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
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

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

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

2007 – Dialogue leads ACA Board Resolution and support for Industry Stewardship model solution

2009 – Oregon passes first paint stewardship law as a pilot
Needed legislation for level-playing field with sustainable financing and consistency across states ("nationally coordinated approach")

- 8 states have passed the legislation (Implementation):
  - 2010: Oregon
  - 2012: California
  - 2013: Connecticut
  - 2014: Rhode Island
  - Vermont
  - Minnesota
  - 2015: Maine
  - Colorado
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 1 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.
Who Can Use the Program

Latex Program Products
- From residents
- From all businesses

Oil-based Program Products
- From residents
- From VSQG 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
- New legislation requires 95% of residents to have access to site within 15 miles (achieved), and 1 site for every 30K residents
  - 3.9 million residents
  - 130 sites

Recycle with PaintCare
Oregon Gallons Collected

Recycle with PaintCare
Oregon Latex Paint Disposition

Recycle with PaintCare
California Program

- Started October 19, 2013
- More than 650 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 site
## California Highlights

### Collection Volume

<table>
<thead>
<tr>
<th></th>
<th>Gallons</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil-based</td>
<td>74,424</td>
<td>12</td>
</tr>
<tr>
<td>Latex</td>
<td>542,611</td>
<td>88</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>617,035</td>
<td>100</td>
</tr>
</tbody>
</table>

- 68% of paint come from retail
- Local government contracting challenges delayed HHW participation
- Expect 3-4x increase when all HHW programs are on board (Los Angeles and Orange County still in works)

*Recycle with PaintCare*
California Highlights

Paint Disposition

**LATEX**
- 80%
- 14%
- 4%
- 2%

- Reuse
- Beneficial Use
- Paint to Paint
- Landfill

**OIL-BASED**
- 98%
- 2%

- Energy Recovery
- Reuse

Recycle with PaintCare
Connecticut Program

- Convenience criteria resulted in ~ 93 stores
- Recruited 80+ retail and 20+ transfer stations before program launch (becoming easier to recruit sites)
- 7 one-day paint collection events in July and August (result at first 6 events: 150-600 cars; 35-107 cubic yard boxes filled)
Connecticut Highlights

- Started July 1, 2013
- Press event with Governor
- Population similar to Oregon
- Sites: 107 (91 retail, 13 transfer stations, 3 HHW) – already met convenience criteria of 95% of residents having access to site within 15 miles
- Events: 7 during first two months, 2000 participants, approximately 20,000 gallons (365 boxes)
Vermont

- May 1, 2014
- Program Plan due: December 1, 2013
- 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)

Recycle with PaintCare
Rhode Island

- June 1, 2014
- Program Plan due: March 1, 2014
- Rhode Island Resource Recovery Corporation
  - Provide all household hazardous waste program services
Minnesota

- Planned start date: November 1, 2014
  - Regulatory Fixes needed
- Program Plan due: February 1, 2014
- Regulatory and permitting fixes needed
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
SAME AS YJZ DESECHAR LA PINTURA VIEJA

Give your old paint new life with PaintCare, a new non-profit program modeled to manage the waste we are generating, especially in coatings. T lieutenant-governor has now approved the expansion of our reach to include paint recycling products that are sold in the state of California, based on a production-per-case rate. This will set an example sustainable practice around.
Program Posters

Recycle your paint here.

To learn what products are accepted by the program, either ask your sales associate, call (855) 724-0899 or visit www.paintcare.org.

Recycle with PaintCare

Leaking, unopened, and empty containers are not accepted.

California Paint Stewardship Program

About the PaintCare Program

Effective October 10, 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: $0.25
- 1 gallon: $0.75
- More than 1 gallon to 5 gallons: $1.00
- More than 5 gallons: $2.00

PROGRAM PRODUCTS

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

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Sheetrock, spackling, varnishes, lacquers (single component)
- Deck coatings, floor paints (including alkyd)
- Waterproofing concrete/ Masonry/wood sealers and reducers (not tar or bitumen-based)
- Swimming pool paints (single 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 paints. 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.

PaintCare is a non-profit organization established by the American Coatings Association to implement state-managed 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.

Recycle with PaintCare
Municipal Materials

Joint Outreach Projects

The Basics

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 HW 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>

Please give this project a 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
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: san francisco  
State: California  
Zip: 94122  
I Am:  
A Resident  A Business  
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**

Recycle with PaintCare
Next States

Florida
Illinois
New Jersey
New York
Texas
Washington
New Hampshire
Massachusetts
District of Columbia
???
Contact Information

Alison Keane
VP, ACA
General Counsel, PaintCare
(202) 719-3703
akeane@paint.org

Marie Clarke
Counsel, ACA
(202) 719-3682
mclarke@paint.org