



American Coatings
ASSOCIATION

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**



AmericanCoatings
ASSOCIATION

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

- **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)**



Push for Industry Stewardship

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



Model Paint Stewardship Legislation

- Needed legislation for level-playing field with sustainable financing and consistency across states (“nationally coordinated approach)
- 8 states have passed the legislation (Implementation):

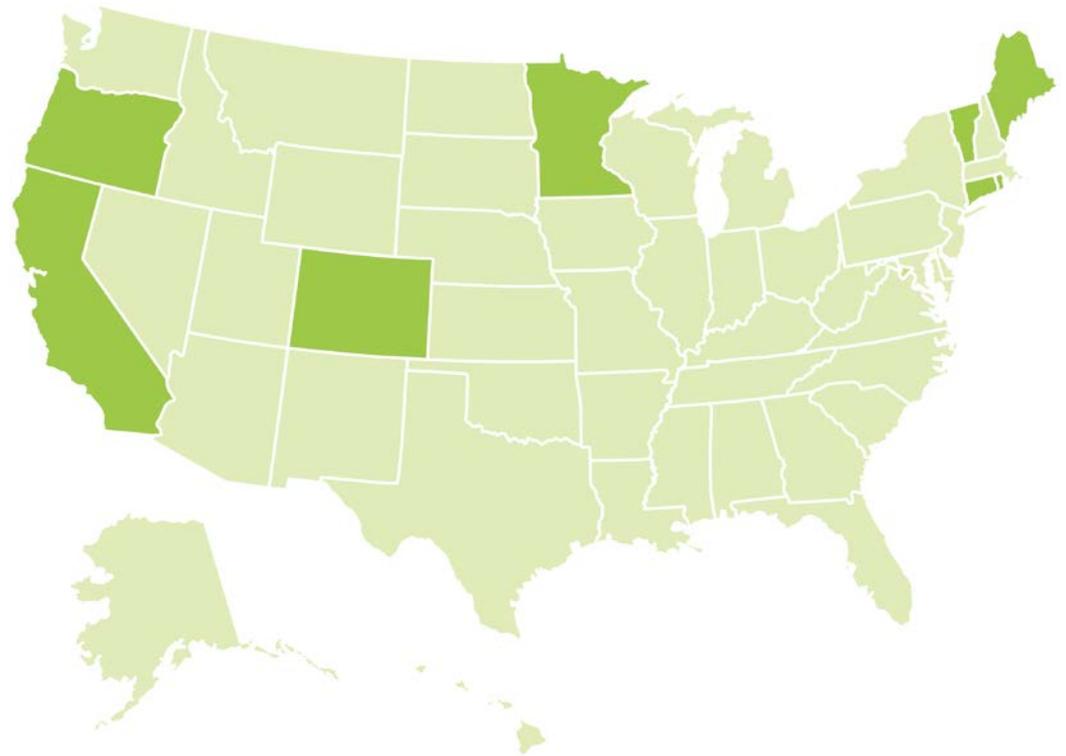
2010: Oregon

2012: California

2013: Connecticut

2014: Rhode Island
Vermont
Minnesota

2015: Maine
Colorado



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 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



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Program Products

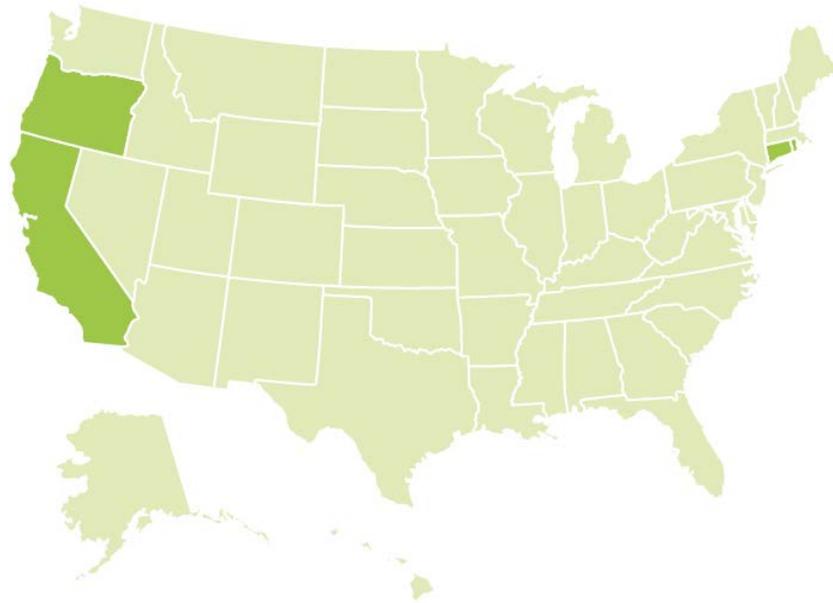
Collect the following architectural coatings in 5 gallon containers or less:

- 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

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

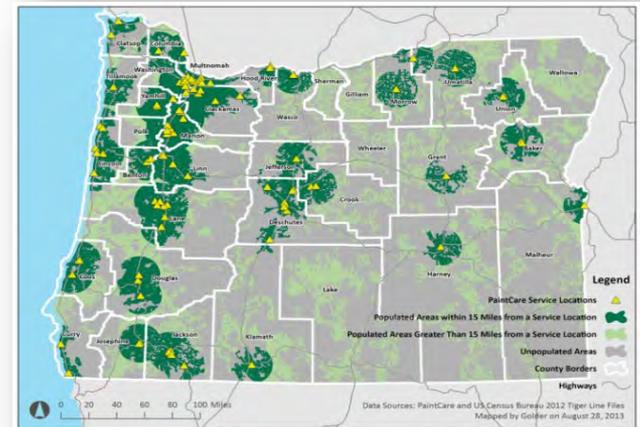
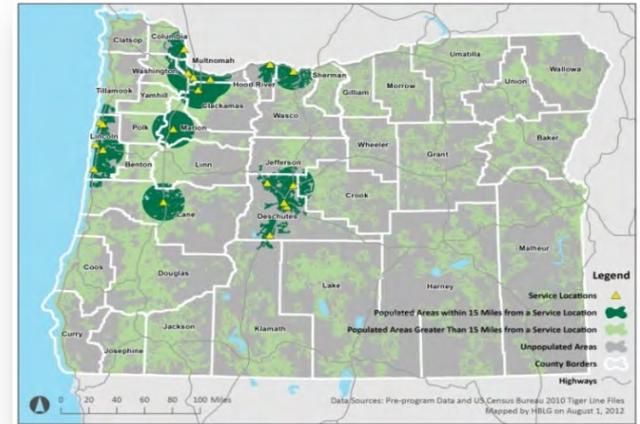
Oregon, California, Connecticut Implementation



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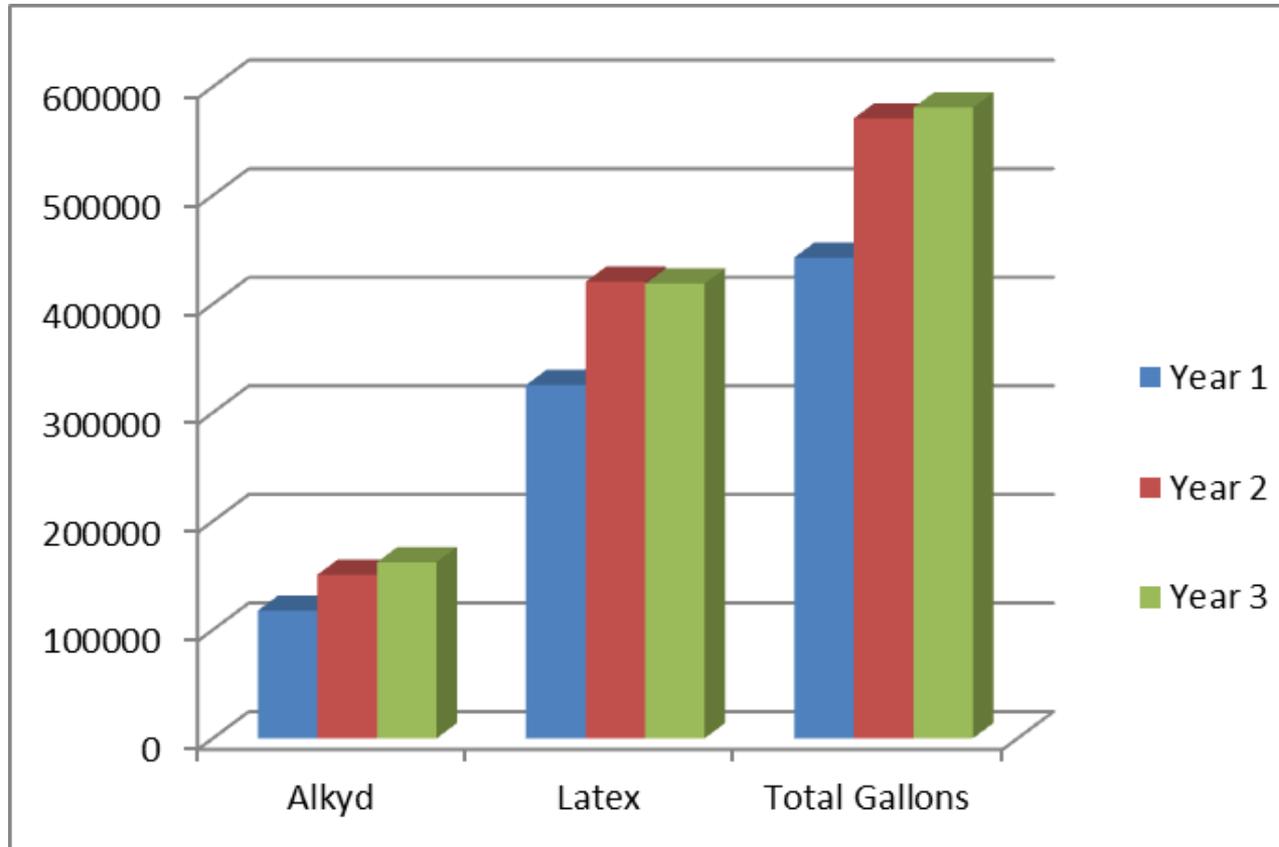
Oregon Highlights

- 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



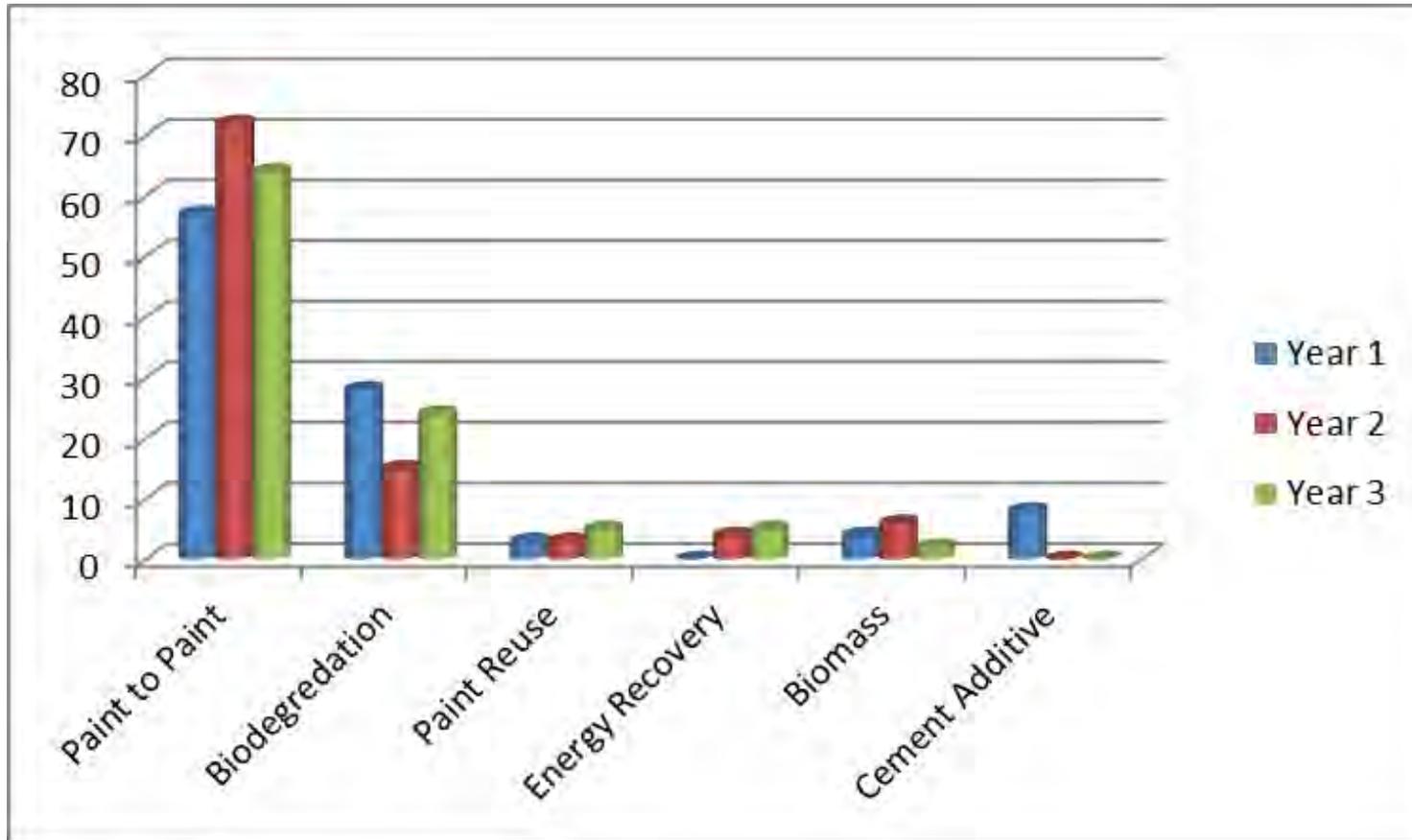
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Oregon Gallons Collected



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

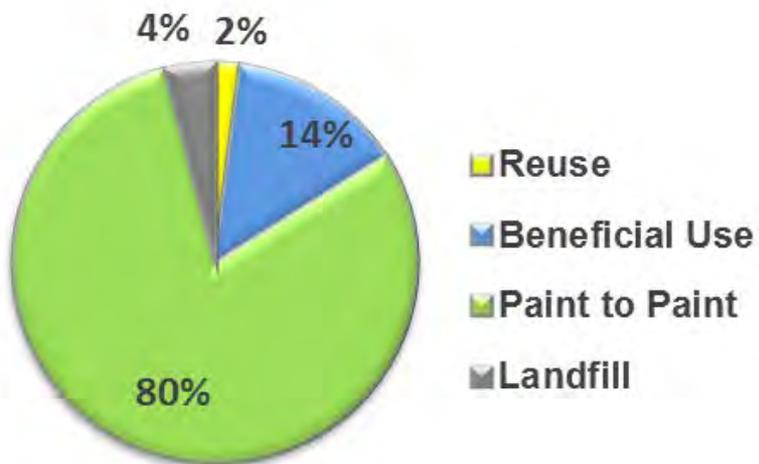
	Gallons	Percent
Oil-based	74,424	12
Latex	542,611	88
Total	617,035	100

- 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)

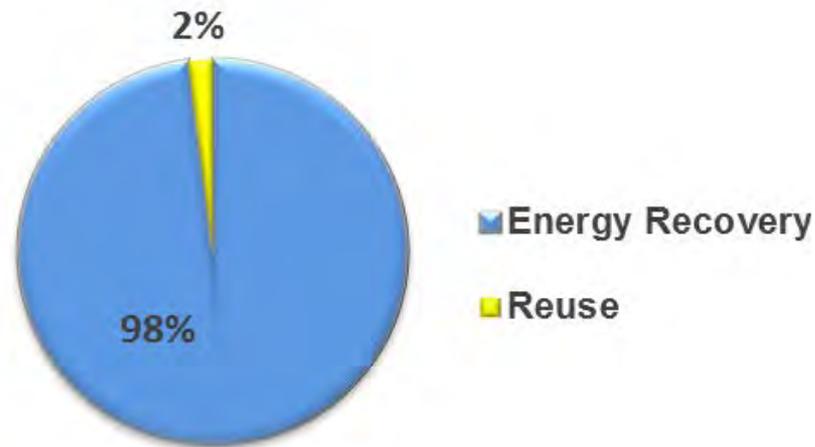
California Highlights

Paint Disposition

LATEX



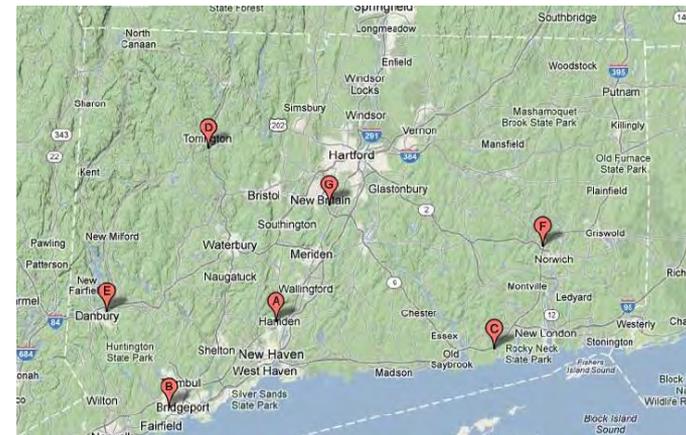
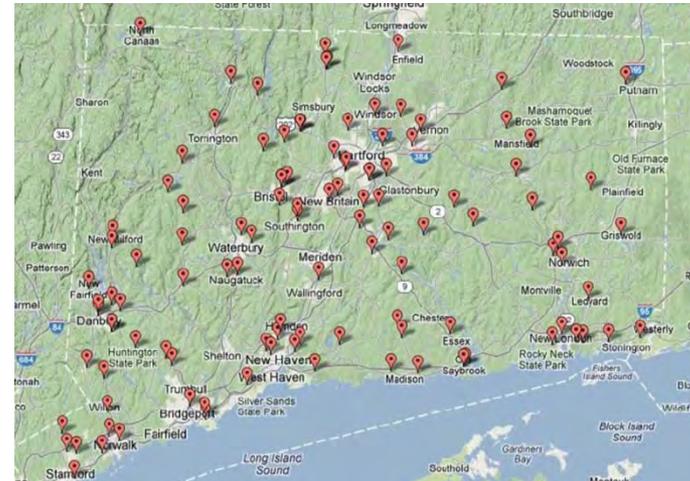
OIL-BASED



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)

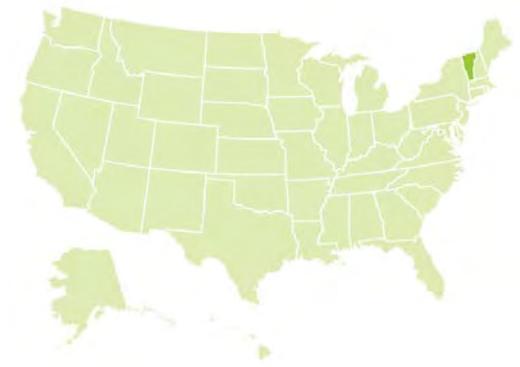


Connecticut Highlights

- **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!**

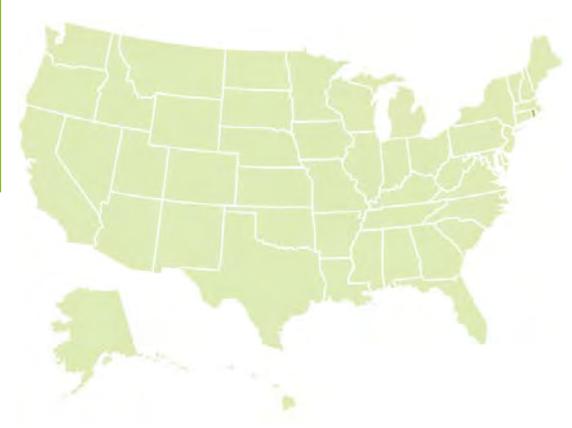
**Buy "Local Color" Premium
Re-Blended Latex Paint**

100% Recycled Paint | 100% Pure Yankee

2-gallons: \$16 (colors) - \$18 (white)
5-gallons: \$42 (white)

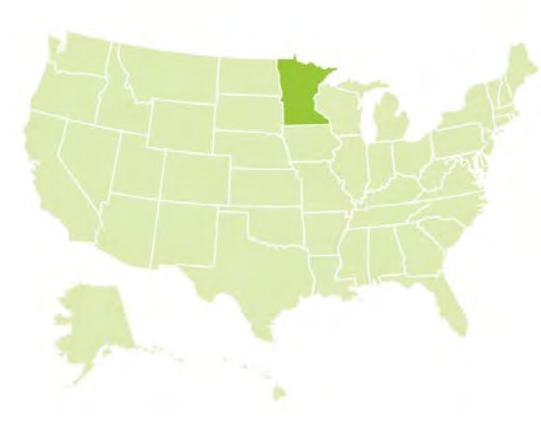
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Rhode Island



- **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**

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 retail businesses. To find a site near you, visit paintcare.org or call (855) 724-6809.




PaintCare

이용한 재활용

PaintCare 프로그램에 관하여



Reciclaje con PaintCare

Acerca del programa de PaintCare



PaintCare

共同助力

關於 PaintCare 計劃




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



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 free 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
PRODUCTS ACCEPTABLE FOR RECYCLE
 (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 elastomeric)
- Primers, Sealers, Undercoats
- Stains
- Shellac, Lacquers, Varnishes, Urethanes (single component)
- Waterproofing Concrete, Masonry/Wood (PVC or bromine-based)
- Swimming Pool Paints (single component)
- Metal Coatings, Rust Preventatives
- Felds and Lamn Parts

NOT ACCEPTABLE FOR RECYCLE
NOT ACCEPTABLE FOR RECYCLE
 (Regardless of container size)

- Paint Thinners, Mineral Spirits or Solvents
- Aerosol Paints (spray cans)
- Auto and Marine Paints
- Arts and Crafts Paints
- Caulking Compounds, Epoxies, Glues, or Adhesives
- Paint Additives, Colorants, Tints, Retints
- Wood Preservatives
- Road Patch or Repair
- Tar or (Bromine-based) Products
- 2-Component Coatings
- Industrial Maintenance (M) 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) Parts and Finishes (shop applications)
- 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**

True Value

More saving. More doing. *True Value*

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.



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.

NEW LAW

California law requires paint manufacturers to develop a financial 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

Municipal Materials



Fact Sheet for Local Government
March 2014

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 HHW 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.

WHAT WE ASK OF YOU

Print-Based

For print materials (postcards, bill inserts) responsible for sending your printer, coordinating distribution. After they are completed, along with a description of where the piece was used, and an electronic final print piece.

Newspaper

For newspaper ads, you are responsible for sending the newspaper and starting the project, we provide PaintCare with dimensions and due dates. After the project is completed, we provide a list of run dates, newspaper and a scan of each ad.

Radio

For radio advertising, you are responsible for providing approved scripts to the radio station. After they are completed, along with a description of where the piece was used, we will ask you to provide a scan of the actual radio ad. If available, we would like to see a copy of the actual recording.

Other

DESIGN ASSISTANCE

PaintCare can provide assistance with design assistance.



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.

Contact Person

Agency

Phone

Email

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?

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Site Locator Tool

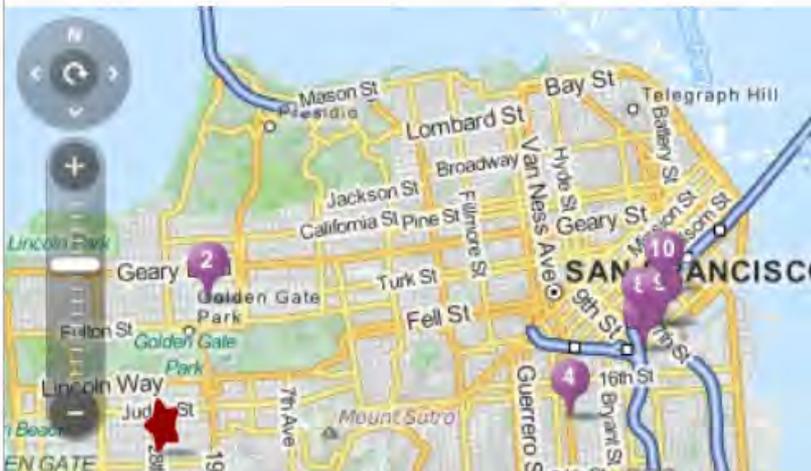
Paint Drop-Off Locations

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](#)

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Next States

Florida

Illinois

New Jersey

New York

Texas

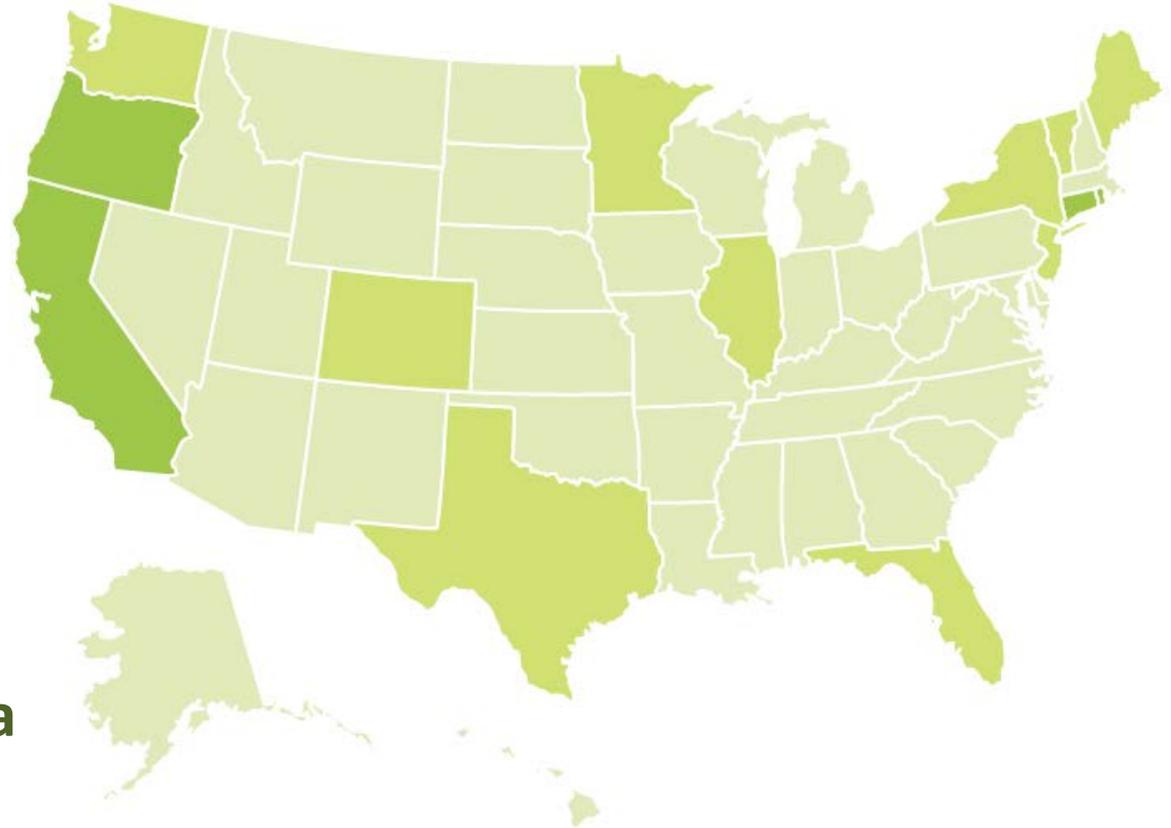
Washington

New Hampshire

Massachusetts

District of Columbia

???



Contact Information

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