Web site:  www.amazonpaint.com
John Segala:  jsegala@amazonpaint.com
Agenda

How latex paint is recycled

Paint to Paint

- Manufacturing recycled content paint
- Quality, sales, advantages & disadvantages

What to do with ‘non-usuable’ Paint
Paint to Paint Recycling

The most important step in making a good quality recycled content paint is the sorting.

- Only good quality paints should be used to make recycled content paint.
  - Paint is not usable if it has begun to solidify, has curdled, has soured, has bacteria or rust or is questionable for any reason.
Reused latex paint is sorted by color and poured into totes or drums (e.g. white, off-white, green, red, blue, yellow, etc.)

The appropriate colors of paint are selected to make a batch.

The paint is pumped into a mixing tank.
Recycled Content Paint

- The paint is tested for color, gloss, opacity, pH, etc.
  - The paint is adjusted with additives as needed to meet specifications.
- A biocide and a preservative are added.
- Finally, the paint is fine filtered, packaged and labeled.
- Recycled paint generally retails for about \( \frac{1}{2} \) the price of comparable virgin paint.
Applications

Amazon’s paint is formulated for interior or exterior applications.

Use anywhere you would use an acrylic wall paint, such as sheetrock, cement block, stucco, and previously painted or primed metal and wood.
Quality Control

- Certified by Green Seal
- Approved by Master Painters Institute
Green Seal

- Certifies goods and services that meet the highest standards of environmental quality and performance.
- Green Seal visits site, examines processes, record keeping
  - They must approve any raw materials added to the paint (pigments, etc.)
Master Painters Institute – MPI

MPI is the organization that sets standards and does testing for the coatings industry.

MPI also makes site visits.

Recycled content paint samples are tested 3-4 times per year.

Must meet same spec as virgin paint.
Why Buy Recycled Paint?

- **High quality**: Same specs as ‘virgin’ paint
  - High solids content. Applies and covers well.

- **Environmentally preferable**
  - Resources that would have gone into making a gallon of new, virgin paint are saved.
    - Higher energy savings than steel or glass recycling
  - Keeps leftover paint out of landfills

- **Priced below comparable virgin paint**
Challenges in Retailing Recycled Paint

- Distribution is difficult
  - Costly to handle & ship small volumes of paint
  - Boxes of paint shipped via UPS/Fed Ex often damaged in transit
- Shelf space needed to display entire palette of colors because no tinting
- Explaining the product to customers
Benefits of selling RCP

- A unique, niche product
- Appeals to environmentally conscious customers
- Recycled paint may be specified in government buildings
- LEED credits available
- Low price + high quality = great value
Paint Collection and Sales Go Together

Great PR potential.
- ‘Closing the loop’
  - Surplus paint collected, reprocessed, reused
  - Demonstrates environmental responsibility
- Provides a unique service (collection) and a unique product (recycled paint)
- Provides customer convenience
Amazon Select Paint in an Ace Hardware Store
Non-Usable Paint

Amazon makes several other products from paint that is not suitable to be reprocessed into paint.

Amazon also has an active R&D program to develop new uses for leftover paint.
Amazon Environmental Factory and Store
7180 West Commerce Circle, Fridley, MN 55432
(763) 572-0800    www.amazonpaint.com