PaintCare
Paint Stewardship Program

Recycle with PaintCare
About American Coatings Association

- Non-profit 501(c)(6) organization
  - Works on behalf of membership
- Represents manufacturers of paint and coatings for architectural, industrial maintenance, original equipment manufacturer, and specialty coatings
- Just celebrated its 125th anniversary
- Advocacy on legislative, regulatory and judicial issues impacting the industry
About PaintCare Inc.

- Non-profit 501(c)(3) organization established in 2009
  - Works on behalf of public
- Created by the ACA as the paint industry’s product stewardship organization
- Represents all paint manufacturers operating in PaintCare states (do not need to belong to ACA)
- Governed by a separate Board of architectural paint manufacturers
- Operational organization – designs and implements all aspects of the paint stewardship program in states with the law
Why Paint?

- Studies show that approximately 10% of paint is leftover/unused
  - 65 millions gallons leftover annually in the US
- 50% of household hazardous waste is paint
- Cost and burden falls on municipal governments and government resources are limited, resulting in minimal opportunity to recycle or properly dispose of paint (in most states).
Push for Industry Stewardship

- 2003 – Product Stewardship Institute (PSI) initiates national stakeholder dialogue to develop a better solution for managing postconsumer paint

  - Participants include:
    - ACA and paint manufacturers and retailers
    - Federal EPA and state and local governments;
    - Waste Haulers and Paint Recyclers
    - Environmental groups

- 2007 – The stakeholder process led to the drafting of a model (state-level) paint stewardship law that is supported by the paint industry

- 2009 – OR passes first paint stewardship law as a pilot
Model Paint Stewardship Legislation

- Needed legislation for level-playing field with sustainable financing and consistency across states (nationally coordinated approach)

- 8 states and the District of Columbia have passed the legislation.

**Implementation:**
- 2010: Oregon
- 2012: California
- 2013: Connecticut
- 2014: Rhode Island
- 2014: Vermont
- 2015: Minnesota
- 2015: Maine
- 2016: Colorado
- 2016: D.C.
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 : $ 0.00
  - > Half pint < 1 gallon: $ 0.35
  - 1 gallon: $ 0.75
  - > 1 gallon < 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.
Who Can Use the Program

Latex Program Products
- From residents
- From all businesses

Oil-based Program Products
- From residents
- From CESQG businesses

Note: Not a self-serve program
Collection System

- Retailers – paint, hardware, home improvement, reuse
- Household hazardous waste facilities and events
- Solid waste transfer station, recycling centers, landfills
- Paint collection events
- Direct pick-up service
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
Non-Program Products

- Industrial maintenance (IM) coatings (must be labeled for IM use)
- Original equipment manufacturer (OEM) coatings (shop use)
- Aerosol paints (spray cans)
- Auto and marine paints
- Traffic, road marking paints
- Arts and crafts paints
- 2-component coatings
- Caulking compounds, epoxies, glues, adhesives
- Paint thinners, mineral spirits, solvents
- Paint additives, colorants, tints, resins
- Wood preservatives
- Roof patch and repair
- Tar and bitumen-based products
- Deck cleaners
Oregon, California, Connecticut Implementation
Oregon Highlights

- First PaintCare program, started July 2010
- Became permanent July 2013
- 140+ sites
- 2013 legislation requires 95% of residents to have access to site within 15 miles (achieved), and 1 site for every 30K residents
- Nearly 3 million gallons collected
Oregon Latex Paint Disposition

Recycle with PaintCare
California Program

- Started October 19, 2012
- More than 670 drop-off sites
- Convenience goal provides access to site within 15 miles for 90% of residents (achieved), and 1 additional site per 30K in high population areas
- More than 97% of population lives within 15 miles of a permanent site
## California Highlights

### Collection Volumes

<table>
<thead>
<tr>
<th>Latex</th>
<th>2014 Annual Report</th>
<th>2013 Annual Report</th>
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<tbody>
<tr>
<td></td>
<td>Gallons</td>
<td>Percent</td>
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<tr>
<td>Reuse</td>
<td>61,066</td>
<td>3.6</td>
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<tr>
<td>Recycled-Content Paint</td>
<td>1,186,668</td>
<td>70.5</td>
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<tr>
<td>Alternative Product and Beneficial Use</td>
<td>365,313</td>
<td>21.7</td>
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<tr>
<td>Appropriate Disposal</td>
<td>70,665</td>
<td>4.2</td>
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<td><strong>Total Latex</strong></td>
<td>1,683,712</td>
<td>100</td>
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<table>
<thead>
<tr>
<th>Oil-Based</th>
<th>Gallons</th>
<th>Percent</th>
<th>Volume</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Reuse</td>
<td>12,625</td>
<td>3.5</td>
<td>1,161</td>
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<tr>
<td>Energy Recovery</td>
<td>353,785</td>
<td>96.5</td>
<td>75,977</td>
<td>98</td>
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<tr>
<td><strong>Total Oil-Based</strong></td>
<td>366,410</td>
<td>100</td>
<td>77,138</td>
<td>100</td>
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</tbody>
</table>

**TOTAL**                                   | 2,050,122 |         | 632,652  |         |

Recycle with PaintCare
California Highlights

Paint Disposition

- **Latex Disposition**
  - 70% Landfill
  - 4% Paint to Paint
  - 4% Alternative Product & Beneficial Use
  - 22% Reuse

- **Oil-Based Disposition**
  - 97% Energy Recovery
  - 3% Reuse

Recycle with PaintCare
Connecticut Program

- Started July 1, 2013
- Events: 7 during first two months, 2000 participants, approximately 20,000 gallons (365 boxes)
- Processed 240,798 gallons in year 1
- Recovery rate was 4.2% (4.2% of 5,755,458 gallons in sales)

Permanent Year-Round Drop-Off Sites

| Paint and Hardware Retailers | 100 |
| Transfer Stations            | 25  |
| Reuse Stores                 | 2   |
| Total                        | 127 |
99.9% of Connecticut residents have access to a permanent year-round site within 15 miles of their home.
Vermont

- Launched May 1, 2014
- 60 Permanent Collection Sites

Convenience Criteria: site within 15 miles of 90% of residents (at 96.5%) PLUS 1 site for every 10K residents in a city or town (achieved in 8 out of 9 cities)

- Chittenden County makes recycled paint

Paint a Brighter Future for Vermont!

Buy "Local Color" Premium Re-Blended Latex Paint
100% Recycled Paint | 100% Pure Yankee
2-gallons: $16 (colors) - $18 (white)
5-gallons: $42 (white)
Rhode Island / Minnesota

- **Rhode Island**
  - Launched June 1, 2014
  - 50 permanent collection sites
  - Rhode Island Resource Recovery Corporation
    - Provide all household hazardous waste program services

- **Minnesota**
  - Started November 1, 2014
  - 160 Permanent Collection sites and counting!
2015 & 2016

2015

- Maine
  - Program Plan Due: April 1, 2015
  - Anticipated Start Date: August 1, 2015

- Colorado
  - Program Plan Submitted: January 1, 2015
  - Anticipated Start Date: July 1, 2015

2016

- District of Columbia
  - Program Plan Due: April 1, 2016
  - Anticipated Start Date: July 1, 2016
Next States

2015
New Jersey
New York
Washington
Massachusetts
Illinois

2016 and beyond
New Hampshire
Utah
Pennsylvania
Delaware
Maryland
Wisconsin
Education and Outreach

General Ad

Recycle your paint!

Recycling paint just got more convenient.

There are more than 140 stores in Minnesota that take back old paint, stain and varnish from residents and businesses year round, during regular store hours.

Find a PaintCare store

Visit our website or give us a call to find a store, then please call before bringing paint to ask if they can accept the type and amount of paint you would like to recycle and check store hours. All PaintCare stores accept 5 gallons of paint per visit. Leaking, unlabeled, and empty containers are not accepted.

Who is PaintCare?

We are a non-profit organization and the operator of the Paint Stewardship Program in Minnesota (and five other states). The program is funded by a fee on the sale of new paint that began on November 1, 2014.

The fee is 35 cents for pints or quarts, 75 cents for paint in 1 gallon cans, and $1.60 for paint in 5 gallon buckets. Even if your old paint is from before November 1, there is no charge when you drop off your old paint.

Recycle with PaintCare

www.paintcare.org • (855) 724-6809

Regional Ad

PAINT RECYCLING MADE EASY

Do you know where to recycle your paint?

There are now hundreds of PaintCare sites in California where residents and businesses can recycle unwanted paint, stain and varnish all year round, including these local sites:

SHERWIN-WILLIAMS
34222 Dolores Park Rd
Dana Point, CA 92629
(949) 885-1700

VISTA PAINT
27500 Alicia Pkwy
Laguna Niguel, CA 92677
(949) 348-1905

DUNN-EDWARDS
32081 Camino Capistrano
San Juan Capistrano, CA 92675
(949) 234-1291

VISTA PAINT
31884 Plaza Dr
San Juan Capistrano, CA 92675
(949) 419-4593

TO FIND OTHER DROP-OFF SITES:
www.paintcare.org
(855) 724-6809

Recycle with PaintCare

All PaintCare sites accept at least 5 gallons per visit (some take more). Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Leaking, unlabeled and empty containers are not accepted.
POS / Consumer Materials

Recycle with PaintCare

About the PaintCare Program

Funding

The PaintCare Recycling 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 20 years ago, and you don’t have to buy paint to use the drop-off sites.

Paint Drop-Off Sites

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

Paint Recycling

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

Recycle with PaintCare
Education / Outreach

Site Locator Tool

Mobile App

Recycle with PaintCare
Municipal Materials

Joint Outreach Projects

Introduction
If you are a local government that has partnered with PaintCare, we offer limited funding support for outreach activities that involve PaintCare. We are most interested in partnering with you when we are setting up new PaintCare drop-off sites, where participation is low, and when we are promoting one day HWW events to boost the amount of paint we can collect at one time. We have supported radio, newspaper and direct mail advertising and will consider other media.

Review and Approval
Project budgets and all creative work must be reviewed and pre-approved by PaintCare. Creative work includes text, images, and scripts. When possible, all projects must include PaintCare’s website address and logo and mention that people can find PaintCare drop-off sites in other areas (via our website).

Proposal Form
Please complete our Proposal Form for Joint Outreach Projects and email it to your PaintCare Regional Coordinator, State Program Manager, or info@paintcare.org

Proposal Form for Joint Outreach Projects

Please read “Instructions for Joint Outreach Projects” before starting to fill out this form. This form set up as a table in Word. Just click in a box and start typing. The boxes will get bigger.

<table>
<thead>
<tr>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency</td>
</tr>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

Propose a project name.
Describe your project.

Describe your audience.
Would you need any assistance? If so, please describe.

When do you plan to do this project?

Recycle with PaintCare
Contact Information

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