



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?

- **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**

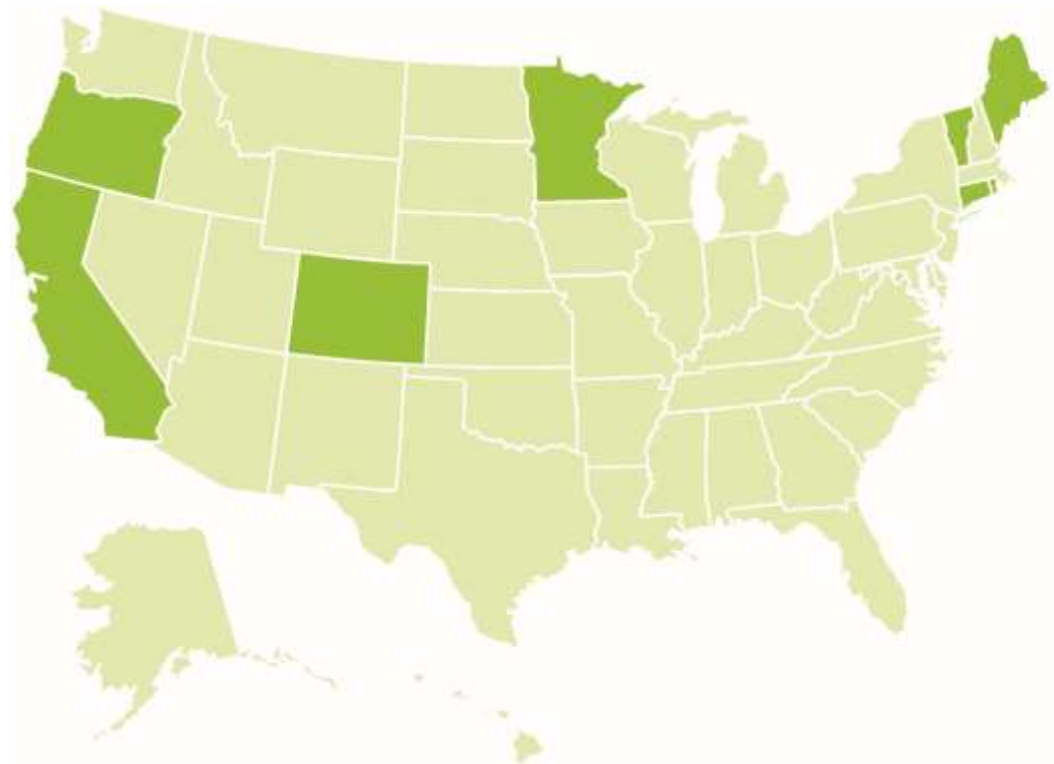
**Vermont**

**Minnesota**

**2015: Maine**

**Colorado**

**2016: D.C.**



# 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 : \$ 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



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# Program Products

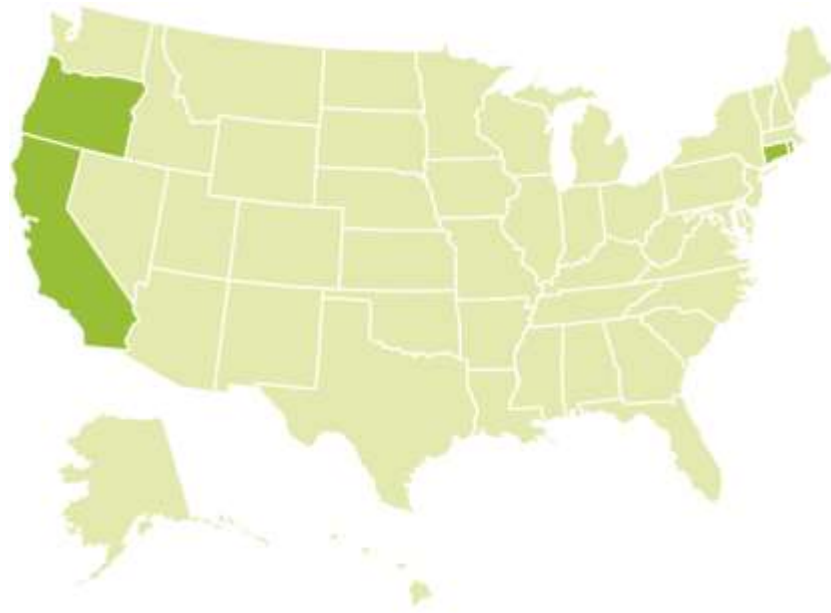
Collect the following architectural coatings in 5 gallon containers or less:

- 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

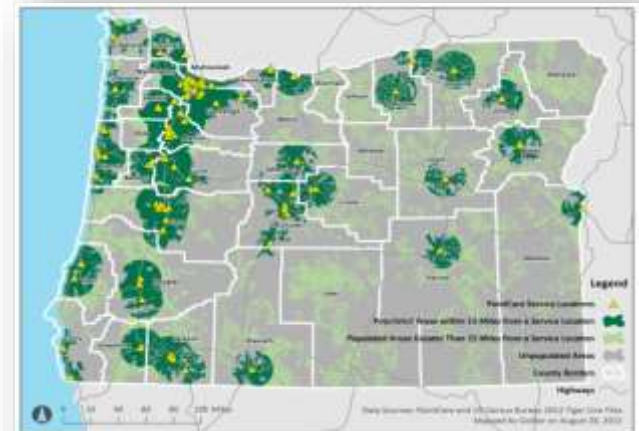
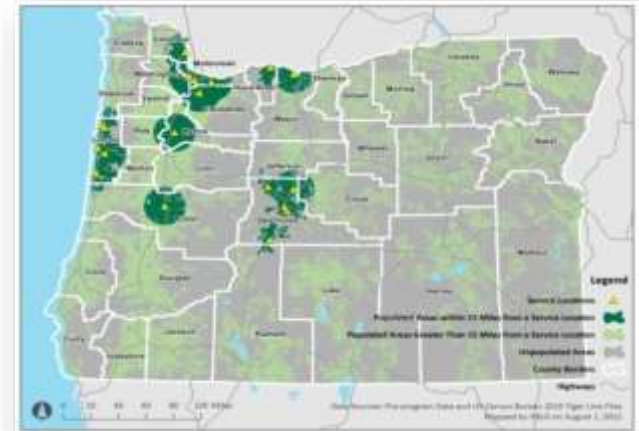
# ***Oregon, California, Connecticut Implementation***



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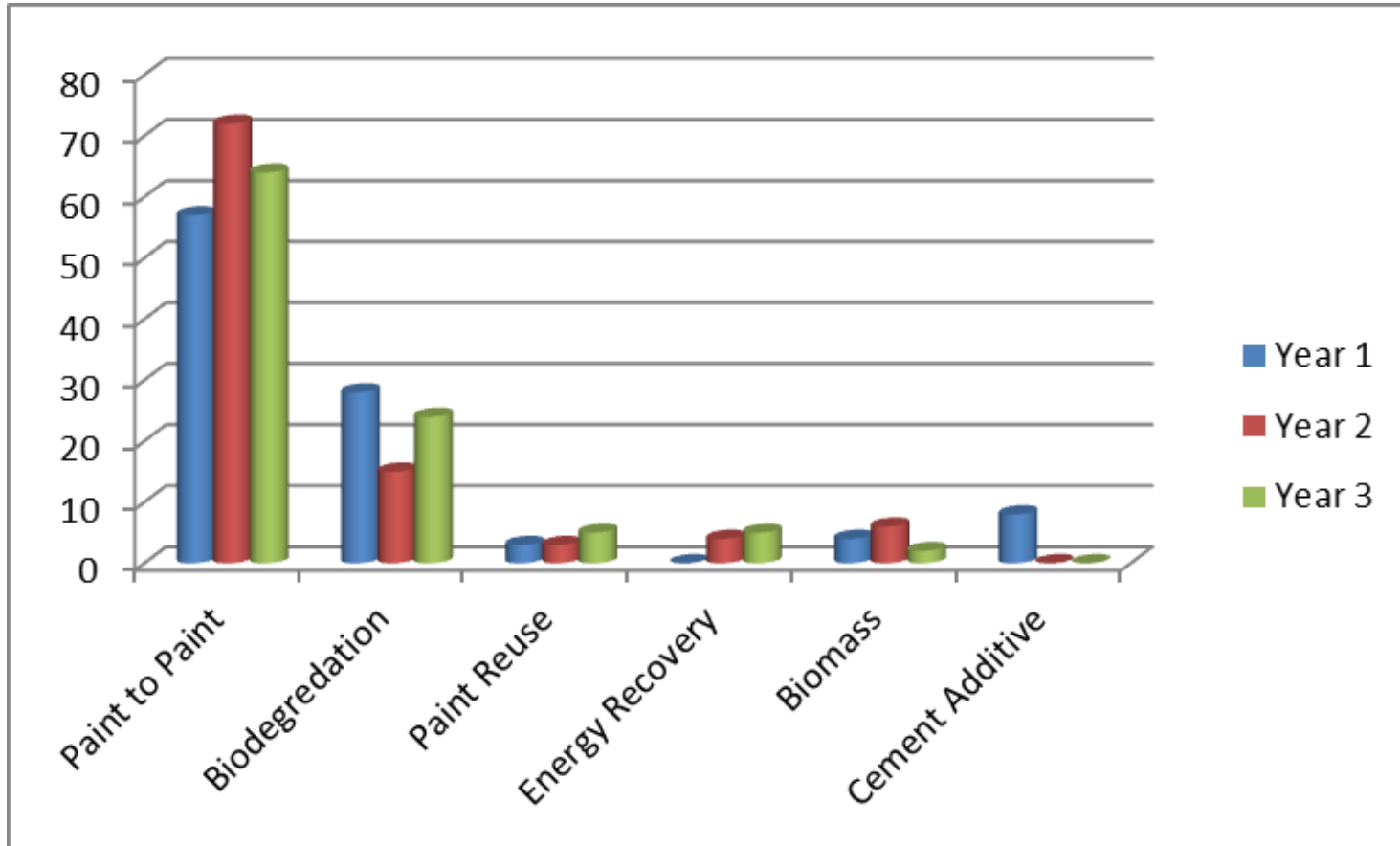
# Oregon Highlights

- **First PaintCare program, started July 2010**
- **Became permanent July 2013**
- **140+ sites**
- **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**



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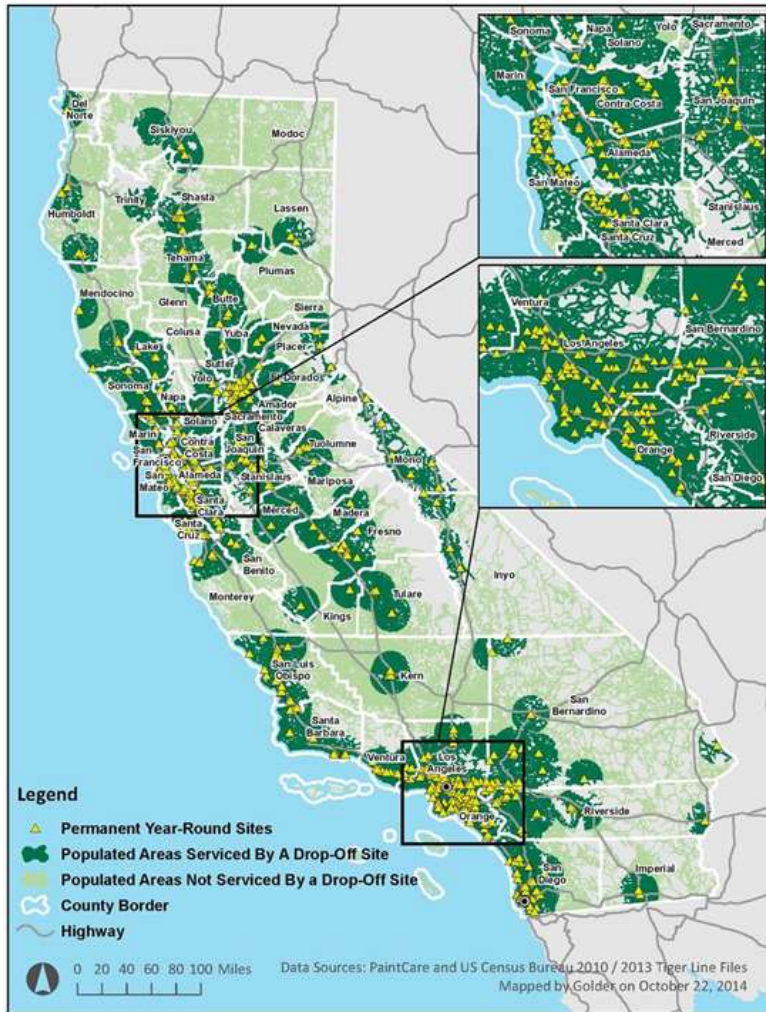
# Oregon Latex Paint Disposition



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# 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

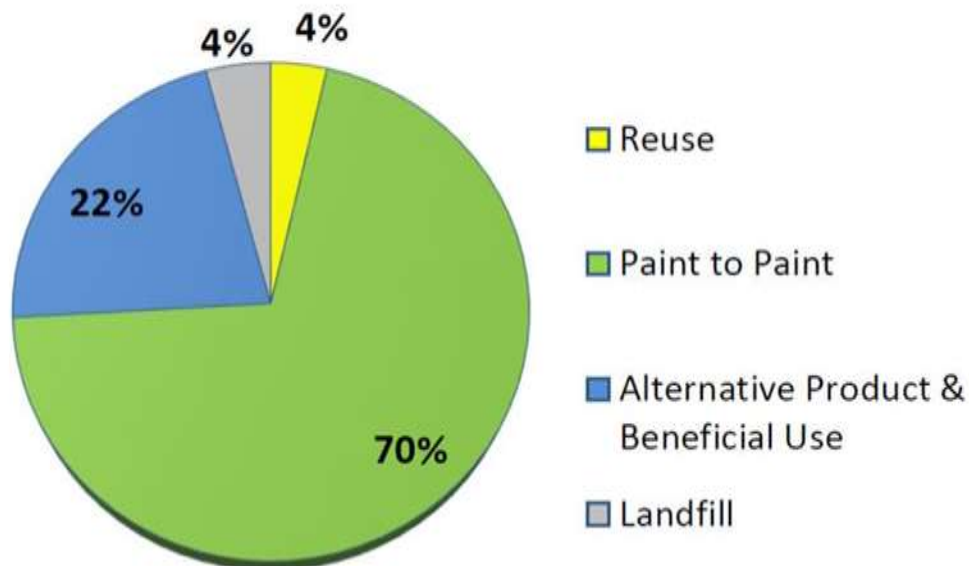
	<i>2014 Annual Report</i>		<i>2013 Annual Report</i>	
<b><i>Latex</i></b>	<i>Gallons</i>	<i>Percent</i>	<i>Volume</i>	<i>Percent</i>
Reuse	61,066	3.6	8,942	2
Recycled-Content Paint	1,186,668	70.5	442,588	80
Alternative Product and Beneficial Use	365,313	21.7	79,416	14
Appropriate Disposal	70,665	4.2	24,569	4
<b><i>Total Latex</i></b>	<b><i>1,683,712</i></b>	<b><i>100</i></b>	<b><i>555,514</i></b>	<b><i>100</i></b>
<b><i>Oil-Based</i></b>	<i>Gallons</i>	<i>Percent</i>		
Reuse	12,625	3.5	1,161	2
Energy Recovery	353,785	96.5	75,977	98
<b><i>Total Oil-Based</i></b>	<b><i>366,410</i></b>	<b><i>100</i></b>	<b><i>77,138</i></b>	<b><i>100</i></b>
<b><i>TOTAL</i></b>	<b><i>2,050,122</i></b>		<b><i>632,652</i></b>	

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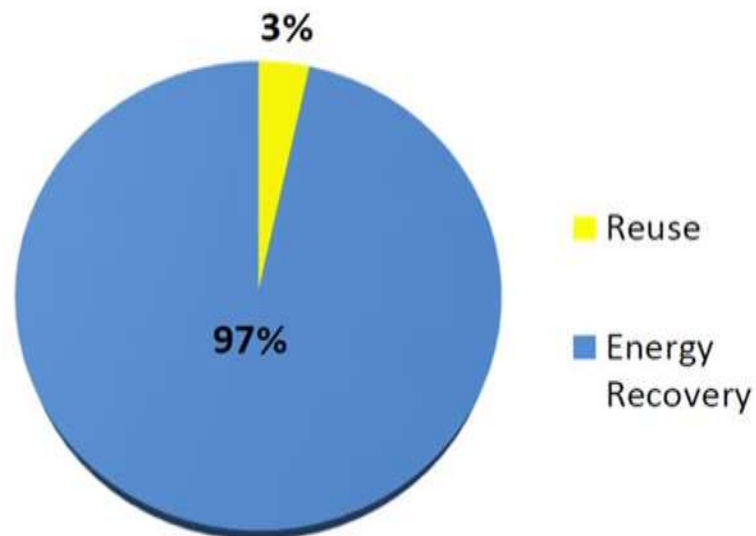
# California Highlights

## Paint Disposition

Latex Disposition



Oil-Based Disposition



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# 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

# Connecticut Highlights

## Convenient Collection

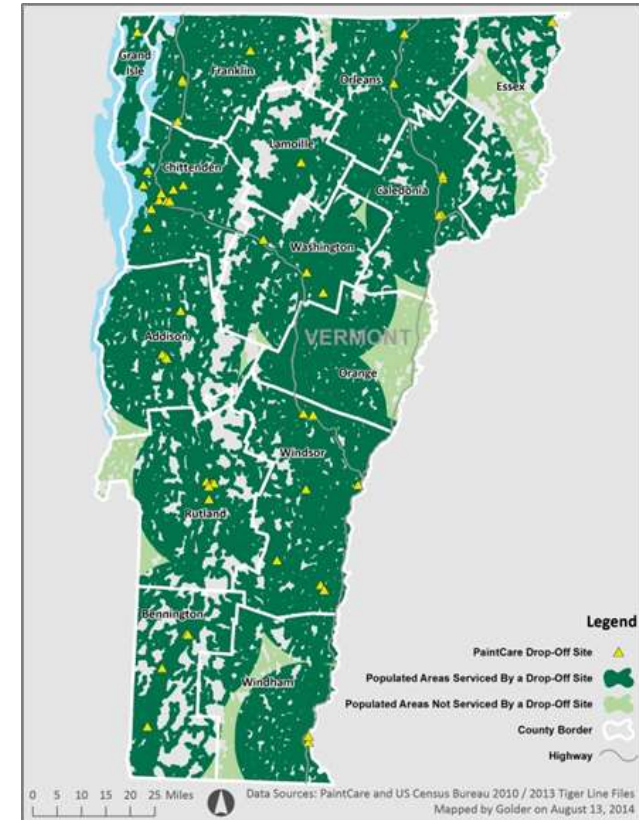


- 99.9% of Connecticut residents have access to a permanent year-round site within 15 miles of their home.

# 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

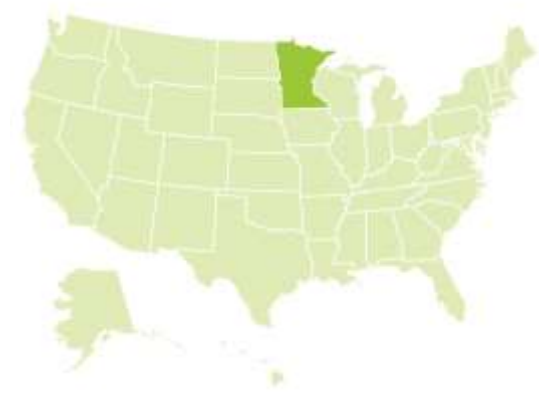


**Paint a Brighter Future for Vermont!**  
**Buy "Local Color" Premium Re-Blended Latex Paint**  
100% Recycled Paint | 100% Pure Yankee

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

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# 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 Submitted: April 1, 2015
- Anticipated Start : Summer 2015

- **Colorado**

- Program Plan Submitted: January 1, 2015
- Anticipated Start : Summer 2015

## 2016

- **District of Columbia**

- Program Plan Due: April 1, 2016
- Anticipated Start : Summer 2016



# Next States

## 2015

New York

New Jersey

Massachusetts

Illinois

Washington

## 2016 and beyond

New Hampshire

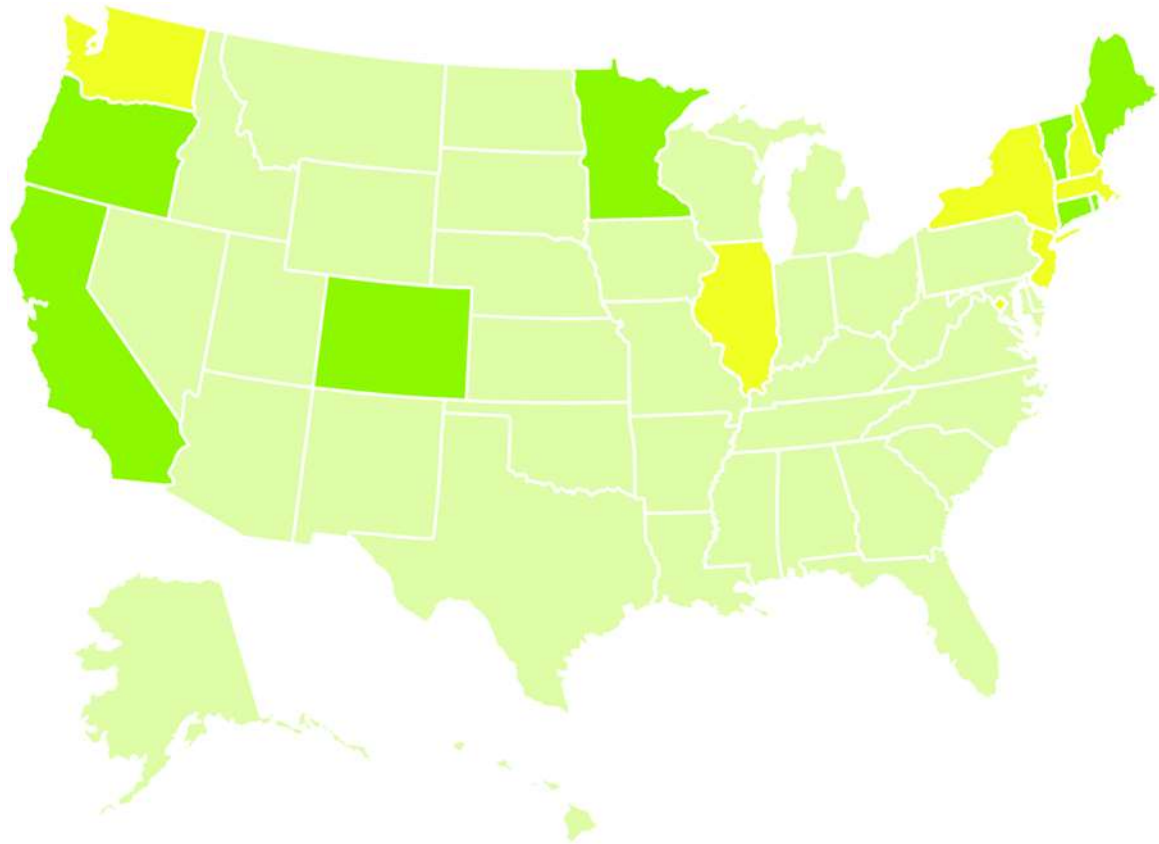
Utah

Pennsylvania

Delaware

Maryland

Wisconsin



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# Education and Outreach



**Recycle your paint!**

**Recycling paint just got more convenient**  
There are now 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, there is no charge when you drop off your old paint.

[www.paintcare.org](http://www.paintcare.org) • (855) 724-6809

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## General Ad

## 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:

<b>SHERWIN-WILLIAMS</b> 34222 Doherty Park Rd Dana Point, CA 92624 (949) 661-0100	<b>VISTA PAINT</b> 29450 Alicia Pkwy Laguna Niguel, CA 92677 (949) 349-1955
<b>DUNN-EDWARDS</b> 32061 Camino Capistrano San Juan Capistrano, CA 92675 (949) 234-1201	<b>VISTA PAINT</b> 31894 Plaza Dr San Juan Capistrano, CA 92675 (949) 489-6393

**TO FIND OTHER DROP-OFF SITES:**

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

**(855) 724-6809**

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.

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# Education / Outreach

## Drop-Off Locations

Find a Drop-Off Site


About the Site Locator

Products We Accept

How to Recycle

Location: Modesto, CA

ENTER: Zip Code (e.g., 94110) OR City, State (e.g., "Hartford, CT")  
OR Street Address (e.g., "123 Main St, Portland, OR")



- 1 Golden Professional Paint Center  
Modesto, 1.3 Mi.
- 2 Kelly Moore  
Modesto, 1.32 Mi.
- 3 Habitat for Humanity ReStore  
Modesto, 1.34 Mi.
- 4 Vista Paint  
Modesto, 2.35 Mi.
- 5 Dunn Edwards  
Modesto, 2.44 Mi.
- 6 Sherwin Williams  
Modesto, 3.14 Mi.
- 7 Orchard Supply Hardware  
Modesto, 3.76 Mi.
- 8 Orchard Supply Hardware  
Modesto, 4.18 Mi.
- 9 Kelly Moore

Site Locator Tool

Mobile App



 App Store Icon



The image shows a smartphone displaying the mobile app interface. To the right of the phone are three screenshots of the app. The first screenshot shows a map of the United States with a location selected. The second screenshot shows a list of products with their names and descriptions. The third screenshot shows a detailed view of a product, including its name, description, and availability information.

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# 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, city-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 計劃



## PaintCare 이용한 재

PaintCare 프로그램에



## Reciclaje con PaintCare

Acerca del programa de PaintCare



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# 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](mailto:info@paintcare.org)

### WHAT WE ASK OF YOU

#### Print-Based

For print materials (i.e. postcards, bill inserts) you are responsible for sending to your printer, coordinating distribution. After the project is completed, along with the artwork, we will ask for 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 schedule to us at the start of the project, we will provide PaintCare with dimensions and due dates. After the project is completed, we will ask for a list of run dates in the newspaper and a scan of each ad.

#### Radio

For radio advertising, you are responsible for providing approved scripts to the radio station. After the project is completed, along with the artwork, we will ask you to provide the script with a list of run dates. If available, we would like to see a copy of the actual recorded radio.

#### 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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# Contact Information

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**(202)719-3682**  
[mclarke@paint.org](mailto:mclarke@paint.org)



**Alison Keane**  
**VP, ACA**  
**General Counsel, PaintCare**  
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[akeane@paint.org](mailto:akeane@paint.org)



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