

PaintCare

Spring 2012- MRW Coordinator Meeting

Paint Product Stewardship



AmericanCoatings
ASSOCIATION

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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**



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 four 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 Results – California

- **Goal is Convenience**
 - Site within 15 miles for 90% of population (addresses rural areas) and additional site for each 30,000 residents in designated population centers (addresses density)
 - Results in ~ 750 locations
- **Collection Volumes will be Tracked for Informational and Budgeting Purposes**
 - CA is 12% of population, but only 9% of sales
 - If 10% of paint sold is leftover = 5.9 M gallons
 - Current collection = 2.6 M gallons (45%)
 - Don't expect to exceed 70% collection of amount leftover



Our Results – California

- **High Level of Interest by Municipal Programs**
 - 55 Letters of Interest to date (more on the way), representing more than 120 fixed facilities in the State
 - Offering HHW programs the opportunity to be PaintCare service providers (recycle paint on-site, bulk oil-based paint, local transportation, etc.)
- **High Level of Interest by Paint Retailers**
 - 2500 paint retailers identified
 - Paint, hardware, home improvement
 - Independent, chain, corporate-owned
 - Retailers understand the benefits
 - Increased foot traffic = potential customers
 - Community recognition



Our Results - Connecticut

- **State Agency (DEEP) Highly Engaged**
 - Built strong local support early on
 - Since passage, have coordinated stakeholder meetings: municipal programs, hazardous waste service providers, paint retailers
 - Coordinated sites visits for PaintCare to all existing HHW and other paint collection sites (e.g. waste transfer stations)
- **Similar to OR in size**
- **Similar to WA in that most HHW programs do not currently accept latex paint**



What it Means for Washington

- **Cost of paint management will be significantly reduced or eliminated from MRW programs**
- **Programs that could not afford to provide for latex collection may now be able to do so**
- **Consumers will have more collection opportunities for leftover paint**
- **Contractors will not have to pay a fee at the point of collection**
- **Should be a Win-Win!!**



What Happened in 2012

- **Legislation introduced in Washington in 2012**
- **The bill was defeated *easily* for one primary reason: The bill language was not agreed upon by supporters!**
 - Sponsor didn't have accurate information
 - Bill had a fiscal note attached
 - Opposition was able to say the bill (and program) was not "ripe"
- **Problems could not be overcome in a short session (60 day timeframe)**



What Needs to Happen for Success in 2013

- **Supporters (including Sponsor) need to understand the program**
- **Supporters must all be on the same page!**

- Finalize Bill language
- Compromise is key
- Trust is a factor



- **All municipal governments need to engage**
 - Main opposition was from MRW contractors – they work for you!
- **Support from new administration**



Questions?



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