



# NEWMOA Paint Management Workshop

July 18, 2013



*Recycle with PaintCare*

# Vermont Paint Stewardship Law

*H262 – Paint Bill, passed May 28, 2013 (Act 58)*

- *Implement an industry financed and operated paint management system*
- *Decrease cost and responsibility for local and state governments*
- *Reduce. Reuse. Recycle.*
  - *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*
- *Created by the American Coatings Association as the industry's product stewardship organization (PSO)*
- *Established in 2009*
- *Represent all paint manufacturers*
- *Governed by Board of architectural paint manufacturers*
- *Operational organization – designs and implements all aspects of paint stewardship programs*



**AmericanCoatings**  
ASSOCIATION

# Why Paint

- *50% of household hazardous waste is paint*
- *Studies show that approximately 10% of paint is leftover/unused*
- *70 millions 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

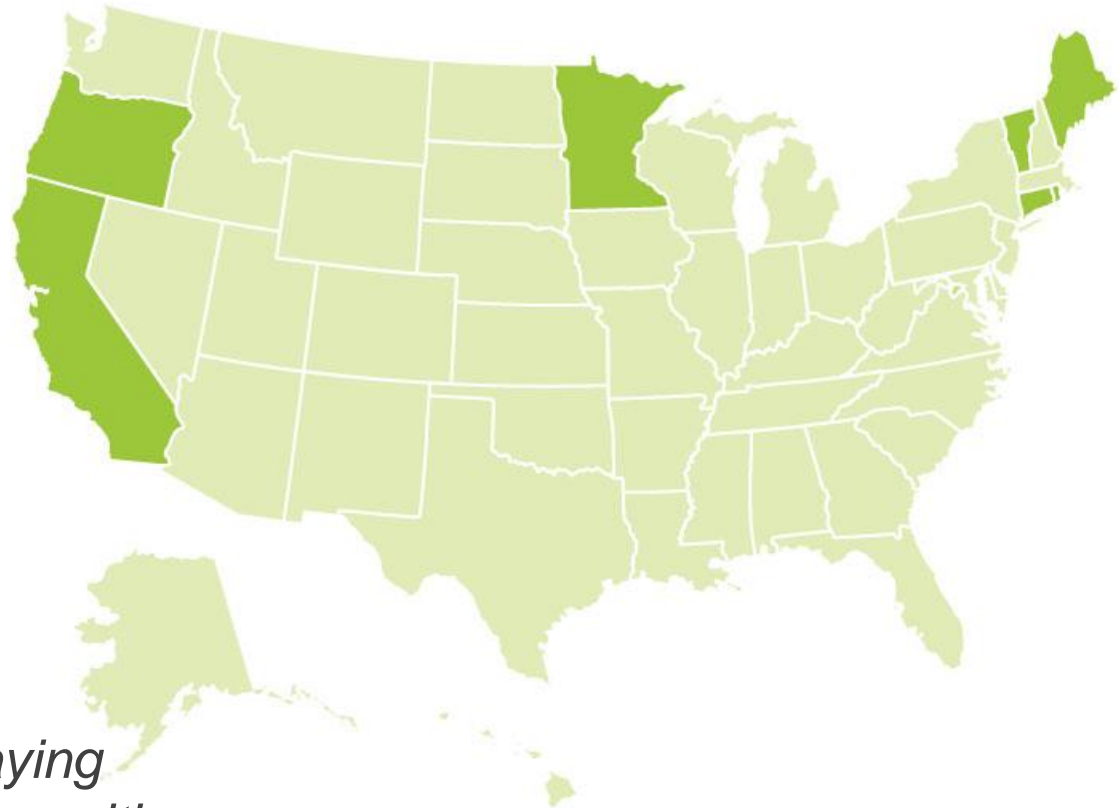
**2010: Oregon**

**2012: California**

**2013: Connecticut**

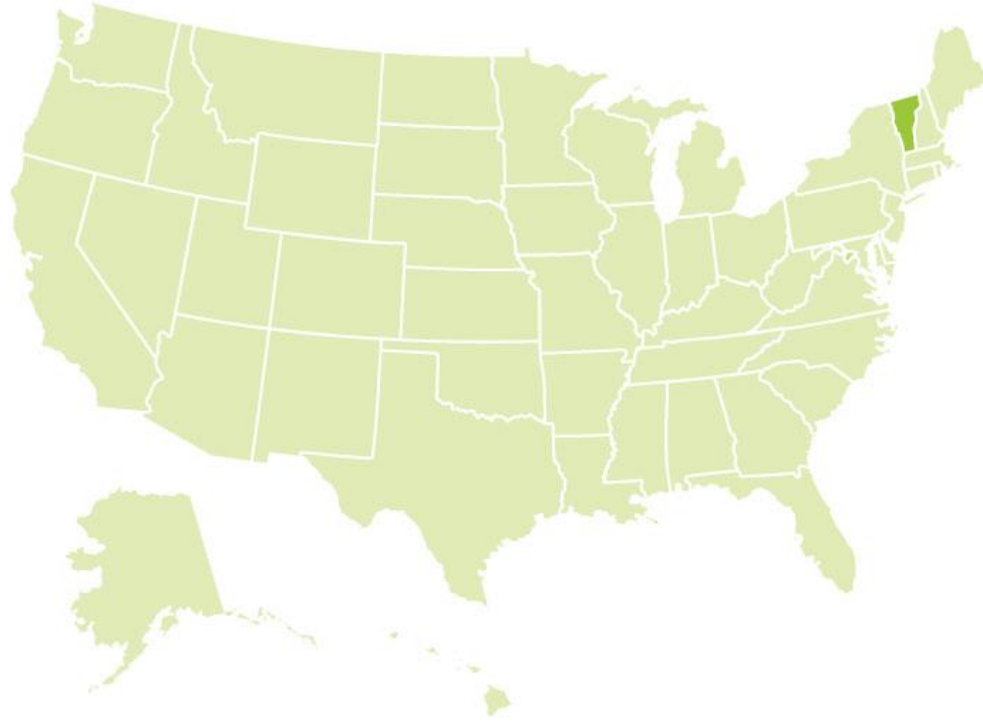
**2014: Rhode Island  
Vermont  
Minnesota**

**2015: Maine**



*Need legislation for level-playing field and sustainable financing with anti-trust exemption.*

# *Vermont Implementation*



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# Program Plan

- *Detailed Program Plan and budget prepared by PaintCare and submitted to VT Agency of Natural Resources*
- *Submit plan by December 1, 2013*
- *Implementation by July 1, 2014, or 3 months after Program Plan approval – whichever is later*
- *Early start: Aiming to start program on May 1*



# 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 VT distance and population density criteria*
- 4. Identify and recruit retail and other new paint drop-off sites – establish partnership*
- 5. Identify contractors / associations – begin outreach regarding fees as early as possible*

# Steps to Implementation

6. *Contract for PR/outreach – develop communications plan*
7. *Contract for paint transportation and processing services*
7. *Develop budget based on anticipated collection volume (160,000 gallons/year) and other expenses*
8. *Establish “PaintCare Recovery Fee” structure*
9. *Submit plan to VT ANR*

# 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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# Retail Drop-Off Site

## *PaintCare Provides*

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



*Recycle with PaintCare*

# Retail Drop-Off Site



PaintCare® Fact Sheet  
For Paint Retailers  
January 2013

Connecticut Paint Stewardship Program

## How to Become a Retail Drop-off Site

### 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 sure they are not selling unregistered brands of architectural paint. Retailers may also volunteer to be paint drop-off sites.

This factsheet explains how to partner with PaintCare as a retail drop-off site.

New Paint Stewardship Program in Connecticut  
PaintCare Inc., a non-profit 501(c)(3) organization, was established by 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.

Oregon passed the first industry-supported paint stewardship law in 2009. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and in its first two years, the program collected more than 1 million gallons of post-consumer paint. The California program began October 2012 with more than 350 paint retailers participating as drop-off sites.

#### Making Paint Recycling More Convenient

The Connecticut program will allow residents and businesses to return unused 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 much 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 relieve local government of their cost of managing leftover paint
- Do your part to help prevent the improper disposal of paint products

MORE INFORMATION:  
(855) 724-6809 or (855) PAINT09  
[www.paintcare.org](http://www.paintcare.org) or [info@paintcare.org](mailto:info@paintcare.org)

PAINTCARE INC.  
1500 RHODE ISLAND AVENUE N.W.  
WASHINGTON, DC 20005



## Retailer Interest Form

To Be a PaintCare Drop-off Site in Connecticut

1500 RHODE ISLAND AVENUE N.W. • WASHINGTON, DC 20005 • T 855.724.6809 • F 855.385.2020

Use this form to let us know that you are interested in becoming a drop-off site. For a copy of our two-page fact sheet "How to Become a Retail Drop-Off Site," please visit [www.paintcare.org/connecticut](http://www.paintcare.org/connecticut).

RETAILER Store Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Mall Address, if different: \_\_\_\_\_

#### FIRST CONTACT

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

#### SECOND CONTACT

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

TYPE OF STORE  INDEPENDENT  FRANCHISE  CHAIN  CO-OP  BIG BOX

PARENT COMPANY (Fill this out if your participation is managed by a parent company.)

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

STORAGE SPACE Each bin uses the floor space of a pallet (5' x 5')

Do you have space to store 1, 2, 3 or more cubic yard bins?  YES  NO

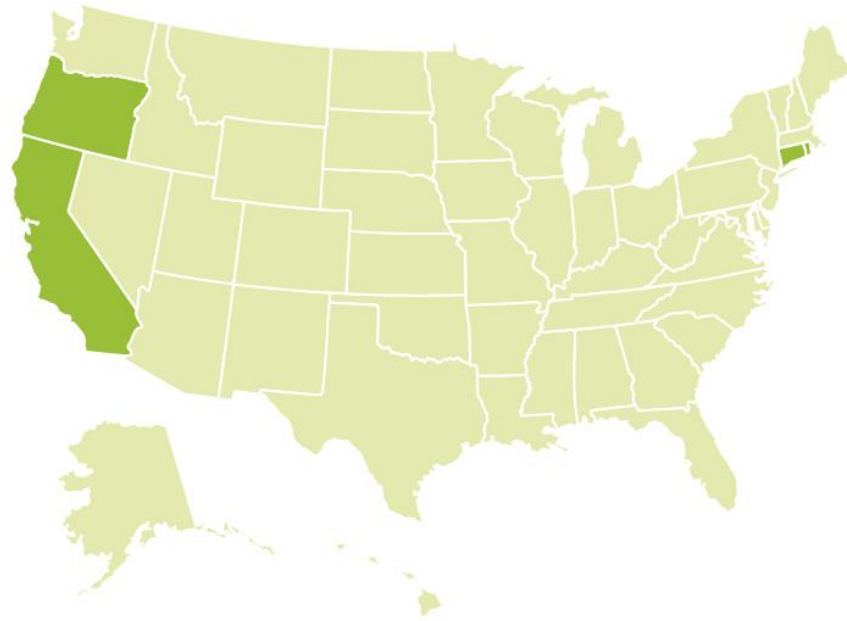
If yes, please indicate how many:  1  2  3  MORE THAN 3

Where is your storage space?  INDOORS  OUTDOORS

SEND COMPLETED FORM TO: Email: [lpenciera@paint.org](mailto:lpenciera@paint.org)  
Fax: 855-385-2020  
Mail: PaintCare, 1500 Rhode Island Avenue N.W., Washington DC 20005  
For more information, please call Laura Penciera: 202-747-4494

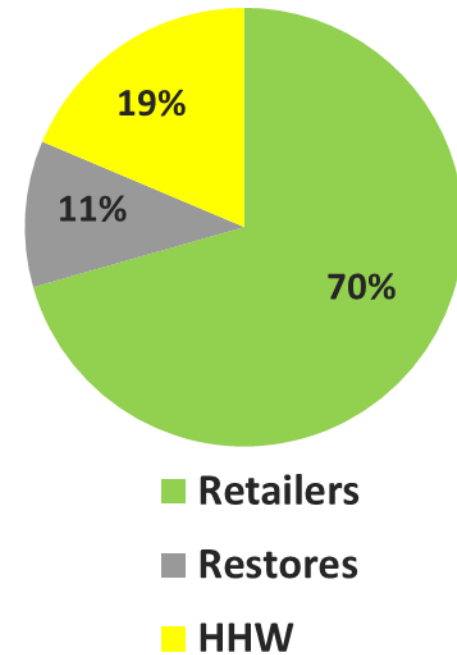
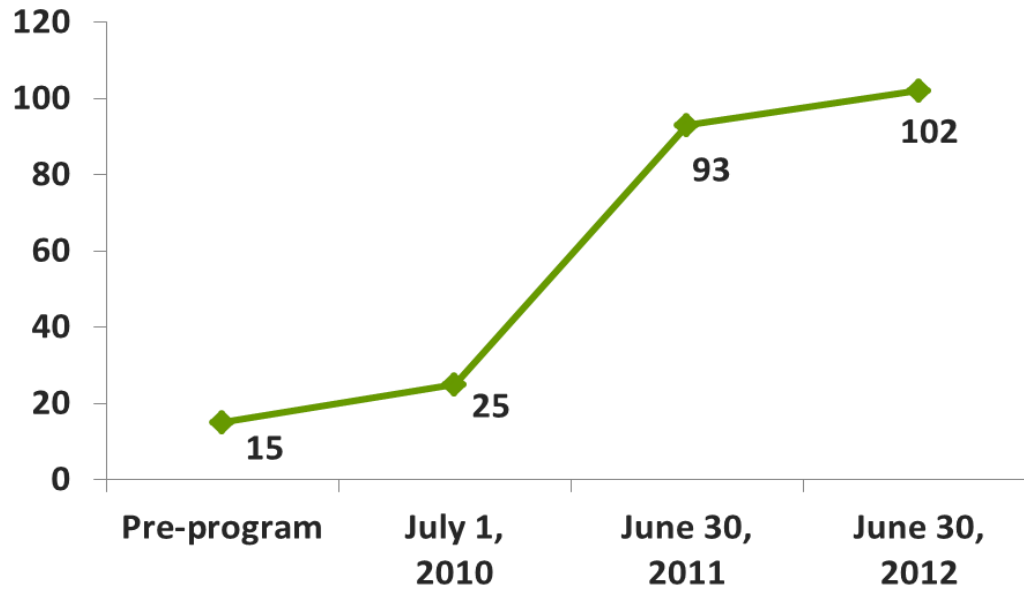
Recycle with PaintCare

# ***Oregon, California, Connecticut Implementation***



*Recycle with PaintCare*

# Collection Sites and Volume – OR



*Year 1: 469,665 gallons*

*Year 2: 609,471 gallons*

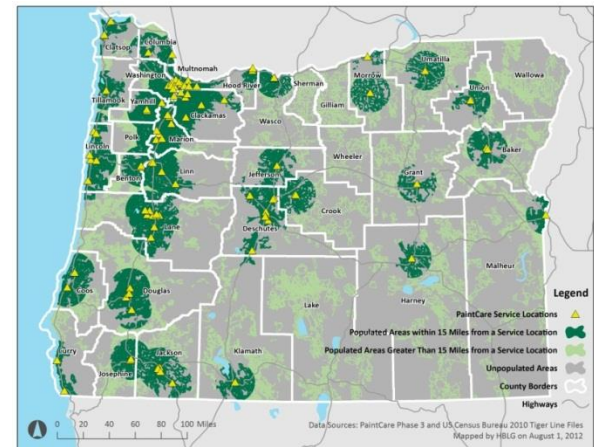
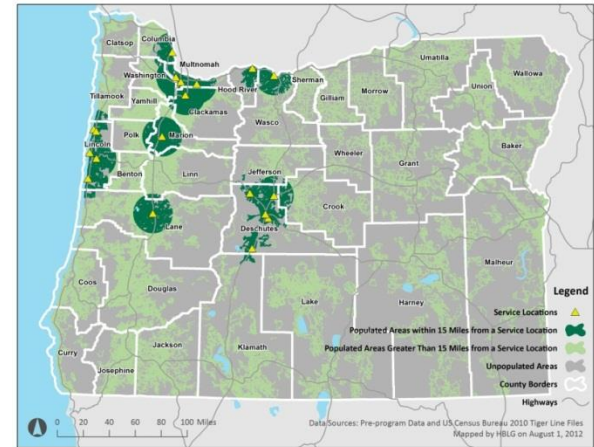
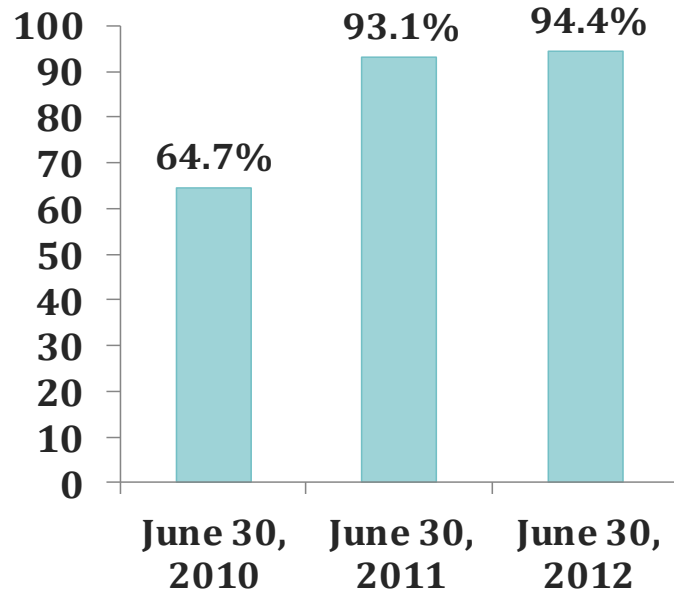
*⇒ 30% Increase*

*Recycle with PaintCare*



# Convenience – OR

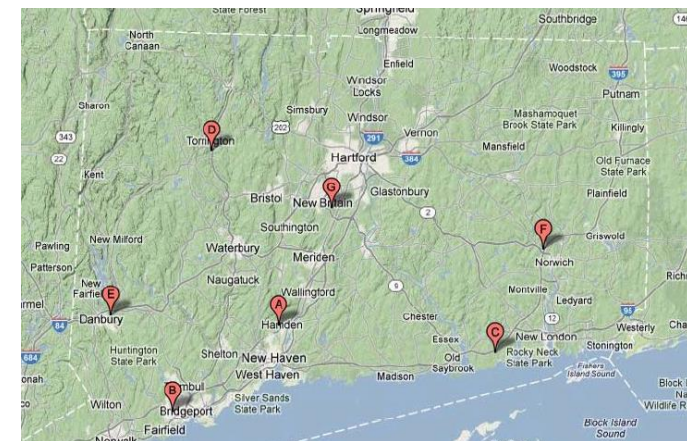
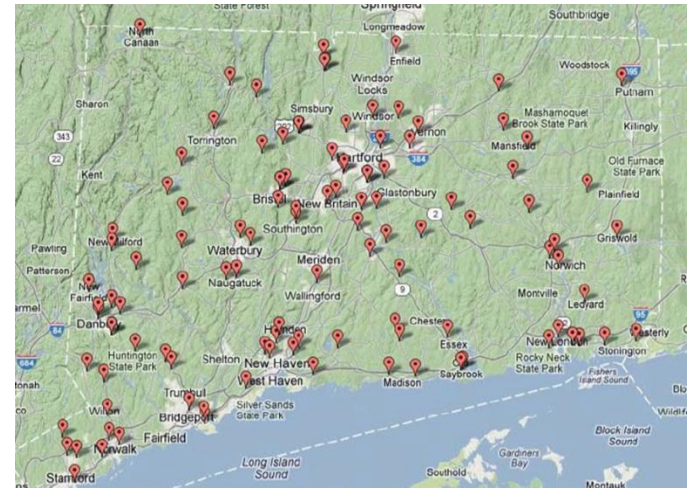
## *Oregon population within 15 miles of a collection site*



*Recycle with PaintCare*

# Collection Sites and Events – CT

- *Convenience criteria resulted in ~ 93 stores*
- *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  
100 sites in 3 months

## 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

# Fee Structure and Costs

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

<i>Half pint and less</i>	<i>\$ 0.00</i>
<i>More than half pint to less than 1 gallon</i>	<i>\$ 0.35</i>
<i>1 gallon</i>	<i>\$ 0.75</i>
<i>More than 1 gallon to 5 gallon</i>	<i>\$ 1.60</i>

## *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)*

*Vermont ~ \$630,000*

# Retail Outreach



## Connecticut Paint Stewardship Program Information for Paint Retailers

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 sure they are not selling unregistered brands of architectural paint. Retailers may also volunteer to be paint collection sites for residents and certain businesses in their community.

New Paint Stewardship Program in Connecticut  
The American Coatings Association (ACA) worked for ten years with various stakeholders interested in the management of post-consumer paint to develop and implement an industry-led Paint Stewardship Program in the United States.

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

Oregon passed the first industry-supported paint stewardship law in 2009. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and in its first two years, the program collected more than 1 million gallons of post-consumer paint. The California program began October 2012 with more than 350 paint retailers participating as drop-off sites.



MORE INFORMATION:  
(855) 724-6909 or (855) PAINT99  
www.paintcare.org or info@paintcare.org

In its first two years, the program began October 2012 with more than 350 paint retailers participating as drop-off sites.

Assessment Fee and Fund  
As required by the law, stewardship assesser must be added by manufacturer of all architectural paint. The collection, fund the collection, disposal of architectural paint, education and distributors will send manufacturers.

The law also requires the fee on consumer paint. The fee encourages retailers to encourage retail aid in consumer paint.

The fee paid to the retailer. All architectural paint down the drain ensuring a safe disposal.

The assessment in PaintCare Connect Protect Plan is contained in the start of the program.



## Connecticut Paint Stewardship Program

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PaintCare® Fact Sheet  
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January 2013



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Store Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City / State / Zip: \_\_\_\_\_  
Mall Address, if different: \_\_\_\_\_

SECOND CONTACT  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

INDEPENDENT  FRANCHISE  CHAIN  CO-OP  BIG BOX

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

How many square feet of floor space of a paint (5'x3') store 1, 2, 3 or more cubic yard bins?  
How many:  1  2  3  MORE THAN 3  
Where?  INDOORS  OUTDOORS

Email: [lpancier@paint.org](mailto:lpancier@paint.org)  
Fax: 855-385-2020  
Mail: PaintCare, 1500 Rhode Island Avenue N.W., Washington DC 20005  
For more information, please call Laure Pancier: 202-747-4494

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Recycle with PaintCare

# POS / Consumer Materials



## Recycle with PaintCare

About the PaintCare Program

### Funding

The program is funded by a PaintCare Recovery Fee added by manufacturers to the price of all architectural paint sold in California. The law also requires each distributor and retailer to include the fee in the price of architectural paint sold in California. Fees are by 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	\$ 1.60

The retail store can choose whether or not to display the fee separately on sales receipts. The fee is not a deposit – you do not receive it back when you drop-off paint for recycling.

The funding is used to recycle all of your unused paint, whether it is from last month or from 20 years ago, and you don't have to buy paint to use the drop-off sites.

### Paint Recycling

Paint received at drop-off sites is taken to authorized paint processing facilities where it is properly recycled or disposed.




## Who is PaintCare?

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

PaintCare is currently running or preparing to implement programs in Oregon, California, Connecticut, and Rhode Island.

### Paint Drop-Off Sites

PaintCare will establish hundreds of drop-off sites across California at paint retail stores, family-run household hazardous waste facilities, and other locations. When these sites are part of PaintCare, they will accept program products at no additional charge from all residents and paint businesses. To find a site near you, visit [paintcare.org](http://paintcare.org) or call (855) 724-6809.




## PaintCare 共同助力

關於 PaintCare 計畫



## PaintCare 이용한 재활용

PaintCare 프로그램에 관하여



## Reciclaje con PaintCare

Acerca del programa de PaintCare



Recycle with PaintCare

# Contractor Outreach



Connecticut Paint Stewardship Program

## What Trade Painters Need To Know

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

The new law requires paint manufacturers to add a stewardship assessment fee to architectural paint products, and pass the fee to distributors and retailers. Retailers must include the fee in their retail price, and may not sell brands from manufacturers not complying with the fee assessment.

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 retail stores and other sites throughout the state.

New Paint Stewardship Program in Connecticut

The American Coatings Association (ACA) has worked for years with various stakeholders interested in the management of post-consumer paint to develop an industry-led paint stewardship program in the United States.

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Connecticut's program is expected to begin in July 2013. The exact start date is 60 days after the Connecticut Department of Energy and Environmental Protection approves a required

MORE INFORMATION:  
(855) 724-6809 or (855) PAINT09  
www.paintcare.org or info@paintcare.org

Stewardship Plan to be submitted of paint manufacturers. The plan Although the program is required designed and operated by the

Assessment Fee and Funding

As required by the law, the stewardship assessment fee must be added by manufacturer of all architectural paint sold. This fee will fund the collection and proper disposal of architectural paint for consumer education, retail and distributor from paint manufacturer and distributor. The purchase price of architectural paint will include the fee on top. Displaying the fee on top, however, PaintCare ensure fee transparency.

The fees in Connecticut program will be known. Fees the program start container size.)



WIECEJ INFORMACJI:  
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www.paintcare.org lub info@paintcare.org



Program zagospodarowania

## O czym powinni

W lipcu 2013 roku w życie wchodzi nowa prężna malarzy zawodowych.

W świetle nowych przepisów producenci uwzględnienia dodatkowej opłaty za ocenienie farb dla budowlanych oraz do uwzględnienia kosztów dystrybucji i sprzedaży. Szczegółowe informacje o opłatach w tym nie mogą sprzedawców malarskich proszenie o skierowanie do stosowania niniejszego komunikatu.

Fundusze uzyskane dzięki programowi do bezpłatnej zbiórki niewykorzystanej okolicznych firm. W całym stanie, w miejscach wyznaczone zostaną punkty

Nowy program zagospodarowania Connecticut

American Coatings Association (ACA) Stowarzyszenie Powłok Malarskich) współpracowało z różnymi interesariuszami w celu opracowania branżowego programu Stachach Zjednoczonych.

Stowarzyszenie ACA (Amerykańskie Stowarzyszenie Powłok Malarskich) non-profit 501(c)(3) (niezyskowy cel) producentów farb nakładano na gospodarowania farbami, w celu o gospodarowaniu farbami.

W roku 2009 w stanie Oregon uchwalono przez Urząd, ustawę o gospodarowaniu odpadami. W programie prowadzono produktów zorganizowano w ciągu pierwszych dwóch lat w pałkow (1,78 miliona l) farby.

W stanie Kalifornia, program rozpoczęcia w nim ponad 350 sklepów w swoich sklepach zorganizowano.

Rozpoczęcie programu w stanie 2013 r. Dokładna data uruchomienia

MÁS INFORMACIÓN:  
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## ¿Qué necesitan saber los pintores comerciales?

Una nueva ley de Connecticut, que afecta a los pintores comerciales, entra en vigor en julio de 2013.

La nueva ley requiere que los fabricantes de pintura agreguen una tarifa de administración a los productos de pintura arquitectónica y que dicho cargo sea pasado a los distribuidores y minoristas. Se establecieron lugares de entrega de pintura en minoristas y en otros sitios en todo el estado.

Los fondos del programa se utilizarán para recolectar y reciclar pintura sobrante de los residentes y ciertos negocios. Se establecieron lugares de entrega de pintura en minoristas y en otros sitios en todo el estado.

Nuevo programa de administración de pintura en Connecticut

La Asociación Americana de Revestimientos (ACA, por sus siglas en inglés) ha trabajado durante los últimos 10 años con varias partes interesadas en la administración de las pinturas de post-consumo para desarrollar e implementar un programa de administración de pinturas liderado por la industria en los EE.UU.

PaintCare Inc., una organización sin fines de lucro 501(c)(3), fue establecida por la ACA para implementar programas de administración de pinturas por mandato de los estados, de parte de los fabricantes de pintura de cada estado que adopta una ley de administración de pintura.

Oregon aprobó la primera ley de administración de pintura apoyada por la industria en 2009. California, Connecticut y Rhode Island han aprobado leyes similares desde entonces. Más de 80 de Oregon, y en sus primeros dos años el programa recolectó más de 1 millón de galones (3,8 millones de litros) de pintura post-consumidor. El programa de California comenzó en octubre de 2012 con más de 350 minoristas de pintura participando como lugares de entrega.

Se espera que el programa de Connecticut comience en julio de 2013. La fecha inicial exacta es 60 días después de que el

### 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.

The California Paint Stewardship Program, required by a 2010 state law, is operated by PaintCare, a non-profit established by the paint industry. Fees will fund the collection, transportation, and recycling of architectural paint, as well as consumer education and administration. Paint retailers are required to add the fees to the price of paint starting October 19 2012 based on container size: \$0.35 for more than half pint to less than 1 gallon containers; \$0.75 for 1 gallon containers; and \$1.60 for more than 1 gallon to 5 gallon containers.



PAINTCARE INC.  
1500 RHODE ISLAND AVENUE N.W.  
WASHINGTON, DC 20005

Hoja de información sobre PaintCare® para los pintores comerciales Enero de 2013

### Benefit to Trade Painters

In the next two years PaintCare will set up hundreds of drop-off sites for unused paint throughout California to provide a convenient recycling option for trade painters, residents and other businesses. You will be able to drop off unused paint for no additional cost, because the cost to recycle the paint from the sites is funded by the new eco fees. This is not a deposit program, and it is not limited to recycling only new paint; you will even be able to recycle old paint from years ago. There are some restrictions: everyone may use the sites to get rid of all unwanted latex paint, but only residents and small businesses will be able to use the sites for their oil based paint.

### Bidding Jobs

It is expected that trade painters will pass the eco fees to their customers. When estimating jobs using paint purchased October 19, 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.



Recycle with PaintCare

Recycle with PaintCare

# Co-Branded Materials



## Recycle with PaintCare

About the PaintCare Program



*True Value.*



*True Value*

### Find a paint drop-off site near you by visiting [paintcare.org](http://paintcare.org)



Recycle with PaintCare

## REUSE, RECYCLE AND PROPERLY DISPOSE OF OLD PAINT

### REUSA, RECICLA Y DESECHA LA PINTURA VIEJA



Give your old paint new life with PaintCare, a new non-profit program established to manage the reuse, recycling and proper disposal of old paint. A PaintCare Recovery Fee has been applied to the purchase of each unit of paint (including all accepted products below) sold in the state of California, based on a graduated container rate. This fee will appear separately on sales receipts.

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

Container Size	Fee Per Unit
1/2 Pint or Less	No Charge
More Than 1/2 Pint to 1 Gallon	\$0.35
Gallon	\$0.75
More Than 1 Gallon to 5 Gallons	\$1.60

### ACCEPTED PRODUCTS FOR RECYCLE

PRODUCTOS ACEPTADOS PARA RECICLAJE  
(Maximum container size: 5 gallons)

- 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 elastomers)
- Primers, Sealers, Undercoaters
- Stains
- Shelacs, Lacquers, Varnishes, Urethanes (single component)
- Waterproofing Concrete, Masonry/Wood (not tar or bitumen-based)
- Swimming Pool Paints (single component)
- Metal Coatings, Rust Preventatives
- Field and Lawn Paints

### NOT ACCEPTABLE FOR RECYCLE

NO ACEPTABLES PARA RECICLAJE  
(Regardless of container size)

- Paint Thinners, Mineral Spirits or Solvents
- Aerosol Paints (spray cans)
- Auto and Marine Paints
- Traffic and Road Marking Paints
- Arts and Crafts Paints
- Caulking Compounds, Epoxies, Glues or Adhesives
- Paint Additives, Colorants, Tints, Resins
- Wood Preservatives
- Roof Patch or Repair
- Tar or Bitumen-based Products
- 2-Component Coatings
- Industrial Maintenance (IM) Coatings, Labeled with One of the Following: For industrial use only, For professional use only, Not for residential use, Not intended for residential use
- Original Equipment Manufacturer (OEM) Paints and Finishes (shop application)
- Other Chemical Products (motor oil, pesticides, cleaning chemicals, etc.)

To find a collection center near you please call 1.855.724.6809 or visit [WWW.PAINTCARE.ORG](http://WWW.PAINTCARE.ORG)

*True Value*

More saving. More doing.

Recycle with PaintCare



# Program Posters



## Recycle your paint here.

To learn what products are accepted by the program either ask your sales associate, call (855) 724-6809 or visit [www.paintcare.org](http://www.paintcare.org).



Recycle with PaintCare

Leaking, unlabeled, and empty containers are not accepted.



## California Paint Stewardship Program

### About the PaintCare Program

Effective October 19, 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	\$ 1.60

#### PROGRAM PRODUCTS

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

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Shellacs, lacquers, varnishes, urethanes (single component)
- Deck coatings, floor paints (including elastomeric)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Swimming pool paints (single component)
- Metal coatings, rust preventatives
- Field and lawn paints

#### PAINTCARE®

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

For more information, please ask for the PaintCare brochure or visit [www.paintcare.org](http://www.paintcare.org).

#### 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.



Recycle with PaintCare

Recycle with PaintCare

# 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)724-6809 or visit [paintcare.org](http://paintcare.org).

Recycle with PaintCare



I'm planning to recycle my leftover paint.

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Recycle with PaintCare



Recycle with PaintCare

# Radio



**CA 15 sec.**



**CA 30 sec.**



**Spanish 30 sec.**

# Billboard

Choosing a paint color isn't easy.



But recycling our leftover paint is.

[www.paintcare.org](http://www.paintcare.org)  
(855)PAINT09



*Recycle with PaintCare*

# Online Banner Ads

Do you know what to do with your leftover paint?



A row of four paint cans. From left to right: a white can with 'latex PAINT' on it, a yellow can with 'house paint', an orange can with 'PAINT' and 'PLAT LATEX FORMULA PAINT', and a red can with 'interior PAINT' and 'Interior Red'.

Recycle it with PaintCare.



A row of four paint cans, identical to the first panel. From left to right: a white can with 'latex PAINT', a yellow can with 'house paint', an orange can with 'PAINT' and 'PLAT LATEX FORMULA PAINT', and a red can with 'interior PAINT' and 'Interior Red'.



paintcare®

To learn more, visit [paintcare.org](http://paintcare.org) or call (855) 724-6809.

*Recycle with PaintCare*

# 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: 1.52 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](#)

*Recycle with PaintCare*

# Mobile App



## App Store Icon



*Recycle with PaintCare*

# Staffing

*See job description for Vermont, New Hampshire, Maine Program Manager at:*

*[paintcare.org/contact](http://paintcare.org/contact)*



# Contact Information

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*Recycle with PaintCare*