

thank you for joining!

the webinar will begin shortly.

a special thank you to our sponsors:



Paint Stewardship 101



November 14, 2018

Product Stewardship Institute

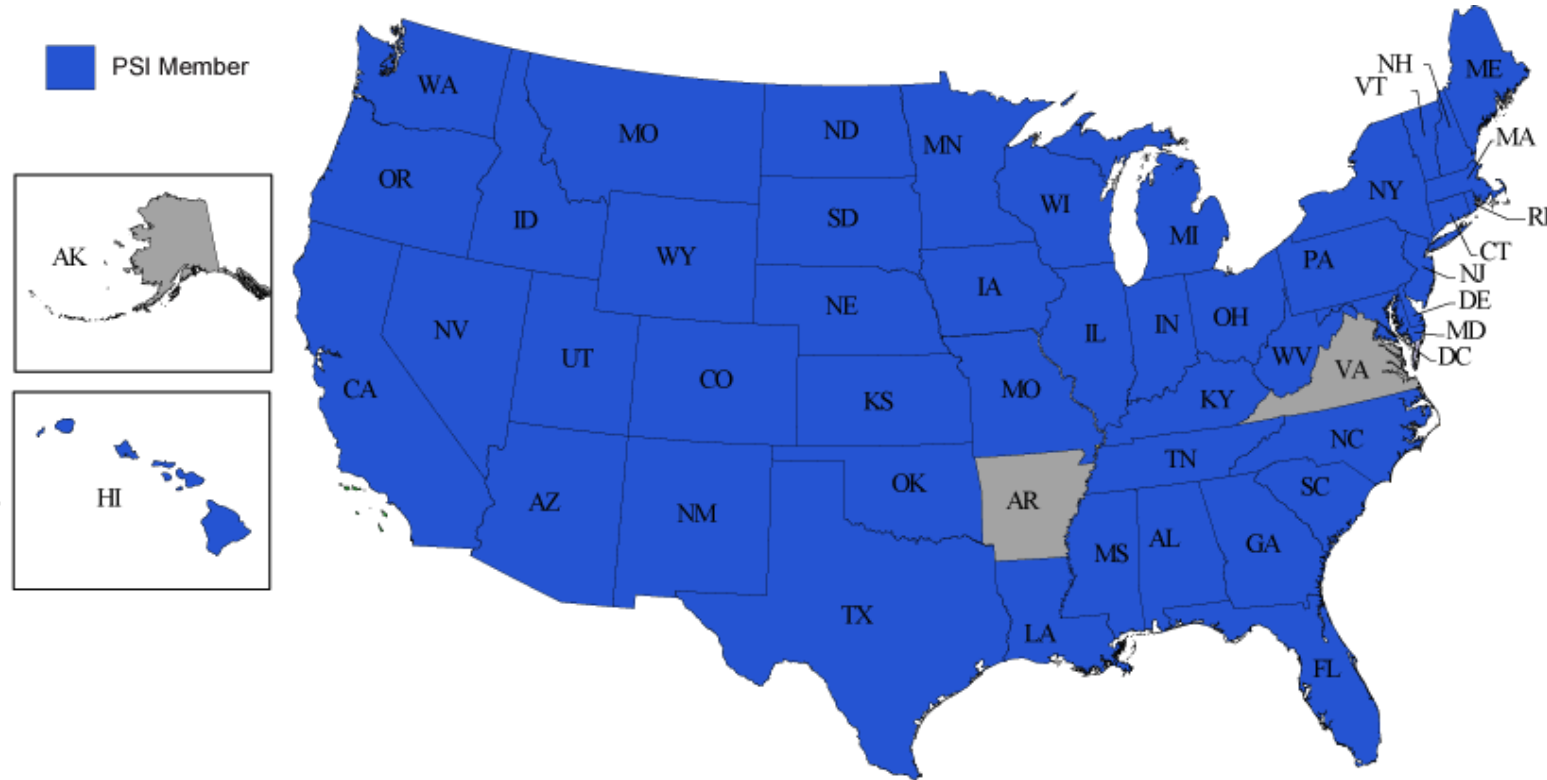


Next: **Advanced Paint Stewardship**

December 10, 2018 | 11:30am – 1:00 pm EST



who is the Product Stewardship Institute?



product categories



paint



pharmaceuticals



textiles



solar panels



HHW



mattresses



packaging



thermostats



phone books



electronics



fluorescent lamps



batteries

product categories



used motor oil



tires



framework



gas cylinders



carpet



radioactive
devices



pesticides



auto
switches



medical sharps



appliances with
refrigerants

today's key questions

*what is product
stewardship?*

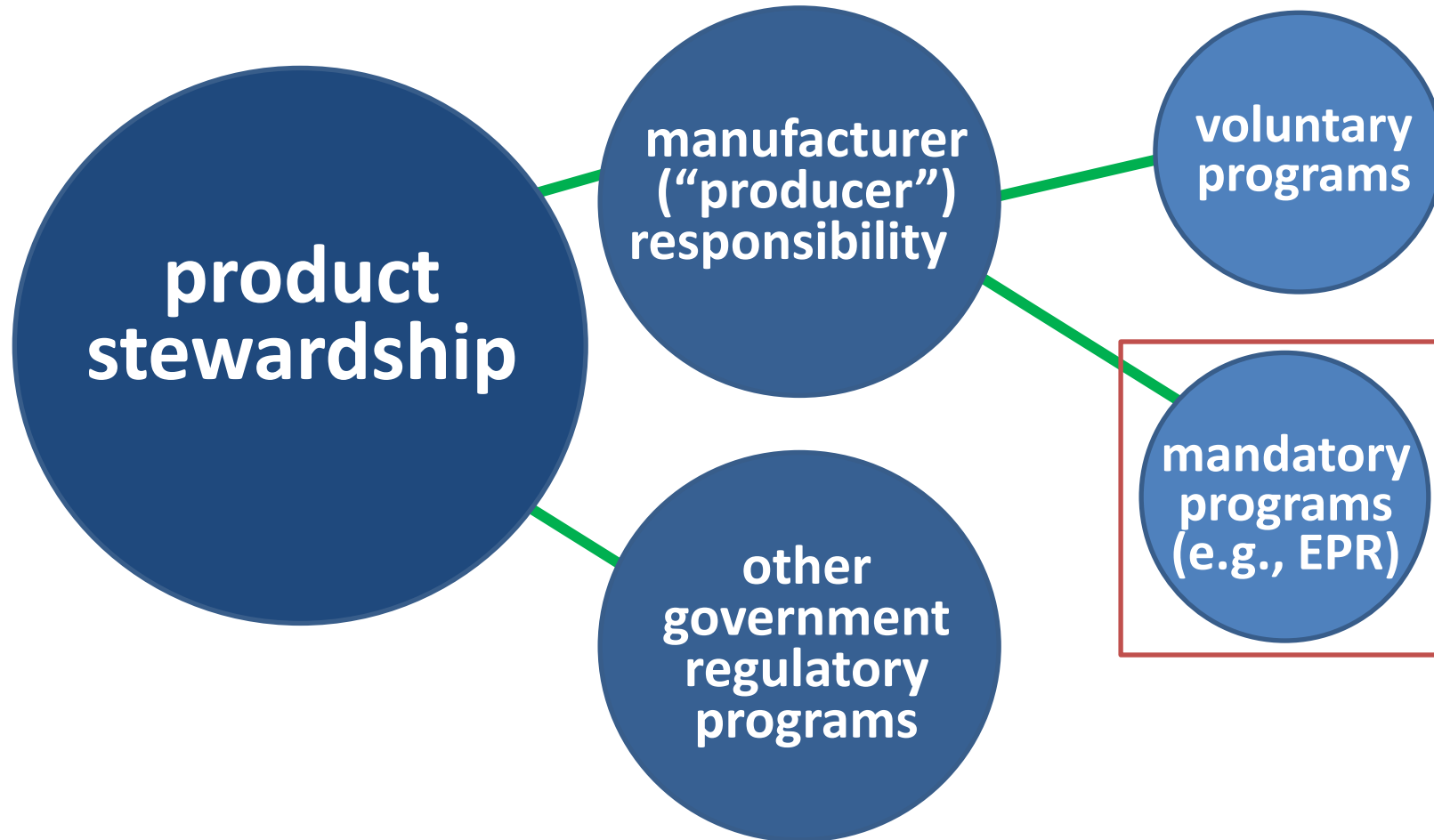
*how did paint
stewardship
get started?*

*what are
the results?*

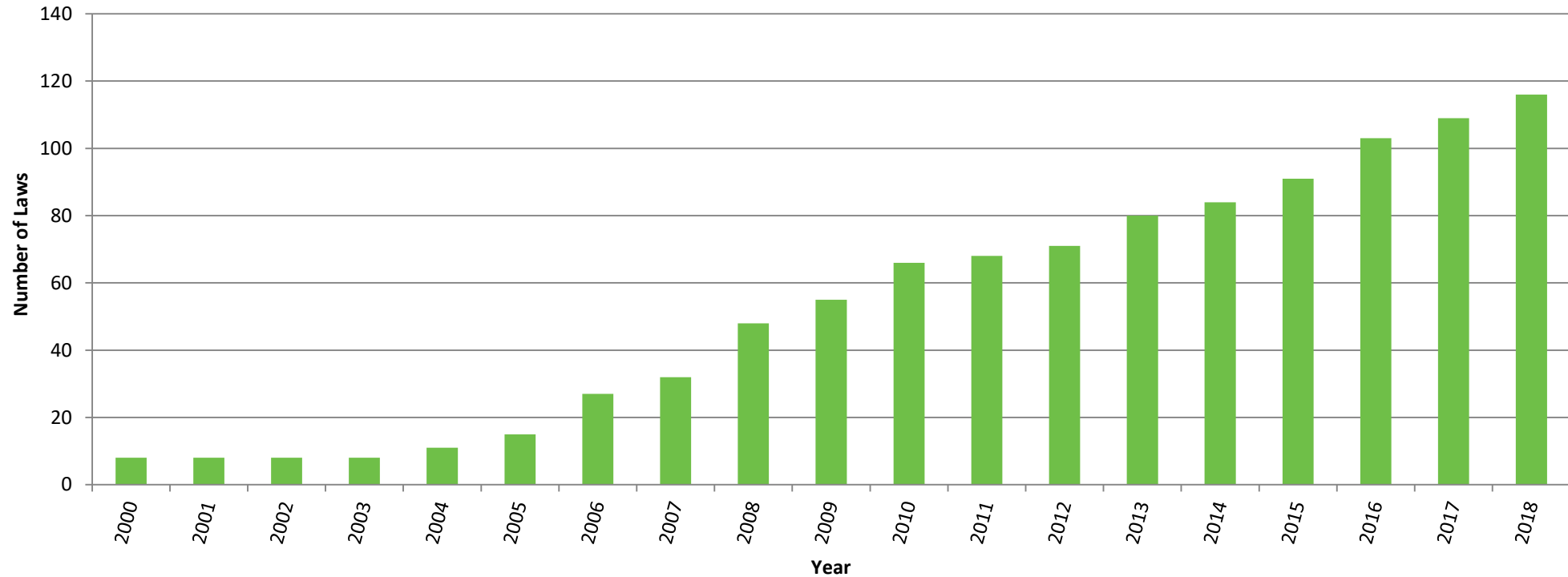
*how does the
PaintCare program
work?*

*how does ACA pass
new paint bills?*

product stewardship vs. EPR



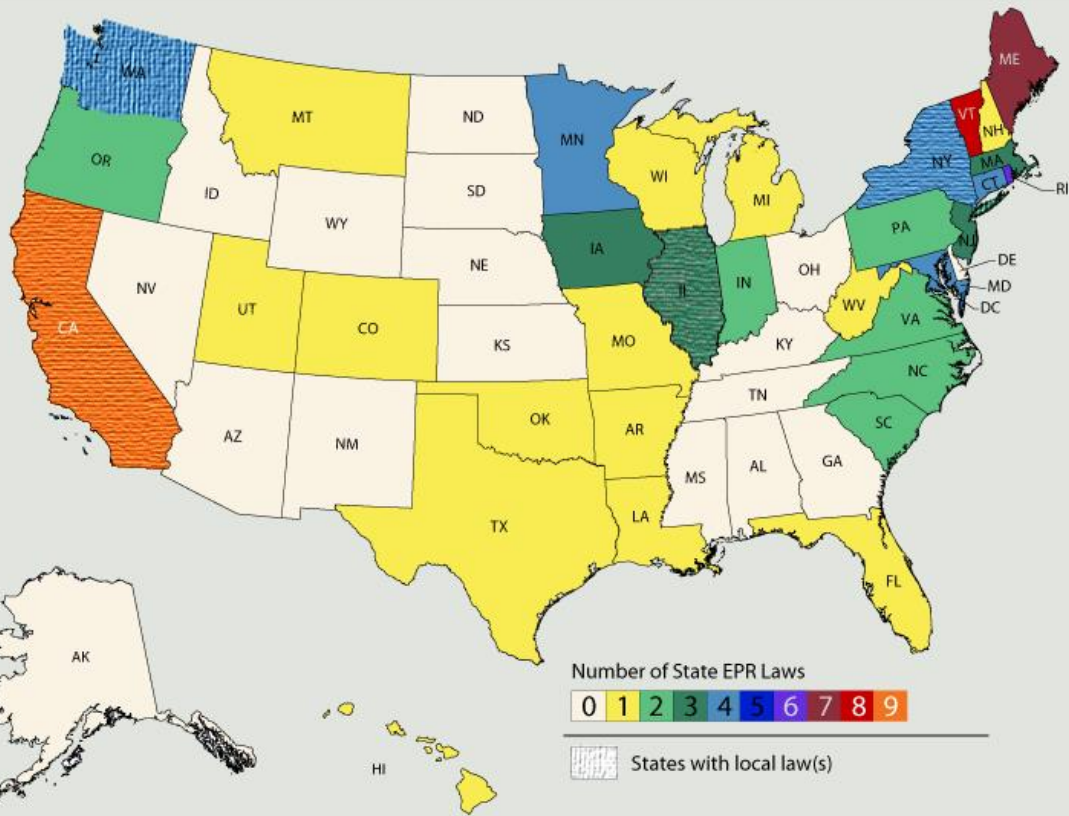
epr law trends in the U.S. since 2000



epr laws in the u.s.

Product Categories

- Appliances Containing Refrigerants
- Auto Switches
- Batteries
- Carpet
- Cell Phones
- Electronics
- Fluorescent Lighting
- Framework
- Mattresses
- Medical Sharps
- Mercury Thermostats
- Paint
- Pesticide Containers
- Pharmaceuticals
- Solar Panels



Source: Product Stewardship Institute, Inc. (2018)

- 116 laws
- 14 product categories
- 33 states and d.c.

u.s. state and local epr laws

(partial list)

3



5



9



11



13



15



24



28



5 state,
23 local

116* EPR laws

**while bottle bills are highly effective at recovering beverage containers, this count does not include the 10 state bottle bills in the U.S. due to the different ways in which the disparate policies shift responsibility to producers.*

the U.S. generates more than
78 million gallons
of leftover paint each year.



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paint is **more than 50%** of the hhw
collected by many programs, and
often responsible for **half their costs**



the annual cost to collect, recycle, and properly manage this paint is estimated to be **more than a half a billion dollars.**

product stewardship: **first steps**

- **research and reports** (2002, 2003)
- **national dialogue** (since 2003)
- **1st MOU** (April 2005) – 4 meetings/9 months
 - ✓ 8 projects (**\$2M** public, private funding)
- **2nd MOU** (October 2007)
 - ✓ detailed **work plan**, elements of **legislation**

paint stewardship: **results**

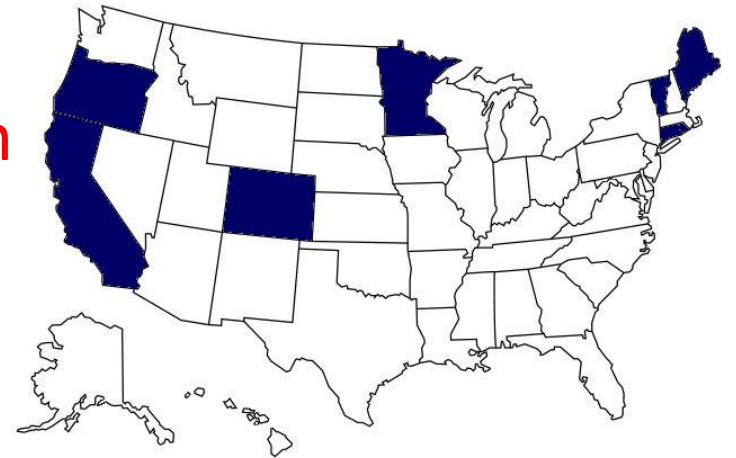
laws: 9 (8 states & d.c.)

collections: >31 million gallons collected since 2011

convenience: >93% of residents within 15 miles of a collection site; >98% in 4 states

sites: 1,775 collection sites – 77% retail sites

cost savings: >\$150 million saved in transportation & processing costs since 2011



** Sources: PaintCare annual reports: 2011-2018 and PaintCare.org*

paint stewardship: **results**

reuse: ~ 1.4 million gallons

recycling: ~15 million gallons of paint recycled back into paint (65% of the latex paint recovered by PaintCare)

jobs: >200 jobs created as a result of the program

Source: PaintCare annual reports 2011-2018

Jobs data: PSI research based on interviews with service providers, 2015

please welcome today's **panelists**



**Marjaneh
Zarrehparvar**
Executive Director
PaintCare



Heidi McAuliffe
Vice President
American Coatings
Association

today's moderator:



Scott Cassel

Chief Executive Officer and Founder

Product Stewardship Institute

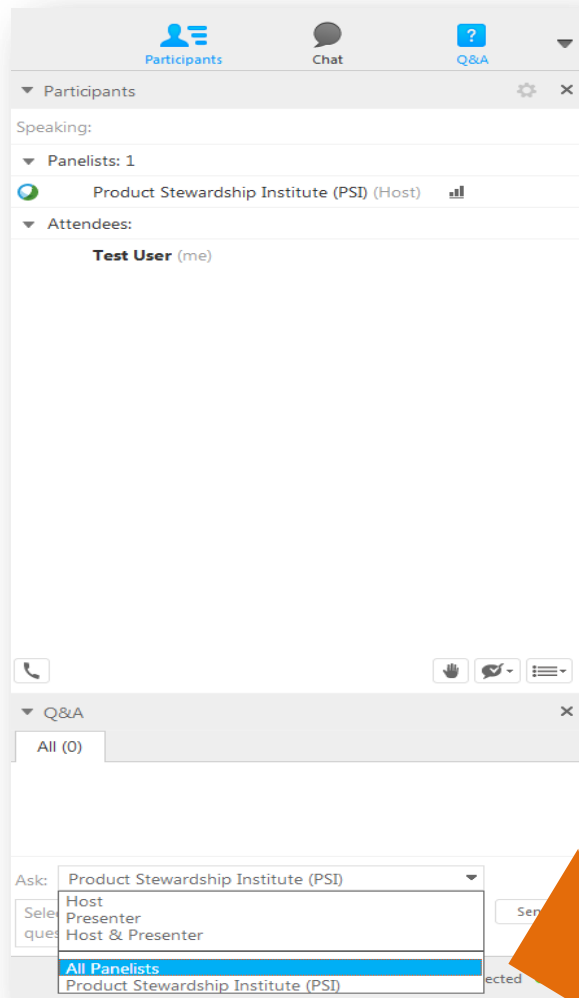
United States



webinar
logistics!



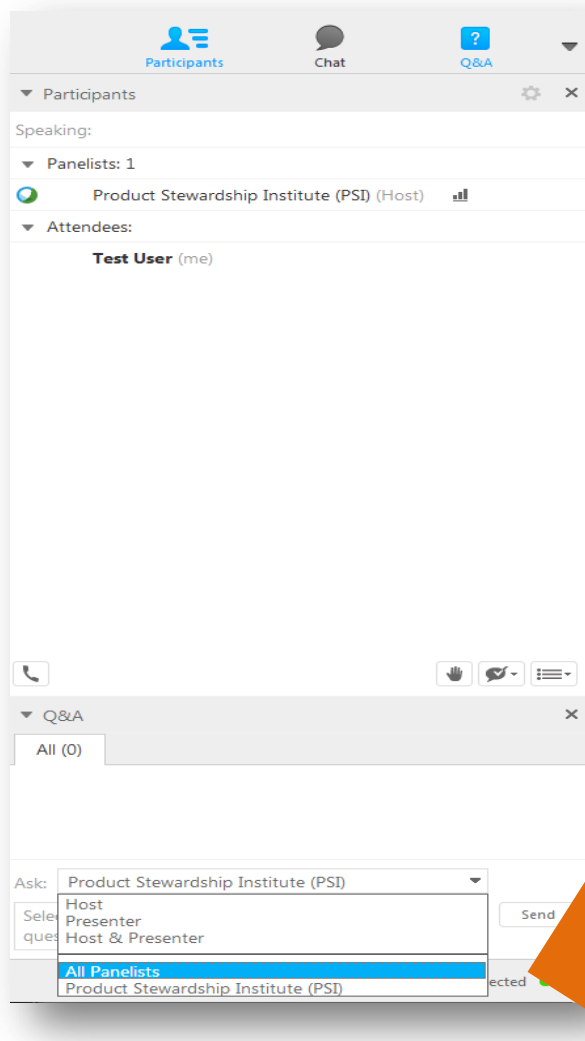
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how to ask
**technical
questions**
(e.g., “how do I...?”)



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how to ask
**content-related
questions**
(e.g., “what does the
speaker mean by...?”)

please welcome our 1st
guest speaker:



Heidi McAuliffe

Vice President

American Coatings
Association

American Coatings Association



- Non-profit 501(c)(6) organization
- Works on behalf of membership
- Represents manufacturers of paint and coatings for architectural, industrial maintenance, original equipment manufacturer, and specialty coatings
- Advocacy on legislative, regulatory and judicial issues impacting the industry

Push for Industry Stewardship



- 2003 – Product Stewardship Institute (PSI) initiates national stakeholder dialogue aimed at finding a solution to postconsumer paint management
- Participants include: American Coatings Association; paint manufacturers; Federal EPA, state and local governments; recycler; hazardous waste service providers
- 2007 – Dialogue leads ACA Board Resolution and support for industry stewardship model solution
- 2009 – Oregon passes first paint stewardship law as a pilot

Push for Industry Stewardship

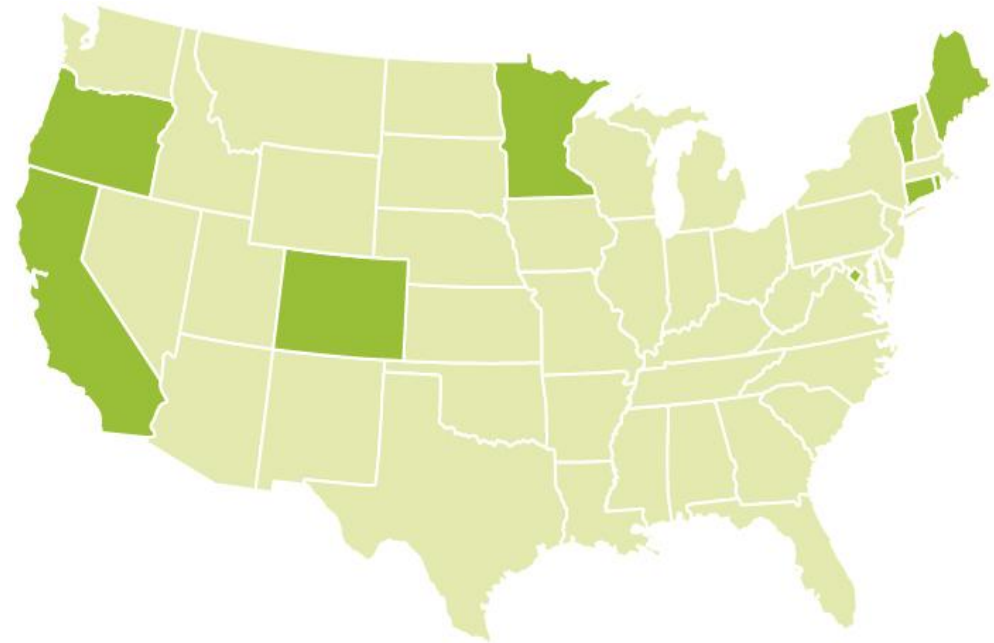
- 1st MOU for Pilot Projects and Data Gathering
- 2nd MOU in 2007 following ACA Board Resolution
 - Develop a nationally coordinated system for the management of postconsumer waste paint
- Key Elements
 - Consumer education
 - No mandatory retail take-back
 - Cost effective
 - Industry operated product stewardship organization (PSO)
 - Market-based financing
 - Begin w/pilot state
 - Legislation needed for level-playing field and anti-trust protection

Model Paint Stewardship Legislation

- Needed legislation for level-playing field with sustainable financing and consistency across states (nationally coordinated approach)
- Paint stewardship legislation in 8 states and the District of Columbia

Implementation Dates

2010:	Oregon
2012:	California
2013:	Connecticut
2014:	Rhode Island
	Vermont
	Minnesota
2015:	Maine
	Colorado
2016:	District of Columbia



Program Products



Program Products

- Latex paints
- Oil-based paints
- Sealers
- Stains
- Lacquers
- Varnishes



Non-Program Products

- Aerosols
- Thinners, solvents
- Caulking compound
- Specialty coatings
- OEM and industrial paints
- Leaking, empty, or without the original label

thank you!



Heidi McAuliffe

Vice President

American Coatings
Association

please welcome our 2nd
speaker:



**Marjaneh
Zarrehparvar**
Executive Director
PaintCare

Program Implementation

- Goals
- Sites and services
- Outreach and education
- Program audience
- Funding and finances
- Results
- Next states



Program Goals

- Increase recycling opportunities
- Reduce cost to state and local governments
- Manage paint in an environmentally responsible manner, following state's waste management hierarchy
- Conduct education and outreach to reduce, reuse and recycle postconsumer paint
- Establish sustainable funding mechanism



Sites and Services

- Partner with existing household hazardous waste collection programs (facilities and events)
- Recruit retail sites, transfer stations, other drop-off sites
- Hold paint collection events in underserved areas
- Provide large volume pick-up service (200 gallons minimum)



Outreach and Education

- Point-of sale materials
- Newspaper and other print
- Television and radio
- Online and social media
- Site locator on website
- Billboards
- Contractors ProShows, public events
- Conferences
- Joint outreach



Point-of-Sale Materials



General
Brochures



Counter
Mat



Drop-Off Site
Poster



Print and Site Locator



PAINT RECYCLING MADE *easy*

Do you know where to recycle your paint?

There are now hundreds of PaintCare sites in California where residents and businesses can recycle unwanted paint, stain and varnish all year round, including these local sites:

SHERWIN-WILLIAMS
34222 Doheny Park Rd
Dana Point, CA 92624
(949) 661-0100

VISTA PAINT
27450 Alicia Pkwy
Laguna Niguel, CA 92677
(949) 349-1955

DUNN-EDWARDS
32061 Camino Capistrano
San Juan Capistrano, CA 92675
(949) 234-1201

VISTA PAINT
31894 Plaza Dr
San Juan Capistrano, CA 92675
(949) 489-8393



TO FIND OTHER DROP-OFF SITES:

www.paintcare.org

(855) 724-6809

All PaintCare sites accept at least 5 gallons per visit (some take more). Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Leaking, unlabeled and empty containers are not accepted.

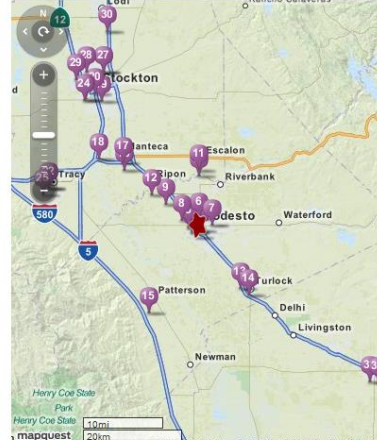
Site Locator

Drop-Off Locations

[Find a Drop-Off Site](#)[About the Site Locator](#)[Products We Accept](#)[How to Recycle](#)

Location:

ENTER: Zip Code (e.g., 94110) OR City, State (e.g., "Hartford, CT")
OR Street Address (e.g., "123 Main St, Portland, OR")

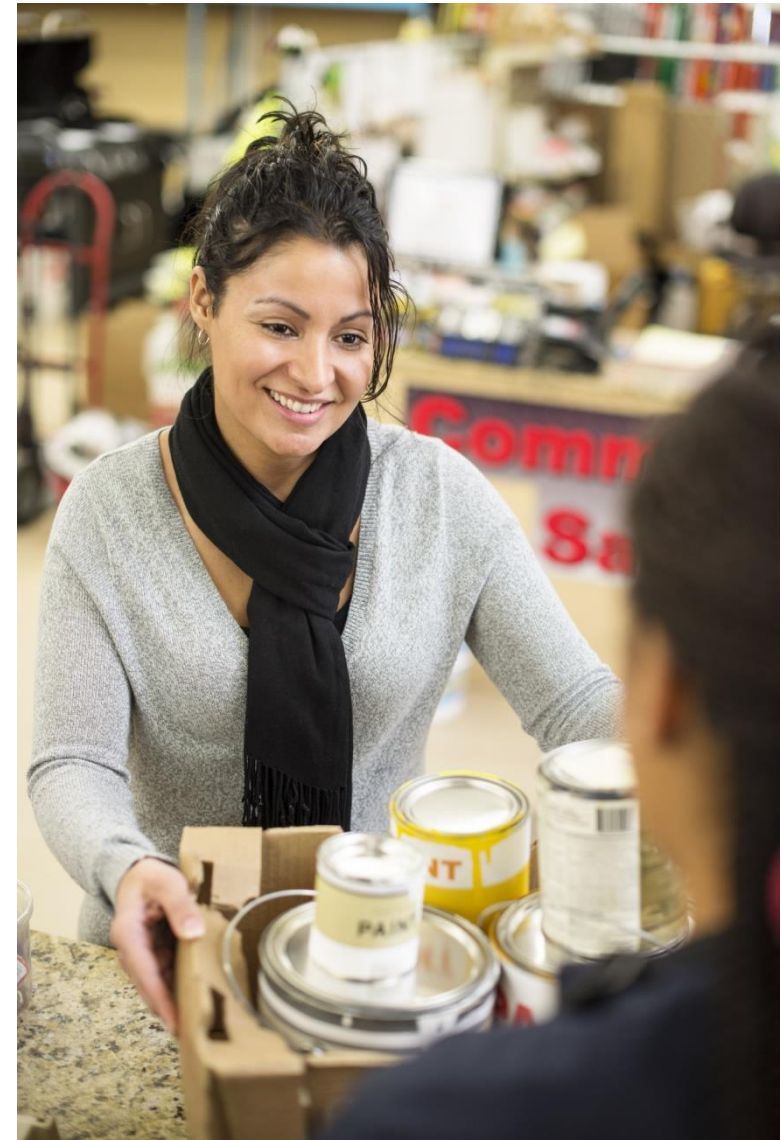


- 1 [Glidden Professional Paint Center](#)
Modesto, 1.3 Mi.
- 2 [Kelly-Moore](#)
Modesto, 1.32 Mi.
- 3 [Habitat For Humanity ReStore](#)
Modesto, 1.34 Mi.
- 4 [Vista Paint](#)
Modesto, 2.35 Mi.
- 5 [Dunn-Edwards](#)
Modesto, 2.44 Mi.
- 6 [Sherwin Williams](#)
Modesto, 3.14 Mi.
- 7 [Orchard Supply Hardware](#)
Modesto, 3.76 Mi.
- 8 [Orchard Supply Hardware](#)
Modesto, 4.18 Mi.
- 9 [Kelly-Moore](#)

Newspaper Ads

Program Audience

- **Households**
- **Businesses**
 - Painting contractors
 - Property managers
 - Hotels
 - Movie studios
 - Amusement parks
- **Schools and universities**
- **Government agencies**



Funding and Finances

- Funded through fee on new paint sales
- Fees differ by state and container size, range from \$0.35 - \$1.99
- Fee is added by manufacturers and passed down to consumers
- Manufacturers report sales and submit fees to PaintCare monthly
- 2019 budget for 9 programs is approximately \$60 million
- 75% of costs are for paint collection, transportation, processing
10% for outreach and education
15% for staffing, admin, overhead, and state oversight fees
- Program cost per gallon ranges \$5.35 to \$9.85

Results

9 programs

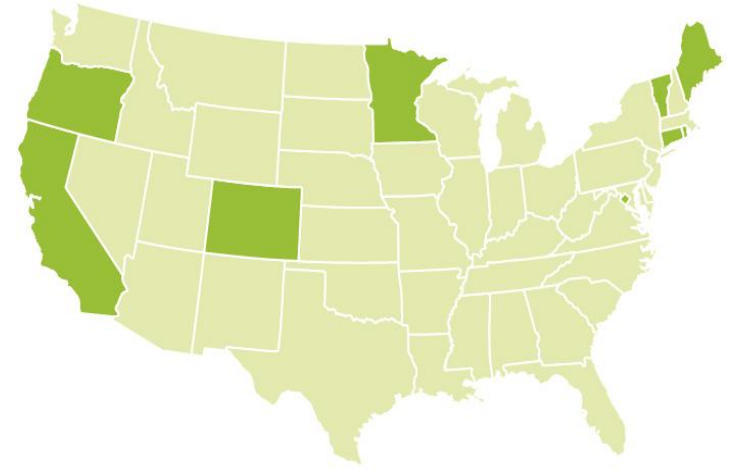
210 manufacturers registered with PaintCare

1775 year-round drop-off sites, 77% at retail (avg of 33% participate)

4068 events (3816 HHW, 158 PaintCare, 94 other paint-only)

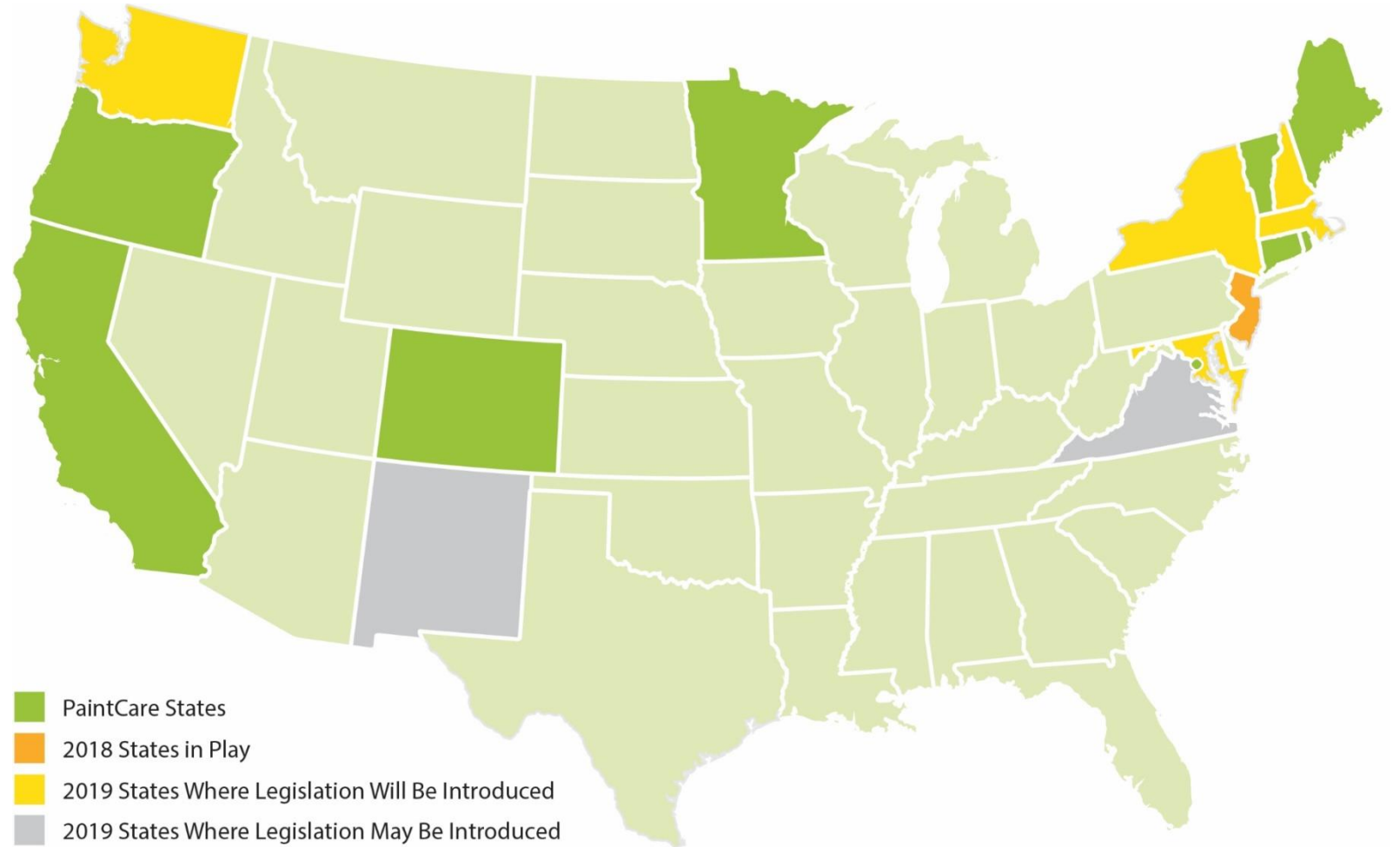
2728 large volume pick-ups (200+ gallons)

31 million gallons of paint collected, **7** million gallons per year



Next States

- New Jersey
- New York
- Maryland
- Massachusetts
- Washington
- Virginia
- New Hampshire
- New Mexico



More Information at PaintCare.org

- Contact information
- Program plans
- Annual reports
- Site locator
- Tips to buy right and use paint up
- Request large volume pick-up
- Review and order outreach materials
- Spanish translation



thank you!



**Marjaneh
Zarrehparvar**
Executive Director
PaintCare

**questions or
comments?**



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thank you!

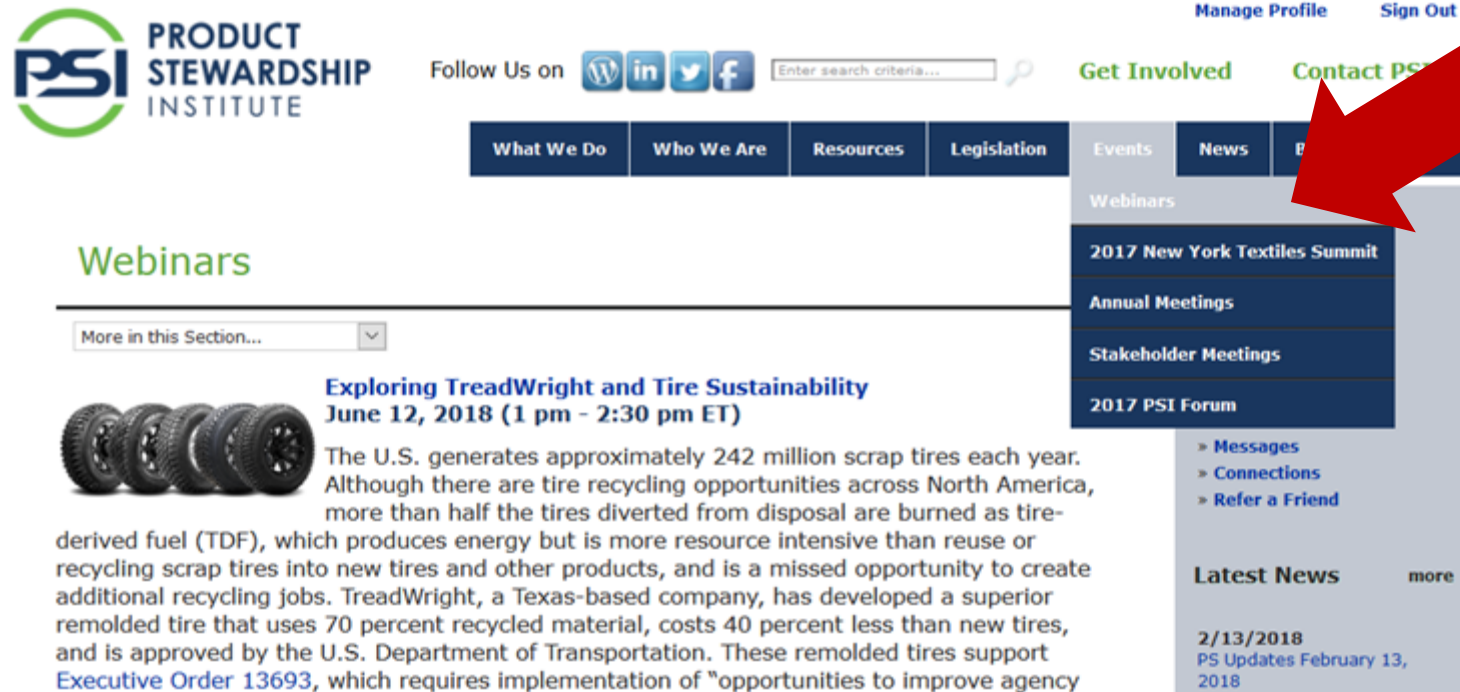


**Marjaneh
Zarrehparvar**
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Association

to access
recordings
of past webinars:



The screenshot shows the Product Stewardship Institute (PSI) website. The header includes the PSI logo, navigation links like 'What We Do', 'Who We Are', 'Resources', 'Legislation', 'Events', 'News', and 'Blog', and a search bar. A red arrow points to the 'Events' link in the top navigation bar. Below the header, the 'Webinars' section is displayed, featuring a dropdown menu for 'More in this Section...' and a list of upcoming events. The first event listed is 'Exploring TreadWright and Tire Sustainability' on June 12, 2018. The sidebar on the right contains links for 'Get Involved', 'Contact PSI', 'Manage Profile', 'Sign Out', and a list of 'Webinars' including '2017 New York Textiles Summit', 'Annual Meetings', 'Stakeholder Meetings', and '2017 PSI Forum'. Below the sidebar, there are links for 'Messages', 'Connections', and 'Refer a Friend', followed by a 'Latest News' section with a date of 2/13/2018.

PRODUCT STEWARDSHIP INSTITUTE

Follow Us on     Enter search criteria...

[What We Do](#) [Who We Are](#) [Resources](#) [Legislation](#) [Events](#) [News](#) [Blog](#)

Webinars

More in this Section...

Exploring TreadWright and Tire Sustainability
June 12, 2018 (1 pm - 2:30 pm ET)

The U.S. generates approximately 242 million scrap tires each year. Although there are tire recycling opportunities across North America, more than half the tires diverted from disposal are burned as tire-derived fuel (TDF), which produces energy but is more resource intensive than reuse or recycling scrap tires into new tires and other products, and is a missed opportunity to create additional recycling jobs. TreadWright, a Texas-based company, has developed a superior remolded tire that uses 70 percent recycled material, costs 40 percent less than new tires, and is approved by the U.S. Department of Transportation. These remolded tires support Executive Order 13693, which requires implementation of "opportunities to improve agency

[2017 New York Textiles Summit](#)
[Annual Meetings](#)
[Stakeholder Meetings](#)
[2017 PSI Forum](#)

[Messages](#)
[Connections](#)
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Latest News [more](#)

2/13/2018
PS Updates February 13, 2018

your opinion
matters.



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Advanced Paint Stewardship

December 10, 2018 | 11:30am – 1:00pm EST



American Coatings
ASSOCIATION



For more information and to register, visit:
productstewardship.us/Webinars



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2018 Global Product Stewardship

Five-Webinar Series



Sparking Conversation, Building Networks



Solar Arrays

January 4



Motor Oil

May 25



Pharmaceuticals

June 7



Packaging

October 31



Sharps

November 29

For more information and to register, visit:

productstewardship.us/Webinars

thank
you!

Scott Cassel

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