



Leftover paint is often the largest component of household hazardous waste collection programs. An estimated 10 percent of the more than 650 million gallons of architectural paint – paint used to coat the interior and exterior of houses and other structures – sold each year in the United States goes unused. This difficult-to-manage waste can be captured for reuse, recycling, energy recovery or safe disposal. However, doing so requires public awareness and a convenient and effective local collection system. Many locally operated household hazardous waste programs have been collecting paint for many years; however, paint collection is expensive and is currently beyond the capacity of, and budgets for, many local governments.

### Enter PaintCare®

PaintCare® is a non-profit organization created and managed by paint manufacturers. Working with state and local governments, the paint industry has taken ownership for the end-of-life management of its paint products, internalizing these costs rather than having government set up and fund collection programs for waste products. This is the principle of product stewardship in action. Product stewardship is an approach where all parties involved in the design, production, sale and use of a product take responsibility for minimizing the environmental impact throughout the stages of the product's life. Product stewardship requires a balance between flexibility, innovation and proper oversight. Oregon's Paint Product Stewardship Law adopted the nation's first statewide product stewardship program for managing leftover architectural paint: PaintCare®.

California was the second state to pass paint product stewardship legislation, and its program launched in October 2012. Connecticut and Rhode Island have also passed paint product stewardship laws, and their programs will be implemented in 2013 and 2014, respectively.

**Good for the Environment.**  
**Good for Consumers.**  
**Good for Government.**

### What it Does

- Reduce the generation of leftover consumer paint
- Promote paint reuse
- Establish a network of paint collection sites
- Recycle and properly manage the leftover paint
- Educates the consumer on the issue

### It's Simple. Here's How It Works

1. Customers purchase paint
2. Pay small recovery fee built into the purchase price of paint
3. Use paint
4. Drop off remaining paint to one of MANY collection sites, for no charge, at point of drop-off
5. PaintCare® then picks up the leftover paint
6. Paint is delivered to an authorized recycling/reuse facility

### A Low Cost Solution

- Program is self-sufficient
- Operates without state funds
- PaintCare® provides consumers and contractors increased opportunities to reuse/recycle their leftover paint
- Program oversees the collection, transport and processing of returned paint
- Saves local governments money by reducing the hazardous waste collection burden currently borne by municipalities
- Provides consumers information on how to buy the right amount of paint.





# paintcare® FAQs

## The Case for Success: Oregon

- In its first two years, PaintCare® established 102 permanent collection sites for paint in Oregon (by comparison, there were only 15 permanent locations available pre-program).
- Over one million gallons of paint was collected with virtually all of the paint going to recycling or beneficial reuse — the latex paint going for recycling into new paint, as well as other products and the alkyd going for fuel blending.
- 60.8 tons of plastic containers and 66.3 tons of metal containers were recycled in year two of the program, bringing the total to 107 and 131 tons, respectively, over the two years of operations.
- \$4 million was generated by the program, with less than 15% going towards administration and the bulk of the rest realized as a direct cost savings to local governments and tax payers who used to have to fund the program. Portland Metro alone received over \$2 million from PaintCare® in the last two years to manage the left-over paint generated by residents of the City of Portland and surrounding areas.
- A Year Two survey conducted of residents in Oregon on the PaintCare® program showed a 4% increase in overall program awareness; 43% of paint purchasers were aware of collection sites in the PaintCare® program and 73% of them stated that the collection infrastructure was convenient — a 12% and 10% increase over first year survey results, respectively.

## Is this a Government program?

No. The Paint Stewardship Program is mandated by State law, but is being implemented by PaintCare®, the paint industry-established non-profit stewardship organization. PaintCare® engages and manages all contracts for collection, transportation, recycling, and proper disposal of paint collected in the Program, as well as public outreach and education.

## Why is there a need for this program?

An estimated 10% of the more than 650 million gallons of architectural paint sold each year in the United States goes unused. Leftover paint is currently managed though inadequately funded, government-run collection programs. PaintCare® will partner with existing local government programs to reduce their costs, expand collection infrastructure, educate consumers about the program, and recycle and properly manage the leftover paint.

## How is PaintCare® funded?

PaintCare® is funded by a per-container recovery fee, which is paid to PaintCare® by U.S. paint manufacturers based on their annual architectural paint sales in the participating state. The recovery fee directly funds the paint recovery and education efforts. The fee paid to PaintCare® by paint manufacturers is passed down to paint retailers, which then add it to the purchase price of paint. PaintCare® is a non-profit organization; recovery fees are set at a rate to cover, but not exceed, the cost to manage and sustain the Program.

## What does PaintCare® mean for Consumers?

Consumers will purchase and use their paint in the same way they always have, but will be provided information that recommends ways to purchase the right amount of paint, reduce the amount of paint that becomes waste, and what to do with any leftover paint that does accumulate. They will be able to drop off their leftover paint at convenient locations, for no additional charge.



## PaintCare® Highlights

- Launched July 2010 in Oregon and October 2012 in California
- The first program of its kind in the United States; based on successful model in Canada for more than 16 years
- Creating a model for a national program
- A cooperative program between industry and government
- Cost-effective AND environmentally beneficial
- Providing increased and more convenient collection for consumers
- Reduces the burden on local governments for paint disposal
- The cost of managing unwanted paint shifted from local government household hazardous waste programs to those who purchase paint
- Saves municipalities funds without compromising collection infrastructure
- Builds on existing local government programs and infrastructure
- The PaintCare® program is maturing, taking valuable lessons from the pilot program in Oregon, and improving as it is adopted in other states around the nation

For more information, please visit [www.PaintCare.org](http://www.PaintCare.org), or contact ACA's Alison Keane ([akeane@paint.org](mailto:akeane@paint.org)) for legislative matters, or PaintCare®'s Marjaneh Zarrehparvar ([mzarrehparvar@paint.org](mailto:mzarrehparvar@paint.org)) for operational matters, at (202) 462-6272.