NEWMOA Paint Management Workshop

July 22-23, 2013
Maine Paint Stewardship Law

– Paint Bill, passed July 2, 2013

- Implement an industry financed and operated paint management system
- Decrease cost and responsibility for local and state governments
  - Decrease generation of postconsumer paint
  - Promote donation/using up
  - Increase recycling through improved convenience and outreach
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**
Why Paint

- 50% of household hazardous waste is paint
- Studies show that approximately 10% of paint is leftover/unused
- 70 million gallons leftover annually in the US
- Local and state government resources are limited, resulting in minimal opportunity to recycle paint (in most states)
Push for Industry Stewardship

2003 – Product Stewardship Institute (PSI) initiates national stakeholder dialogue aimed at finding a solution to postconsumer paint management

Participants include: ACA; paint manufacturers; Federal EPA, state and local governments; recycler; hazardous waste service providers

2007 – Dialogue leads to drafting of state level, industry-supported legislation – “model bill”

2009 – Oregon passes first paint stewardship law!
Current Programs – 7 States

Start Dates

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

Need legislation for level-playing field and sustainable financing with anti-trust exemption.
Maine Implementation
Steps to Implementation

1. **Identify and register paint manufacturers**

2. **Identify existing paint/HHW collection programs – establish partnership**

3. **Develop baseline convenience criteria** (GIS modeling) using ME distance and population density criteria: 90% of residents should have access to a site within 15 miles + one additional sites for areas of 30K residents or more

4. **Identify and recruit retail and other new paint drop-off sites – establish partnership**
Steps to Implementation

5. *Identify contractors – begin outreach regarding fees as early as possible*

6. *RFP for PR/outreach – develop communications plan*

7. *RFP for paint transportation/processing services*

8. *Develop budget based on anticipated collection volume (3.2 million gallons sold, 10% leftover = 320,000 gallons leftover) and other expenses*

9. *Establish “PaintCare Recovery Fee” structure*

10. *Submit Program Plan*
Program Plan

- **Detailed Program Plan and budget prepared by PaintCare and submitted to the Maine Department of Environmental Protection**

- **Submit plan by April 15, 2015**

- **Implementation by July 15, 2015, or 3 months after Program Plan approval by the Commissioner**

- **Early start: Aiming to start program in 2014, but will need approval from PaintCare Board of Directors**
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)
Retail Drop-Off Site

**PaintCare Provides**

- **On-site training**
- **Collection containers**
- **Transportation**
- **Recycling/proper disposal**
- **Store 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

Recycle with PaintCare
Convenience – OR

Oregon population within 15 miles of a collection site

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<thead>
<tr>
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<tbody>
<tr>
<td>Coverage</td>
<td>64.7%</td>
<td>93.1%</td>
<td>94.4%</td>
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</table>
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**
Minimum of 300 gallons

- More than 120 pick-ups since launching program in January

Top Ten Sites

<table>
<thead>
<tr>
<th>Rank</th>
<th>Gallons</th>
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<tbody>
<tr>
<td>1</td>
<td>3,120</td>
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<tr>
<td>2</td>
<td>3,075</td>
</tr>
<tr>
<td>3</td>
<td>2,396</td>
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<tr>
<td>4</td>
<td>1,949</td>
</tr>
<tr>
<td>5</td>
<td>1,832</td>
</tr>
<tr>
<td>6</td>
<td>1,800</td>
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<td>1,719</td>
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<td>8</td>
<td>1,652</td>
</tr>
<tr>
<td>9</td>
<td>1,551</td>
</tr>
<tr>
<td>10</td>
<td>1,540</td>
</tr>
</tbody>
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Fee Structure and Costs

**Fee Structure: Oregon, California, Connecticut**

- Half pint and less: $0.00
- More than half pint to less than 1 gallon: $0.35
- 1 gallon: $0.75
- More than 1 gallon to 5 gallon: $1.60

**Program Cost**

- Oregon: $3.8 M (pop: 3.8 M)
- California: $25-30 M (pop: 38 M)
- Connecticut: $3.1 M (pop: 3.6 M)
- Maine ~ $1.3 M (estimate based on $1/person)
Retail Outreach

Information for Paint Retailers

Connecticut Paint Stewardship Program

A new Connecticut law affecting paint retailers takes effect July 2013.

The new law requires paint retailers to add a stewardship assessment fee to architectural paint products and make
savings by not selling unaltered brands of architectural paint. Retailers may also volunteer to be paint drop-off sites.

How to Become a Retail Drop-off Site

Connecticut Paint Stewardship Program in Connecticut

PaintCare Inc., a non-profit 501(c)(3) organization, established the American Coatings Association to implement state mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law.

New Paint Stewardship Program in Connecticut

Connecticut PaintCare Inc. is working to implement the new program in Connecticut. Retailers interested in participating should contact PaintCare at 1-877-376-1574 or info@paintcare.org.

Making Paint Recycling More Convenient

The Connecticut program will allow residents and businesses to return unaltered architectural paint to drop-off locations throughout the State. Although household hazardous waste programs in Connecticut may continue to accept paint from residents and some businesses, these programs are not open year round, generally do not accept latex paint, and may not be as conveniently located as retail stores. With the addition of retail drop-off sites, paint recycling will become more convenient.

Benefits to Retailers

There are many benefits to becoming a drop-off site. Participating retailers will:
- Make recycling of leftover paint more convenient for your customers
- Support the paint industry's effort to lead the way in being responsible for end of life management of its own products
- Promote your store as environmentally responsible or “green”
- Increase customer foot traffic and sales
- Help reduce local government of their cost of managing leftover paint
- Do your part to help prevent the improper disposal of paint products

For more information, visit www.paintcare.org or call 1-877-376-1574.
Contractor Outreach

What Trade Painters Need To Know

A new Connecticut law affecting trade painters takes effect July 2013.

The law requires manufacturers to add a stewardship component to architectural paint products, pass the fee up to distributors and retailers. Retailers must include the fee in their retail price, and may not sell brands where the fee is not included. Paint manufacturers not complying with the fee must be verified by an audit.

Funds from the program will be used to collect, free of charge, leftover paint from residents and certain businesses. Paint drop-off sites will be set up at area dealers and other sites throughout the state.

New Paint Stewardship Program in Connecticut

The American Coatings Association (ACA) has worked for ten years with stakeholders to develop an industrywide paint stewardship program in the United States.

PaintCare Inc., a non-profit 501(c)(3) organization, was established by the ACA to implement state-managed paint stewardship programs on behalf of paint manufacturers in each state that meets a paint stewardship law.

Oregon passed the first Industry-supported paint stewardship law in 2009, California, Connecticut, and Rhode Island followed suit soon after. More than 11 states now have laws in place to help residents properly dispose of leftover paint.

Connecticut’s program was expected to begin in July 2013. Residents can now take unopened paint to one of the drop-off sites.

Contact Information

PaintCare Inc.
150 State Street
Newington, CT 06111

Tel: 866-PAIN100
Fax: 860-581-1197

Website: paintcare.org

Notice for Trade Painters

A new law affecting paint sales in California adds an eco fee to the price of architectural paint starting October 19, 2012.

PaintCare, a nonprofit established by the paint industry, is collecting the fees in the name of the California Paint Stewardship Program.

Residents who still have leftover paint can take it to a PaintCare collection site at no cost to the consumer. PaintCare also collects from large businesses.

Contact Information

PaintCare Inc.
150 State Street
Newington, CT 06111

Tel: 866-PAIN100
Fax: 860-581-1197

Website: paintcare.org

Recycle with PaintCare

Bidding Jobs

It is expected that trade painters will pass the eco fees to their customers. When estimating jobs using paint purchased October 16, 2012 or later, painters should consider these fees and be sure the quotes they get from paint stores include the fees. In turn trade painters should add these fees in estimates and bids to their customers.
Co-Branded Materials

Recycle with PaintCare
About the PaintCare Program

Find a paint drop-off site near you by visiting paintcare.org

REUSE, RECYCLE AND PROPERLY DISPOSE OF OLD PAINT
REUSA, RECYCLAY Y DESHECHA LA PINTURA vieja

GIVE your old paint new life with PaintCare, a new non-profit program established to manage the waste recycling and proper disposal of paint. Each PaintCare container that has been applied to the purchase of each unit of paint, including all exempted products, received in the state of California, based on a graduated container rate. This fee will appear separately on sales receipts.

For the nominal fee, PaintCare will dramatically increase collection centers throughout California, establishing more convenient opportunities for recycling and proper disposal of your leftover paint.

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Fee Per Unit</th>
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<tbody>
<tr>
<td>1/2 Pint or Less</td>
<td>No Charge</td>
</tr>
<tr>
<td>More Than 1/2 Pint to 1 Gallon</td>
<td>$0.35</td>
</tr>
<tr>
<td>Gallon</td>
<td>$0.75</td>
</tr>
<tr>
<td>More Than 1 Gallon to 5 Gallons</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

ACCEPTED PRODUCTS FOR RECYCLE
PRODUCTOS ACEPTABLES PARA RECICLAR
(Maximum container size: 5 gallons)

- Interior and Exterior Architectural Paints, Latex, Acrylics, Water Based, Alkyd, Oil Based, Enamel, all types of stains and sealers, including:
  - All types of oil-based and water-based products
  - All types of latex and acrylic products
  - All types of enamel and stain products
  - All types of alkyd and acrylic products
  - All types of oil-based and water-based products

- Deck Coatings & Floor Paints (including primer)

- Primers, Sealers, Undercoaters

- Stains

- Exterior Wood Preservatives

NOT ACCEPTABLE FOR RECYCLE
NO ACEPTABLES PARA RECICLAR
(Regardless of container size)

- Protective Coatings, Aerosol Cans
- Furniture & Decorative Paints
- Auto and Marine Paints
- Traffic and Road Marking Paints
- Arts and Crafts Paints
- Coating Compounds, Epoxies, Glues, or Adhesives
- Roof Patch or Repair
- Paint Additives, Colorants, Tints, Reizers
- Wood Preservatives
- Putty, Putty Patches
- Sealants, Adhesives, and sealers
- Pink or Bitumen-based Products
- 2-Component Coatings
- Industrial Maintenance (IM) Coatings Labeled with One of the Following: "Not for Residential Use" or "For Professional Use Only" For professional use only Not for residential use Not recommended for residential use
- Original Equipment Manufacturer (OEM) Parts and Pre-paint applications
- Other Coatings (including chemical products, pesticides, cleaners, etc.)

To find a collection center near you please call 1.800.732.4489 or visit WWW.PAINTCARE.ORG

Recycle your paint here.

To learn what products are accepted by the program either ask your sales associate, call (855) 724-6999 or visit www.paintcare.org.

About the PaintCare Program

Effective October 18, 2012 the “PaintCare Recovery Fee” is included in the purchase price of architectural paint sold in California as required by the California Paint Stewardship Law. Fees are based on container size as follows:

- 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: $1.00

PROGRAM PRODUCTS

These products have fees and will be accepted at PaintCare-participating drop-off sites:

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Shelters, lacquers, varnishes, urethanes (clear component)
- Deck coatings, floor paints (including water-based)
- Waterproofing/concrete/masonry/wood sealers and repellents (not tar or Bitumen-based)
- Delivering pool paints (clear component)
- Metal coatings, rust preventatives
- Fluid and lawn paints

NEW LAW

California law requires paint manufacturers to develop a financially and environmentally sustainable program to manage post-consumer architectural paint. The new program will make paint recycling more convenient by setting up hundreds of drop-off sites throughout the state where consumers can take their remaining paint.

For more information, please ask for the PaintCare brochure or visit www.paintcare.org.
Newspaper Ads

We’re planning to recycle our leftover paint.

Do you know what to do with leftover paint? Recycling with PaintCare® is simple and convenient. Please join us in protecting the environment by recycling and properly disposing of your leftover paint.

How does it work?
When you buy a gallon of new paint, 75¢ of the purchase price funds the cost of recycling your old leftover paint. (35¢ for quarts; $1.60 for 5-gallon cans.) PaintCare is setting up drop-off sites throughout California where you will be able to bring leftover paint for no additional charge.

To learn more please call (855) 724-6899 or visit paintcare.org.

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Radio

- CA 15 sec.
- CA 30 sec.
- Spanish 30 sec.

Recycle with PaintCare
Choosing a paint color isn't easy.

But recycling our leftover paint is.

www.paintcare.org
(855)PAINT09

Recycle with PaintCare
Online Banner Ads

Do you know what to do with your leftover paint?

Recycle it with PaintCare.

To learn more, visit paintcare.org or call (855) 724-6809.
Paint Drop-Off Locations

California, Oregon and Connecticut: Use this tool to find PaintCare-sponsored drop off sites including retailers, transfer stations and household hazardous waste programs.

Other States: This tool also finds household hazardous waste programs and other places throughout the United States that accept left over paint from the public.

Address: [ ] City: san francisco
Zip: 94122
I Am: [ ] A Resident [ ] A Business
State: [ ] California

Search

1. **Kelly-Moore Paints**
   - Distance: 1.52 Mi.
2. **Creative Paint**
   - Distance: 1.53 Mi.
3. **Dunn-Edwards Paints**
   - Distance: 4.41 Mi.
4. **Kelly-Moore Paints**
   - Distance: 4.75 Mi.
5. **Sherwin-Williams**
See job description for Vermont, New Hampshire, Maine Program Manager at:

paintcare.org/contact
Contact Information

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Marjaneh Zarrehpaparvar
Executive Director
(202) 719-3683
mzarrehpaparvar@paint.org