



# *PaintCare Program Presentation to EMAC*

*Roy Weedman  
Oregon Program Manager  
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# ***What is the PaintCare Program?***

# Paint Stewardship Law

## What the Law Requires:

- *Any manufacturer selling paint in OR must operate a program to manage leftover paint by:*
  - *Reducing the generation of postconsumer paint through “buying right” education*
  - *Promoting using up / donating unused paint*
  - *Provide system for collection and recycling*
- *Convenient paint drop-off sites*
- *Environmentally responsible paint management*

# What's the Big Deal About Paint?

- *Of all hazardous waste received by municipal programs from residents and small businesses, in Oregon over 50% is paint*
- *Approximately 10% of purchased paint goes unused*
- *10% of annual sales in the US means there are 70 million gallons leftover and available for recycling each year*
- *In 2003, stakeholders including local, state and federal government; paint manufacturers; paint recyclers and others began a conversation to find a cooperative solution for managing post-consumer paint*
- *The American Coatings Association (ACA) participated, and the dialogue led to drafting of the model, state-level, industry supported law*



# About PaintCare

- *Created in 2009 by the American Coatings Association when Oregon passed the paint stewardship pilot program model law*
- *Non-profit “stewardship” organization that sets up the paint recycling programs for manufacturers*
- *Governed by a Board of architectural paint manufacturers*
- *State oversight agency, Oregon Department of Environmental Quality (DEQ), reviews our program plan and annual reports*



**AmericanCoatings**  
ASSOCIATION

# Model Paint Stewardship Law

- *Currently, 8 states have passed the industry–supported paint stewardship law.*

*Oregon (2009)\**

*California (2010)\**

*Connecticut (2011)\**

*Rhode Island (2012)*

*Vermont (2013)\**

*Minnesota (2013)*

*Maine (2013)*

*Colorado (2014)*

- *Oregon's went into effect July 1, 2010*

# PaintCare Funding

- *Financed through a per can “PaintCare Recovery 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 collect the fees, and report sales and pay the fee to PaintCare*
- *Funding covers the cost of paint collection, transportation and recycling, as well as outreach and administration*

# Potential Uses for Collected Paint

- *Reused or donated*
- *Blended into recycled-content paint (latex)*
  - *sold domestically and exported*
- *Landscaping material (latex)*
- *Energy recovery (oil-based & latex)*
- *Bio-degradation (latex)*
- *Blended into fuel for cement kilns (oil-based)*

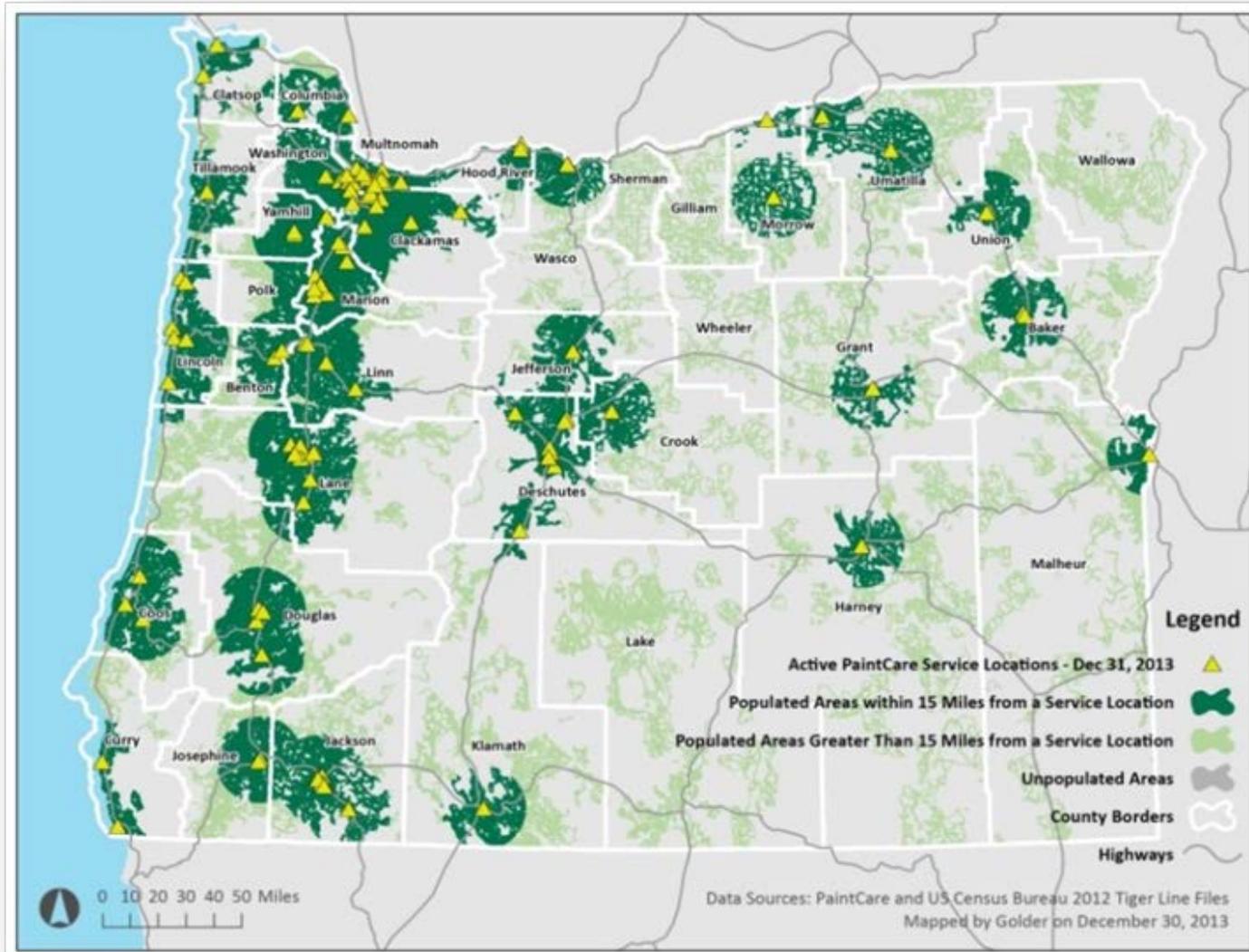
# Collection Sites

- Over 130 active drop-off sites
  - H4H ReStore only site in Florence
- 95.5% of residents live within 15 miles of a permanent drop-off site
- 20% increase in six months
  - 87 Retail
  - 19 HHW/TS
  - 14 ReStores



*Recycle with PaintCare*

# Coverage

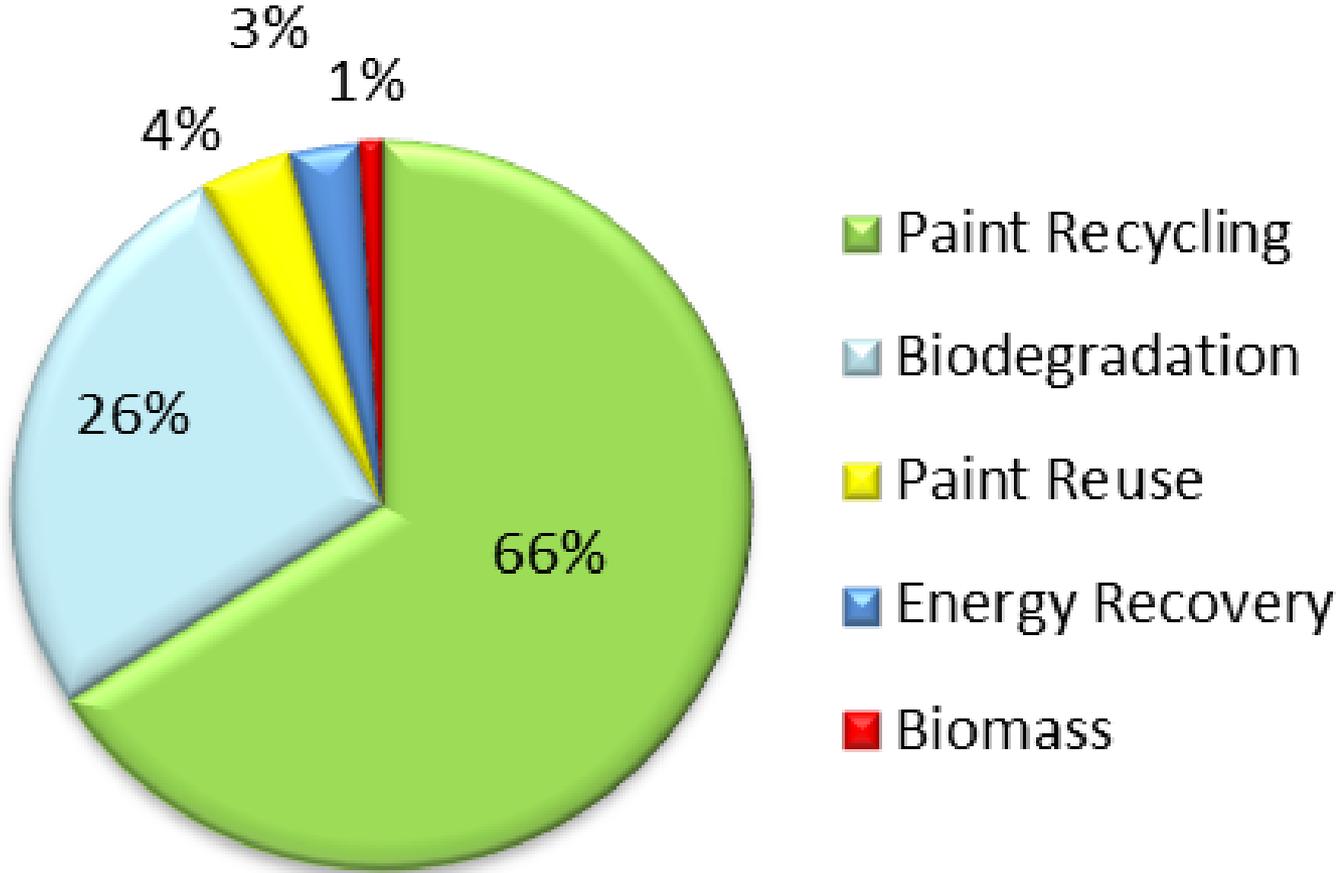


# Gallons Collected

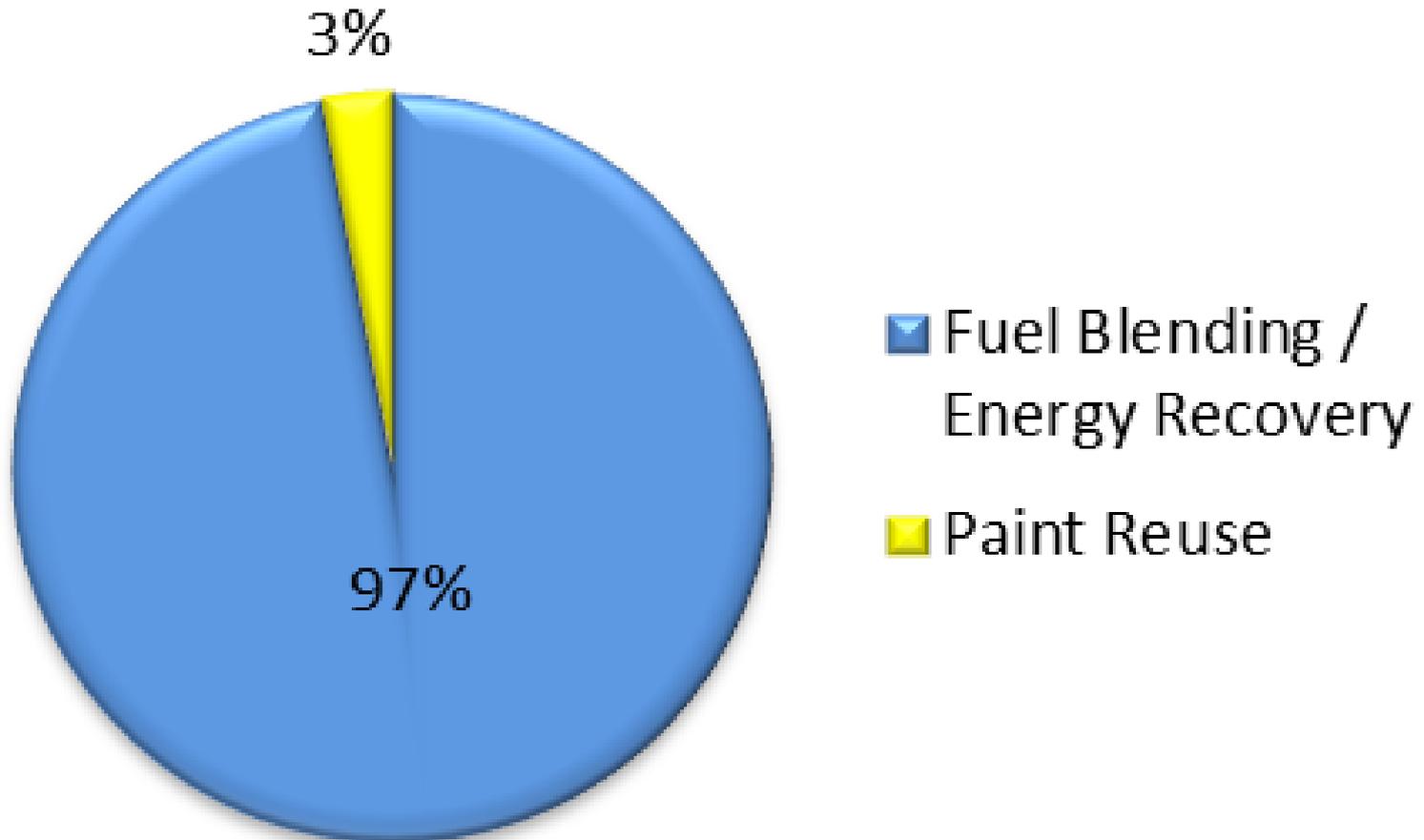
	12 months ending Jun 30-2011		12 months ending Jun 30-2012		12 months ending Jun 30-2013		6 months ending Dec 31-2013	
	Gallons	Percent	Gallons	Percent	Gallons	Percent	Gallons	Percent
Alkyd	117,529	25	150,578	26	162,108	28	99,715	32
Latex	352,136	75	420,227	74	418,585	72	212,624	68
Total	469,665	100	570,805	100	580,693	100	312,339	100



# Latex Paint Disposition



# Oil Based Paint Disposition



# PaintCare Costs

- 6 Month Program cost is \$0.53 per resident (Prorated to \$1.06 for annual comparison)
- Program cost per gallon collected were \$6.56
- Program costs expected to rise slightly in 2014 due to a increase in number collection sites to nearly 150 by end of 2014.

# Rebranding: New Point of Sale Materials

(translations available)



The image shows a stack of brochures. The top brochure is titled "Recycle with PaintCare" and features the PaintCare logo. Below the title is the text "About the PaintCare Program" and an image of four paint cans. The middle brochure is titled "Funding" and contains a table with pricing information. The bottom brochure is titled "Who is PaintCare?" and includes the text "PaintCare is a non-profit 501(c)(3) organization,..." and "Drop-Off Sites".

## Recycle with PaintCare

About the PaintCare Program

per quart	\$ 0.00
per pint to 1 gallon	\$ 0.35
per gallon to 5 gallons	\$ 0.75
per 5 gallons to 5 gallons	\$ 1.60

## Who is PaintCare?

PaintCare is a non-profit 501(c)(3) organization, established by the American Coatings Association and the paint industry to fund site-mandated paint stewardship programs in half of paint manufacturers in the United States that have adopted a paint stewardship law.

## Drop-Off Sites

PaintCare has established hundreds of drop-off sites nationwide at paint retail stores, hardware stores, and household hazardous waste facilities. When these sites are part of the program, they will accept program products and charge from all residents and businesses. To find a site near you, visit [www.paintcare.org](http://www.paintcare.org) or call (855) 724-6809.

## Recycling

PaintCare's paint recycling program at drop-off sites is taken to paint processing facilities where paint is recycled or disposed.

Brochure



The MiniCard features the PaintCare logo at the top. Below the logo is the text "Find a paint drop-off site near you by visiting [paintcare.org](http://www.paintcare.org)". At the bottom, there is an image of four paint cans and a green arrow pointing right with the text "Recycle with PaintCare".

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

Recycle with PaintCare

MiniCard

# Posters and Window Clings



## Oregon Paint Recycling Program

About the PaintCare Program

### PAINTCARE®

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

#### 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 and undercoaters
- Shellacs, lacquers, varnishes, urethanes
- Deck and floor paints
- Sealers and waterproofing coatings for wood, concrete and masonry

#### NON-PROGRAM PRODUCTS

- Paint thinners and solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Tar, asphalt, and bitumen-based products
- 2-component coatings
- Coatings used for Original Equipment Manufacturing or shop application
- Any non-coatings (caulk, spackle, cleaners, etc.)

#### FEES

The "PaintCare Recovery Fee" is applied to the purchase price of architectural paint sold in Oregon as required by the Oregon 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

For more information, please ask for the PaintCare brochure, visit [www.paintcare.org](http://www.paintcare.org) or call (855) 724-6809.

Recycle with PaintCare



# Recycle your paint here.

[DURING BUSINESS HOURS ONLY]

### ACCEPTABLE

- Latex house paint
- Oil based house paint
- Primer
- Stains and sealers
- Varnish and shellac
- All brands

### NOT ACCEPTABLE

- Paint thinner
- Two-component paints
- Aerosols
- Other chemicals

### PLEASE DON'T BRING CONTAINERS THAT ARE

- Leaking
- Unlabeled
- Empty



Recycle with PaintCare

For a complete list of acceptable products, please ask for the PaintCare brochure, call (855) 724-6809 or visit [www.paintcare.org](http://www.paintcare.org).

# www.PaintCare.org

The screenshot shows the PaintCare.org website. At the top left is the PaintCare logo, a green circular arrow with the text "paintcare". To its right is the slogan "Recycle with PaintCare". Further right are four paint cans in green, yellow, orange, and red. Below the logo and slogan is a green navigation bar with links for "ABOUT", "CA", "CO", "CT", "ME", "MN", "OR", "RI", "VT", and "CONTACTS". On the left side, there is a call-to-action: "Click here to find a paint drop-off site near you:" with a small map showing a location in Oregon. Below this is a green button labeled "Paint Calculator" with a right-pointing arrow. In the bottom left corner, there is an image of several paint cans. The main content area is titled "Paint Drop-Off Locations". It contains two paragraphs of text: "California, Connecticut, Oregon and Vermont: Use this tool to find PaintCare-sponsored drop off sites including retailers, transfer stations and household hazardous waste programs." and "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." Below the text is a search form with a "Location:" label, a text input field containing "portland or", and a "Search" button. Underneath the input field are instructions: "ENTER: Zip Code (e.g., 94110) OR City, State (e.g., 'Hartford, CT') OR Street Address (e.g., '123 Main St, Portland, OR')". To the right of the search form is a map showing the Portland, Oregon area with several locations marked. A list of four locations is displayed to the right of the map:

- 1 [Rodda Paint - Eastside](#)  
Portland, 1.31 Mi.
- 2 [Miller Paint](#)  
Portland, 1.45 Mi.
- 3 [Dick's Color Center](#)  
Portland, 1.74 Mi.
- 4 [Sherwin Williams](#)  
Portland, 1.9 Mi.

# Thank You



*Recycle with PaintCare*