

PaintCare

Unlocking the Value: Transforming the Connecticut Materials Economy

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Central Connecticut State University**



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Who We Are

- **The American Coatings Association is a voluntary non-profit association, originally organized in 1888**
- **ACA represents approximately 250 manufacturers, distributors, raw material suppliers to the industry, and individuals working in the industry**
- **Serve as advocate, compliance assistance resource and community liaison**
 - Legislative
 - Regulatory
 - Judicial

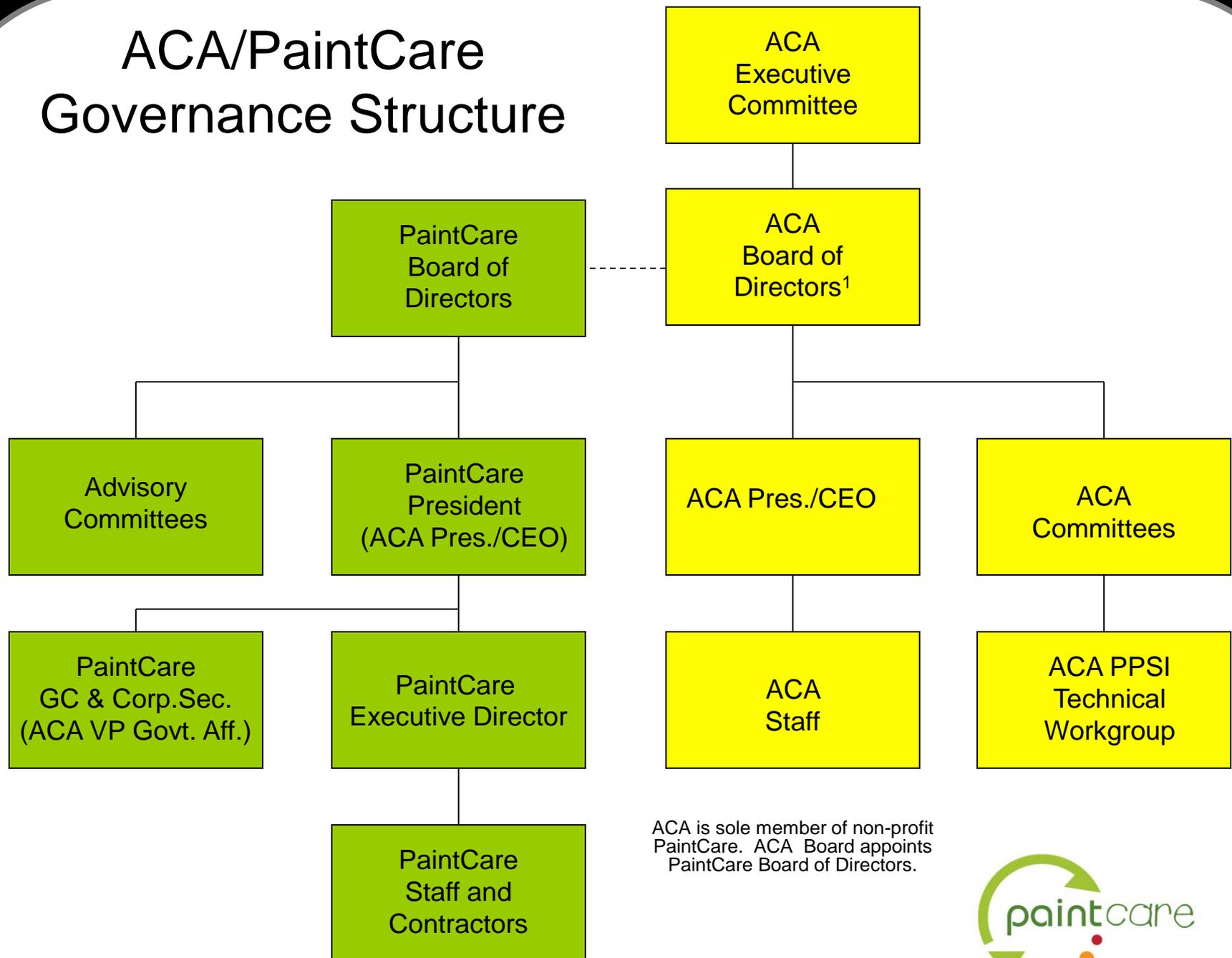


Who We Are

- **“PaintCare” non-profit 501(c)(3), Product Stewardship Organization**
- **Owned by ACA, but governed by a Board of Architectural Paint Manufacturers**
 - **Open to all architectural paint manufacturers (not just ACA members)**
- **Ensures effective operation of paint product stewardship programs**
 - **Environmentally sound and cost-effective program**



ACA/PaintCare Governance Structure



ACA is sole member of non-profit PaintCare. ACA Board appoints PaintCare Board of Directors.



What We Do

- **PaintCare Role**

- Implement Program
- Ensure Program is working for industry
 - Funding mechanism is sustainable
 - Level playing field for all participants
 - Program is cost efficient
 - Administration is effective

- **ACA Role**

- Advocacy
 - Legislative
 - Regulatory



Why We Are Here

- **Paint identified as the #1 issue by cost and volume for HHW Programs**
- **PPSI formed w/facilitation by Product Stewardship Institute**
 - Capable of effectively coordinating multi-stakeholder and multi-state approach to the issue
- **ACA joined PPSI in 2003**
 - Coordinated approach versus state-by-state approach
 - Share information with state and local governments
 - Gain better information from non-industry stakeholders
- **Goal was to find a resolution**
 - Status Quo not adequate



Why We Are Here

- **1st MOU for Pilot Projects and Data Gathering**
- **2nd MOU in 2007 following ACA Board Resolution**
 - Develop a *nationally coordinated* system for the management of post-consumer waste paint
- **Key Elements**
 - Consumer Education
 - No Mandatory Retail Take-Back
 - Cost Effective
 - Partner with Government
 - Industry Operated Product Stewardship Organization
 - Market Based Financing
- **Legislation need for level-playing field and anti-trust protection**



Key Elements of Program

- **Legislatively mandated**
 - Not Voluntary
- **Industry Operated**
 - Not a Government Program
- **Sustainable Financing System**
 - PaintCare Recovery Fee
 - Added to the price of *all* new paint sales
- **Transparent to Consumers**
 - Retail sales receipts
 - POS materials
 - Marketing Campaign



Take the guesswork out of buying paint.

THE PAINT CALCULATOR
How much do you need?

Room Length (ft.)	10	12	14	16	18	20	22	24	26	28	30
Room Width (ft.)	10	12	14	16	18	20	22	24	26	28	30
12	14	16	18	20	22	24	26	28	30	32	34
14	16	18	20	22	24	26	28	30	32	34	36
16	18	20	22	24	26	28	30	32	34	36	38
18	20	22	24	26	28	30	32	34	36	38	40
20	22	24	26	28	30	32	34	36	38	40	42
22	24	26	28	30	32	34	36	38	40	42	44
24	26	28	30	32	34	36	38	40	42	44	46
26	28	30	32	34	36	38	40	42	44	46	48
28	30	32	34	36	38	40	42	44	46	48	50
30	32	34	36	38	40	42	44	46	48	50	52

With our handy paint calculator, buying the right amount of paint for your next project has never been easier. Find the right amount in just two easy steps:
1. Measure the height and width of your space.
2. Locate the correlating values on the chart.

Measuring before you buy will help you save money, the environment and the space needed to store your unused paint.

For more information please call 1.800.CLEANUP or visit www.paintcare.org

paintcare.org
buy right. reuse. recycle.



Key Elements of Program

- **Use of Current Infrastructure**

- Shared Responsibility
- Cost Effective
- Mutually Agreeable



- **Voluntary Retail Collection**

- No Mandatory Take-Back

- **Waste Management Hierarchy**

- Reuse, Recycling and Energy Recovery
- Proper Disposal



How We Operate

- **First US Paint Stewardship Program**
 - Oregon – started July 1, 2010
 - California scheduled for July 1, 2012
 - Connecticut scheduled for July 1, 2013
- **Collection of PaintCare Recovery Fee from all manufacturers selling paint in the operating state**
 - Ensure that this is transparently passed through to distributors/retailers
- **Set-up of Convenient Statewide Collection Locations Throughout the State**
 - Municipal and Retail



How We Operate

- **Provide for the Transportation of Program Products from Collection Sites to Processors**
- **Contract for the Recycling, Energy Recovery or Proper Disposal of Program Products**
 - Usable latex paint into recycled content paint
 - Unusable latex paint into other products
 - Alkyd Paint into fuel blend
- **Education, Marketing, and Advertising for the Program**
- **Annual Reporting to State Agencies**



Our Results - Oregon

- **4 million in revenue – 3.3 million in expenditures (83% going to Oregon service providers)**
- **\$1 million in savings to Portland Metro Gov.**
- **469,665 gallons of paint collected**
 - 100% recycled or beneficially reused
- **100 permanent collection sites for paint**
 - 15 permanent locations available pre-program
- **47 tons of plastic pails and 65 tons of metal cans were recycled under the program**



Our Transformation

- Partnering with Government to affect change
- Shifting responsibility for end-of-life management of products from tax and rate payers to producers and consumers
- Recognizing the value in left-over paint and containers
- Building a system to support new recycling opportunities



Connecticut's Transformation

- **Partnering with Industry to affect change**
- **Transitioning from a local government only collection system to a more convenient municipal and retail system**
- **Collecting latex paint for recycling instead of consumer dry and dispose**
- **Providing an opportunity for recyclers to enter the market**



Questions?



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