

PaintCare

California New Paint Product Stewardship Program

2011 Used Oil and HHW Training and Conference

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**Alison Keane, ACA and
PaintCare**



Background

- **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



Background Cont.

- **1st PPSI MOU in 2005 for pilot projects**
 - Projects address the potential to eliminate or lower leftover paint volume and cost and data gaps
- **2nd PPSI 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
 - Industry Operated Product Stewardship Organization
 - Market Based Financing
 - Begin w/Pilot State
- **Legislation need for level-playing field and anti-trust protection**



Key Elements of Legislation

- **Provides for an industry-run Stewardship Organization**
- **A Paint Stewardship Assessment fee to be added to the price of paint to fund the program**
- **Education and Outreach to consumers**
- **Voluntary (not mandatory) retail take-back**
- **Partnering with existing government collection sites**



ACA

- **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



PaintCare

- **Incorporated October 2009**
- **Non-profit 501(c)(3)**
- **Wholly owned by ACA**
- **Operated by Board of architectural paint companies**
- **Hired Product Care as Program Manager**

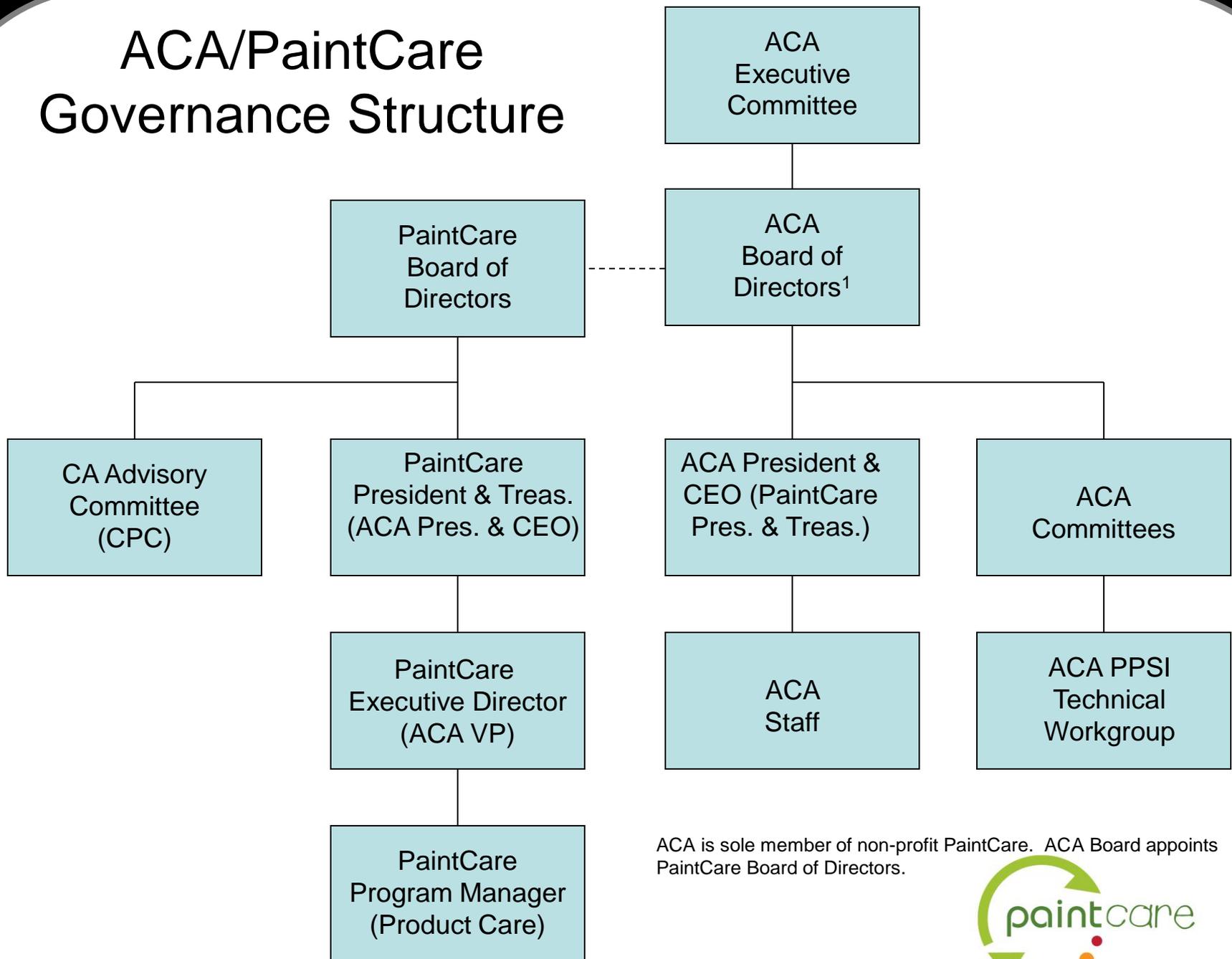


Product Care

- **PCA-USA is Product Care's 501(c)(3) organization incorporated to assist with implementation in Oregon**
- **Will take the same role for California**
- **15 years of experience**
- **Successful programs across Canada**
 - Paint and other products
- **Shared membership**



ACA/PaintCare Governance Structure



ACA is sole member of non-profit PaintCare. ACA Board appoints PaintCare Board of Directors.



Model Program Elements

- **Manufacturer**

- Registers as a PaintCare participant
- Reports sales and pays PaintCare a PaintCare Recovery Fee for every architectural paint container sold in Oregon
- Adds PaintCare Recovery Fee to wholesale cost of paint to distributors and retailers

- **Retailer**

- Checks CalRecycle website to make sure producer is part of PaintCare
- Adds PaintCare Recovery Fee to the final purchase price of paint
- Provides point of sale PaintCare educational materials
- Acts as a collection site for return paint (on a voluntary basis)



Model Program Elements, cont.

- **Household Hazardous Waste Programs**
 - Acts as a collection site for return paint (on a voluntary basis)
 - Permanent or events
 - Transportation and ultimate end-of-life paint management provided by PaintCare
 - Reuse, recycling and other management methods may also be contracted for
- **Consumer**
 - Pays PaintCare Recovery Fee when they buy new architectural paint in Oregon
 - Drop off unused, leftover paint to any of the PaintCare collection sites in California



Model Program Elements, cont.

- **PaintCare**

- Files Program Plan on behalf of manufacturers
- Contracts for collection, transportation and end-of-life management of program products
- Provides education and outreach materials and media
- Reports annually on program elements to state and pays administration fees



Questions?



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