



Paint Stewardship Program

September 12, 2013



Recycle with PaintCare

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!



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*

About the Paint Stewardship Law

- *Requires an annual report to the state*
 - *Total volume of paint collected by type*
 - *Method of disposition (reuse, recycling, proper disposal) for all paint collected*
 - *Independent financial audit*
 - *Education and Outreach Evaluation*
 - *Reporting and Evaluation of program goals*
- *Requires annual fee to state agency for plan and annual report review and for oversight and enforcement*

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*

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*
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*

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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



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Retail Responsibility

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



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Drop-Off Site

PaintCare Provides

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



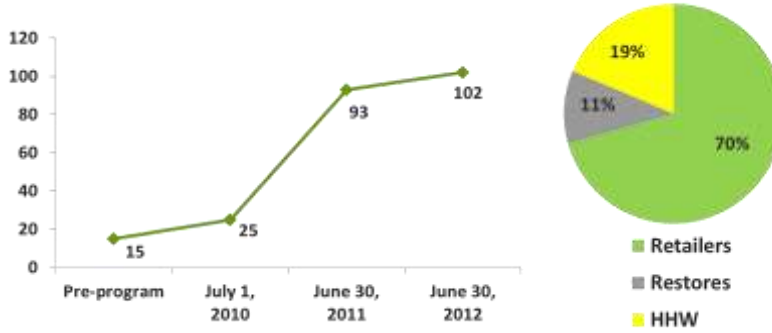
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Oregon, California, Connecticut Implementation



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Collection Sites and Volume – OR

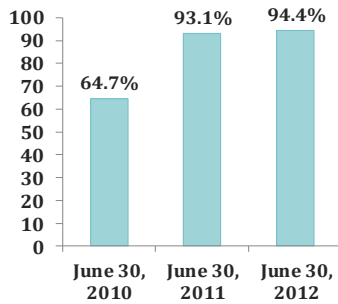


Year 1: 469,665 gallons
 Year 2: 609,471 gallons ⇒ 30% Increase

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Convenience – OR

Oregon population within 15 miles of a collection site



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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*



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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



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Co-Branded Materials



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How to Paint the Program



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



REUSE, RECYCLE AND PROPERLY DISPOSE OF OLD PAINT

Public Education & Outreach



Choosing a paint color isn't easy. But recycling our leftover paint is.

www.paintcare.org
1855PAINT09



I'm planning to recycle my leftover paint.





Do you know what to do with your leftover paint?



Recycle it with PaintCare.



PaintCare
To learn more, visit paintcare.org or call 1855-724-6609.

Site Locator Tool


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: State:

Zip: I Am: A Resident A Business



- 1 [Kelly-Moore Paints](#)
Distance: 1.62 Mi
- 2 [Creative Paint](#)
Distance: 1.63 Mi
- 3 [Dunn-Edwards Paints](#)
Distance: 4.41 Mi
- 4 [Kelly-Moore Paints](#)
Distance: 4.75 Mi
- 5 [Sherwin-Williams](#)

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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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