60% of solid waste, as set out in the *Politique québécoise de gestion des matières résiduelles 1998-2008*,

added Mr. DeSousa.

This new closable and light recycling container will help to keep our streets and sidewalks clean. A replacement for the “green box” is long overdue, because it no longer meets our cleanliness goals,” said Mr. Marcel Tremblay.

The design contest was held by Montréal on the proposal of the Division de la gestion des matières résiduelles of the Direction de l’environnement et du développement durable and of Design Montréal. It was supported financially by Éco-Entreprises Québec, Collecte sélective Québec, Québec City and RECYC-Québec.

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