



AMAZON
select paints

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Agenda

- ✓ The issue of leftover latex paint
- ✓ How latex paint is recycled
 - Paint to Paint
 - Manufacturing recycled content paint
 - Quality, sales, advantages & disadvantages
 - What to do with 'non-usable' Paint

How much paint is leftover?

- About 10% of the architectural paint sold in the USA is leftover every year.
 - Nationwide that's about 65+ million gallons
 - About 70% of leftover paint is latex and 30% is solvent based

Paint to Paint Recycling

- ✓ The most important step in making a good quality recycled content paint is the sorting.
 - Only good quality paints should be used to make recycled content paint
 - Paint is not usable if it has begun to solidify, has curdled, has soured, has bacteria or rust or is questionable for any reason.

Original cans & pails to sort and bulk



Note: Cubic yard boxes, plastic tote, shrink wrapped cans/pails

Recycled Content Paint

- Reusable latex paint is sorted **by color** and poured into 55-gallon drums (e.g. white, off-white green, red, blue, yellow, etc.)
- Drums with the appropriate colors of paint are selected to make a batch
 - The selection of drums will depend on what color we want to manufacture.
- The paint is pumped into a mixing tank.

Recycled Content Paint

- ✓ The paint color is tested with a spectrophotometer
 - If needed, pigments are added to produce our standard colors.
- ✓ A biocide and a preservative are added.
- ✓ Other additives may be used to meet specifications.
- ✓ Finally, the paint is fine filtered, packaged and labeled.

Applications

- Amazon's paint is formulated for interior or exterior applications
- Use anywhere you would use an acrylic wall paint, such as sheetrock, cement block, stucco, and previously painted or primed metal and wood.

Quality Control

✔ Certified by Green Seal



✔ Approved by Master Painters Institute



Green Seal



- ✓ Certifies goods and services that meet the highest standards of environmental quality and performance.
- ✓ Green Seal visits site, examines processes, record keeping
 - They must approve any raw materials added to the paint (pigments, etc.)



- Master Painters Institute – MPI
- MPI is the organization that sets standards and does testing for the coatings industry
- MPI also makes site visits
- Recycled content paint samples are tested 3-4 times per year
 - Must meet same spec as virgin paint

Green Seal & MPI are thorough

- ✔ Site visits by both MPI and Green Seal
- ✔ MPI examines quality control in paint bulking and manufacturing process.
- ✔ MPI tests our paint 4 times per year to ensure it meets specifications
- ✔ Green Seal examines raw materials, containers, material handling processes, waste generation and labeling.

Why Buy Recycled Paint?

- ✔ **High quality:** Same specs as 'virgin' paint
 - High solids content. Applies and covers well.
- ✔ **Environmentally preferable**
 - Resources that would have gone into making a gallon of new, virgin paint are saved.
 - Estimated that 115 pounds of CO₂ is saved per gal. when recycled paint replaces virgin paint
 - 115 # of CO₂ equivalent to using 5 gals of gas in a car.
 - Higher energy savings than steel or glass recycling
 - Keeps leftover paint out of landfills
- ✔ **Priced below comparable virgin paint**

Challenges in Retailing Recycled Paint

- Distribution is difficult
 - Very costly to handle & ship small volumes of paint
 - Boxes of paint shipped often damaged in transit
- Shelf space needed to display entire palette of colors because no tinting
- Explaining the product to customers

Benefits of selling RCP

- ✓ A unique, niche product
- ✓ Appeals to environmentally conscious customers
- ✓ Recycled paint may be specified in government buildings
- ✓ LEED credits available
- ✓ Low price + high quality = great value
- ✓ Only 12 SKU's

Paint Collection and Sales Go Together

Great PR potential.

- 'Closing the loop'
 - Surplus paint collected, reprocessed, reused
- Demonstrates environmental responsibility
- Provides a unique service (collection) and a unique product (recycled paint)
- Provides customer convenience

Amazon Select Paint in an Ace Hardware Store





Other Beneficial Reuses

PLP = Processed Latex Pigment

- PLP is made by mixing non-reusable paint with a mineral rich powder (often another waste product), such as lime kiln dust or cement kiln dust
- PLP is an alternative raw material used in cement manufacture
- PLP not used as fuel. It has a low BTU value
- PLP replaces virgin raw materials in cement

Amazon's Pryor, OK facility



Other Beneficial Reuses

- Amazon makes several other products from paint that is not suitable to be reprocessed into paint.
- Amazon also has an active R&D program to develop new uses for leftover paint.



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