Paint Stewardship Program
October 1, 2013

About PaintCare Inc.

- Non-profit 501(c)(3) organization
- Established in 2009
- Created by the American Coatings Association as the industry’s product stewardship organization (PSO)
- Governed by Board of architectural paint manufacturers
- Represent all paint manufacturers
- Operational organization – designs and implements all aspects of paint stewardship programs
Model Paint Stewardship Legislation

- Needed legislation for level-playing field with sustainable financing and consistency across states
- 7 states have passed the legislation:

  **Implementation Dates**

  - 2010: Oregon
  - 2012: California
  - 2013: Connecticut
  - 2014: Rhode Island, Vermont, Minnesota
  - 2015: Maine

About the Paint Stewardship Law

- Manufacturers selling paint into the state must operate a paint management system
  - Reduce the generation of postconsumer paint; promote reuse, and provide system for recycling and proper disposal of leftover paint
- Requires a plan to be approved by state environmental agency
  - Convenient paint collection locations
  - Environmentally responsible paint management
    - Goals for reuse, recycling and proper disposal
  - Education and outreach plan
  - Budget and assessment rate to fund the program
PaintCare Funding

- Financing through a per can assessment fee added to the product price of each container sold.
  - Half pint or less: $ 0.00
  - More than half pint to less than 1 gallon: $ 0.35
  - 1 gallon: $ 0.75
  - More than 1 gallon to 5 gallons: $ 1.60

- Manufacturers pay the fees to PaintCare, on a monthly basis based on sales in the state and pass them through to distributors and retailers who add them to the final purchase price of new paint

Program Products

- Collect the following architectural coatings in 5 gallon containers or less:
  - Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (all types of finishes and sheens, including textured coatings)
  - Deck coatings, floor paints (including elastomeric)
  - Primers, sealers, undercoaters
  - Stains
  - Shellacs, lacquers, varnishes, urethanes (single component)
  - Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
  - Metal coatings, rust preventatives
  - Field and lawn paints
Who Can Use the Program

**Latex Program Products**
- From residents
- From all businesses

**Oil-based Program Products**
- From residents
- From CEG businesses

Retail Responsibility

1. Fee pass-through
2. Sell only registered brands
3. Be a paint drop-off site (voluntary)
Drop-Off Site

**PaintCare Provides**
- On-site training
- Collection containers
- Transportation
- Recycling/proper disposal
- Poster and consumer education materials
- Site promotion

**Oregon, California, Connecticut Implementation**
Collection Sites and Volume – OR

Year 1: 469,665 gallons
Year 2: 609,471 gallons ⇒ 30% Increase

Convenience – OR

Oregon population within 15 miles of a collection site

64.7% 93.1% 94.4%

Collection Sites and Events – CT

- Convenience criteria resulted in ~93 sites
- Recruited 80+ retail and 20+ transfer stations
- 7 one-day paint collection events in July and August

Large Volume Pick-Up – CA

Minimum of 300 gallons
- More than 150 pick-ups since launching program in January

Top Ten Sites
- 3,120 gallons
- 3,075 gallons
- 2,396 gallons
- 1,949 gallons
- 1,832 gallons
- 1,800 gallons
- 1,719 gallons
- 1,652 gallons
- 1,551 gallons
- 1,540 gallons

Recycle with PaintCare
New York

• *Bill introduced in 2013*
• *Support for many local governments; support from NYC; support from DEC*
• *Support from the retail community; recyclers; and haulers*
• *Senate Bill was model legislation, but Assembly Bill was not*
• *Will try to reconcile the Assembly Bill or start with new Assembly bill in 2014*

Contact Information

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