

Paint Product Stewardship Initiative



Introduction to the Paint Product Stewardship Initiative

Product Stewardship Institute



Product Stewardship Institute, Inc.

- National non-profit (501 c 3) founded Dec. 2000
- Located in Boston MA
- Membership
 - 31 states
 - 28 local governments
- Board of Directors: 7 state/4 local

Paint Dialogue Process

1. Research (10/02 – 9/03) – 1 year
 - Technical Research Document
 - Paint Stewardship Action Plan
2. Dialogue (10/03 – 9/04) – 1 year
 - 4 meetings
 - Numerous workgroup conference calls
3. Project Implementation (4/05 – 9/06) – 18 months
4. Financing & Designing a nationally coordinated paint management system (10/06 – 3/07) – 6 months

The Primary Goal Is To Develop Initiatives That Result In:

- Reduced paint waste;
- Efficient collection, reuse, and recycling of leftover paint;
- Increased markets for recycled paint; and
- Develop a sustainable financing system to cover end-of-life management costs.

**The Memorandum of
Understanding (MOU)
Was Fully Executed
on 3/15/05**

The MOU is...

A first step toward a nationally coordinated leftover paint management system

The MOU States...

- Project Portfolio – 11 projects
- \$1.2 million (raised \$860,000)
- Continue meeting for 2 years
- MOU is not legally binding
- MOU does not waive any rights or obligations

The Purpose of the Projects

- Demonstrate the potential to **reduce the volume** of leftover paint **and the cost** of managing leftover paint;
- Increase the use of leftover paint as a resource;
- Increase government and private purchase of products made from leftover paint.

11 PPSI Projects

Formation of Project Workgroups

- Education – (2) Survey and Pilot Test
- Infrastructure – (3) Reuse, model, and cost
- Markets – (3) Market Development, Distributor Guide, Recycled Paint Certification
- Regulatory - White Paper
- Lifecycle and Cost/Benefit Analysis
- Finance - National financing options

Where Are We Now?

- 3 projects complete
- 5 Projects in-process
- October 1st – Start financing discussion and development of nationally coordinated paint management system
- March 2007 – Final PPSI meeting where we hope to agree on a nationally coordinated paint management system

State & Local Government Participation

David Nightingale

Washington State Department of Ecology
and NW Product Stewardship Council



2004 WA State HHW Collections

- Total 34.2 million pounds, over 17,100 tons
- Top 3 HHW types collected from over 200,000 WA participants
 - 35% Used Oil , 11.9 million pounds
 - 25% Latex Paint , 8.5 million pounds
 - 14% Oil-Based Paint , 4.8 million pounds
- Paints total about 39% --> costly volume and continuing to increase yearly

Leftover Paint

Opportunities and Issues

- Latex is less toxic, highly-recyclable (70-90+%) to **quality** paint & other products, typically a wasted resource
- Oil-Based paints have toxic and flammable hazards and differing chemistries
- Oil-Based paints are a shrinking market and have high levels of volatile organic compounds, VOCs
- Oil-Based has a good existing market and future prospect as a substitute fuel

National Leftover Paint Issues

- Few paint recycling companies or communities
- No national paint manufacturing companies accept leftover paint from households nationally
- Big Box retailers not as involved as others
- Historic quality problems and no standards
- Market Demand has not yet emerged, so inconsistent price structure
- Insufficient and uneven collection infrastructure

Recycled Paint Certification Project

- Funded by Dunn-Edwards Paint Corporation, Metro, Oregon and California Integrated Waste Management Board
- Can the solution be market driven?
- Major barrier to the manufacture of recycled paint is the lack of markets
 - Lack of procurement standards
 - Non-action on existing procurement standards
 - Perception by contractors, consumers, government that recycled content paint is inferior

Recycled Paint Certification Project cont.

- Working with Master Painters Institute and Green Seal, Inc.
 - Comment on draft standard closes May 31, 2006
- Final Standard ~September 2006
- Recycled Paint Certification establishes criteria for the environmental, safety, and performance characteristics of recycled content paint
 - Consolidated Paint (95% recycled content)
 - Reprocessed Paint (25%/50% recycled content)
- Goal to assure potential buyers of the quality, performance, and safety of recycled paint

Residential Paint Survey

- Portland Maine middle-income homeowners surveyed
- Paint is purchased based on:
 - Brand or Quality of Paint (77%)
 - Number of Coats required (75%)
 - Application via brush or roller (79%)
- Unclear whether price is a large motivator for this group as only 17% said they tried to purchase the right amount to reduce their costs.
 - Survey report available at www.productstewardship.us