



PaintCare California

CalRecycle Conference
October 30, 2013



Recycle with PaintCare

PaintCare Inc.

- *Established in 2009 following passage of the first paint stewardship law in Oregon*
- *Non-profit 501(c)(3) organization*
- *Created by the American Coatings Association (ACA) as the paint manufacturing industry's product stewardship organization*
- *Represent all paint manufacturers*
- *Governed by Board of architectural paint manufacturers*
- *Operational organization – design and implement all aspects of paint stewardship programs*



AmericanCoatings
ASSOCIATION



California's Paint Stewardship Law

- *AB1343 introduced February 2009*
- *Passed September 2010*
- *Requires manufacturers to develop and implement a program to collect, transport, and process post-consumer paint with the goal of:*
 - *Reducing the generation of post-consumer paints*
 - *Promoting reuse/using up of post consumer paints*
 - *Ensuring proper recycling and disposal at end-of-life*

Program Plan

- *PaintCare submitted a plan to CalRecycle in April 2012*
- *Plan approved in July 19, 2012*
- *PaintCare Program began on October 19, 2012 (90 days after plan approval):*
 - *Fee assessment began*
 - *Over 350 new drop-off sites available on day one*

Program Plan Goals

- ***Increased convenience and recycling opportunities for the public***
 - *90% of population within 15 miles of a site*
 - *1 site for every 30,000 people in a populated area*
 - *2 year timeline*
- ***Support “reduce and reuse” efforts through outreach and education -- Buy right. Use it up. Recycle the rest.***



Funding

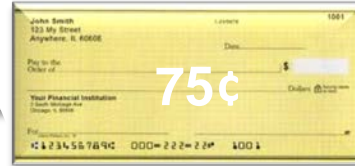
Manufacturer



Distributor/Retailer



Consumer



PaintCare

Fee Structure

Less than 1/2 pint	\$ 0.00
More than 1/2 pint to less than 1 gallon	\$ 0.35
1 gallon	\$ 0.75
More than 1 gallon to 5 gallons	\$ 1.60

PaintCare Staff



Daria Kent Northern
Regional Coordinator



Terri Ryan
Central Regional
Coordinator



Brandon Nelson-Zarrah
Southern Regional
Coordinator

Corporate Support Staff

Marjaneh Zarrehparvar, Executive Director

Paul Fresina, Communications Director

Caroline Chase, Creative Director

Katie Strylowski, Media Designer

Valerie Bernardo, Controller

Ida Arabshahi, Program Coordinator

Jeff Wasikowski, Counsel

Alison Keane, General Counsel



Collection System

Drop-off Sites

- *Paint retailers*
- *HHWCF*
- *Waste transfer stations & landfills*

Direct Pickup Service (min 300 gal)

- *Painting contractors, schools, apartment buildings, movie studios, municipalities*

Events

- *HHW*
- *Paint-only (future)*



Who Can Use the Program

Latex Products

- *Residents*
- *All businesses*

Oil-Based Products

- *Residents*
- *Small businesses (CESQG)*



Recycle with PaintCare

Contract Overview

- ***Contracts are required to ensure paint is collected and handled properly at all PaintCare sites***
- ***PaintCare covers the cost of collection containers, transportation and processing, and general outreach***
- ***Monetary compensation is negotiated for value-added activities:***
 - ***Direct Reuse (swap shop)***
 - ***Reprocessing (making recycled content paint at the facility)***
 - ***Bulking of oil-based paints (latex bulking discouraged in order to improve recycled paint quality)***
 - ***Internal transportation***

Contract Evolution

Contracting options evolved through negotiating process:

- ***Direct contract between PaintCare and facility owner/operator***

(Ex. Retail, Restore, HHW, transfer station, etc.)

- ***Indirect contract between PaintCare and contracted site operator, with authorization letter from the permit-holder***

(Ex. HHW and transfer stations that don't operate their own site)

- ***Indirect + Reuse contract***

(Ex. HHW, and transfer stations that don't operate their own site, but do operate a reuse program)

Drop-off Site Training

- *In-person training required (HHW training available upon request)*
- *Training tailored to the site type and training binder is provided to each site*
- *Training covers:*
 - *Program overview*
 - *How to screen Program vs. Non-Program Products*
 - *Safe storage*
 - *Ordering pick-ups*
 - *Spill clean-up and emergency response*
 - *Record-keeping: CESQG Log, Staff Training Log, Bills-of-Lading*



Recycle with PaintCare

Education & Outreach



Recycle with PaintCare

Signage



California 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, topcoats, 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, tints
- 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 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

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

 Recycle with PaintCare





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.


Recycle with PaintCare

Publications



Recycle with PaintCare

About the PaintCare Program



Consumer Brochure

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




Find a paint drop-off site near you by visiting paintcare.org



Recycle with PaintCare

Customer Bill Insert

Notice for Trade Painters

A new law affecting paint sales in California adds an eco fee to the price of architectural paint starting October 19, 2012.

The California Paint Stewardship Program, required by a 2010 state law, is operated by PaintCare, a non-profit established by the paint industry. Fees will fund the collection, transportation, and recycling of architectural paint, as well as consumer education and administration. Paint retailers are required to add the fees to the price of paint starting October 19 2012 based on container size: \$0.35 for more than half pint to less than 1 gallon containers; \$0.75 for 1 gallon containers; and \$1.60 for more than 1 gallon to 5 gallon containers.

Benefit to Trade Painters

In the next two years PaintCare will set up hundreds of drop-off sites for unused paint throughout California to provide a convenient recycling option for trade painters, residents and other businesses. You will be able to drop off unused paint for no additional cost, because the cost to recycle the paint from the sites is funded by the new eco fees. This is not a deposit program, and it is not limited to recycling only new paint; you will even be able to recycle old paint from years ago. There are some restrictions: everyone may use the sites to get rid of all unwanted latex paint, but only residents and small businesses will be able to use the sites for their oil based paint.

Bidding Jobs

It is expected that trade painters will pass the eco fees to their customers. When estimating jobs using paint purchased October 19, 2012 or later, painters should consider these fees and be sure the quotes they get from paint stores include the fees. In turn trade painters should add these fees in estimates and bids to their customers.



Recycle with PaintCare

Mini Card

Finding a Drop-off Site

Click here to find a paint drop-off site near you:



Paint Calculator



ABOUT

OREGON

CALIFORNIA

CONNECTICUT

NEXT STATES

CONTACTS

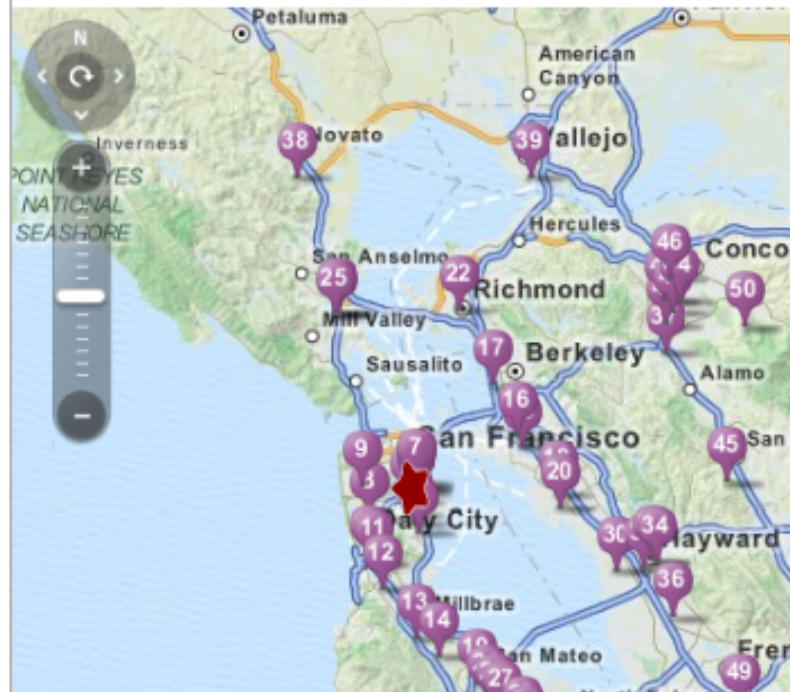
Paint Drop-Off Locations

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.

Location:

ENTER: Zip Code OR City, State OR Street Address



- 1 [Kelly-Moore](#)
San Francisco, 0.95 Mi.
- 2 [Kelly-Moore](#)
San Francisco, 1.16 Mi.
- 3 [California Paint Co](#)
San Francisco, 1.73 Mi.
- 4 [Glidden Professional Paint Center](#)
San Francisco, 1.92 Mi.
- 5 [Kelly-Moore](#)
San Francisco, 2.12 Mi.
- 6 [Dunn-Edwards Paints](#)
San Francisco, 2.23 Mi.

Newspaper

OCT-DEC 2012



I'm planning to recycle my leftover paint.

Do you know what to do with leftover paint? Recycling with PaintCare® is simple and convenient. Please join us in protecting the environment by recycling and properly disposing of your leftover paint.

How does it work?

When you buy a gallon of new paint, 75¢ of the purchase price funds the cost of recycling your old leftover paint. (35¢ for quarts; \$1.60 for 5-gallon cans.) PaintCare is setting up drop-off sites throughout California where you will be able to bring leftover paint for no additional charge.

To learn more, please call (855) 724-6809 or visit paintcare.org.



Recycle with PaintCare

SPRING 2012

Choosing a paint color isn't easy.

Do you know what to do with leftover cans of paint? With PaintCare, recycling unwanted paint is simple and convenient. Just bring it to your local drop-off site and we'll take it from there.

But thanks to our local drop-off site, recycling our leftover paint is.

BAKERSFIELD BAKERSFIELD SPECIAL WASTE FACILITY
4951 Standard St.

GLIDDEN PROFESSIONAL
3000 Brundage Ln.
(661) 327-0295

FRAZEE PAINT
3528 Ming Ave.
(661) 831-0060

DUNN-EDWARDS
3929 Ming Ave.
(661) 837-0277

MOJAVE MOJAVE SPECIAL WASTE FACILITY
17035 Finnin St. Building 2

RIDGECREST RIDGECREST SPECIAL WASTE FACILITY
3301 W Bowman Rd.

www.paintcare.org



Sites have limited capacity; please call ahead if you would like to drop off more than 5 gallons.



Recycle with PaintCare

Other

- ***Bilingual Hotline***
- ***Press Releases***
- ***Radio***
- ***Billboards***
- ***Miscellaneous Projects***

Volume Processed

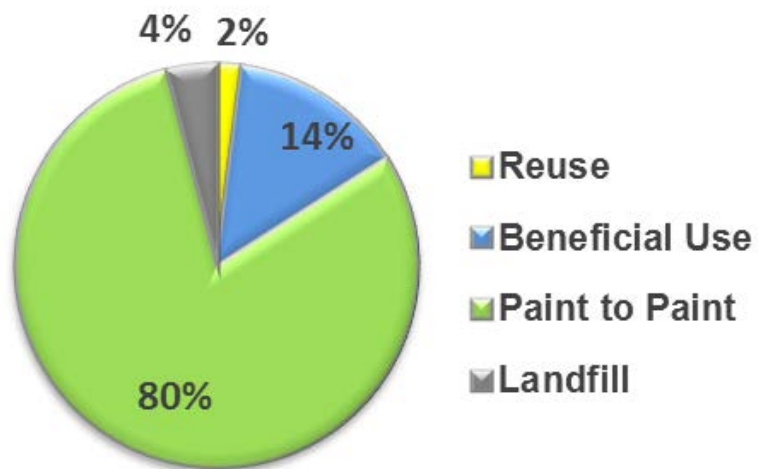
	Gallons	Percent
Oil-based	74,424	12
Latex	542,611	88
Total	617,035	100

- 68% of paint come from retail
- Local government contracting challenges delayed HHW participation
- Expect 3-4x increase when all HHW programs are on board
- 363 tons of metal and plastic paint cans were recycled

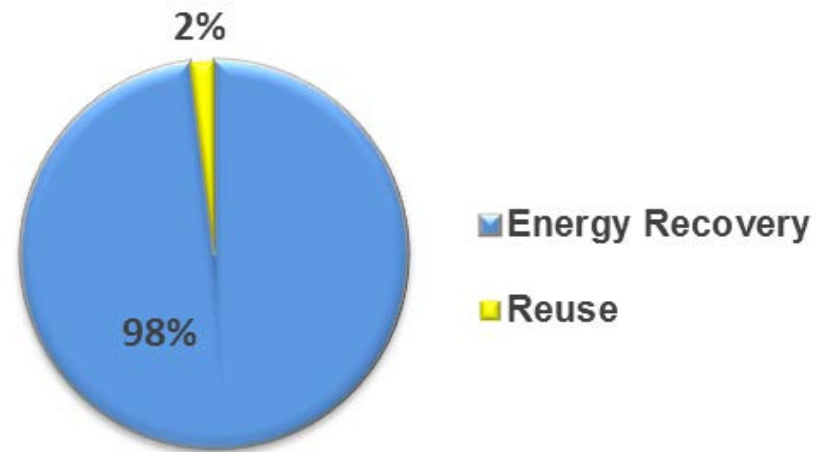
Paint Disposition

Paint Disposition

LATEX



OIL-BASED



Recycle with PaintCare

Program Cost

Total Revenue	\$20,066,570	
Assets, Beginning of the Year	(\$859, 706)	
Total Year 1 Program Cost	\$9,314,296	% of Total
Education/Outreach	\$2,374,681	25%
Transportation	\$701,552	7.5%
Processing	\$3,438,696	37%
Administration	\$1,154,644	12%
CalRecycle Payment	\$372,032	4%
Legal Fees	\$333,852	3.5%
Collection Support	\$513,353	6%
Other Program Expenses	\$425,486	5%
Cost per gallon	\$14.72	

Program Convenience

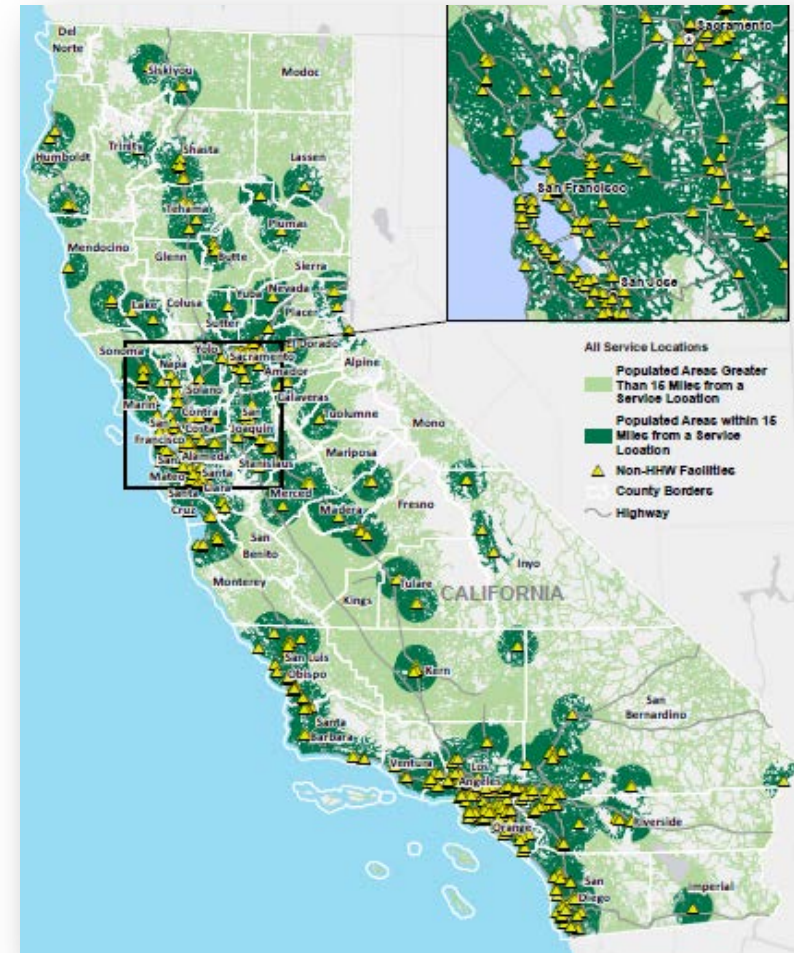
Site Type	Year 1 Annual Report	Current
Paint Retailer	427	436
Paint Recycling Facility	3	5
Waste Transfer Station	5	5
PHHWCF or Event* (open 1 day/month)	60	80
Total	495	525

***Events that occur less than once a month and facilities open less than once a month are not counted towards convenience goal**

Convenience of Drop-off Sites

Convenience goal provides

- Access to site within 15 miles for 90% of residents (achieved)
- 1 additional site per 30K in high population areas
- 525 sites active



Recycle with PaintCare

Large Volume Collection

- **Large Volume Pickup (LVP)**
 - **187 pickups (153 entities)**
 - **Painting contractors (64%) + property management companies, construction companies, educational institutions, hotels, etc.**
 - **2 largest pickup were 32,864 and 32,114 pounds**
 - **Top 10 all over 10,000 pounds**
- **Large Volume User (LVU)**
 - **6 sites**
 - **Painting contractors**

Contact Information

Caitlin Sanders

California Program Manager

(415) 590-0259

csanders@paint.org

www.paintcare.org



Recycle with PaintCare

