

# Colorado Paint Stewardship Program



**Stakeholder Meeting  
Colorado Department of Public Health  
January 28, 2015**



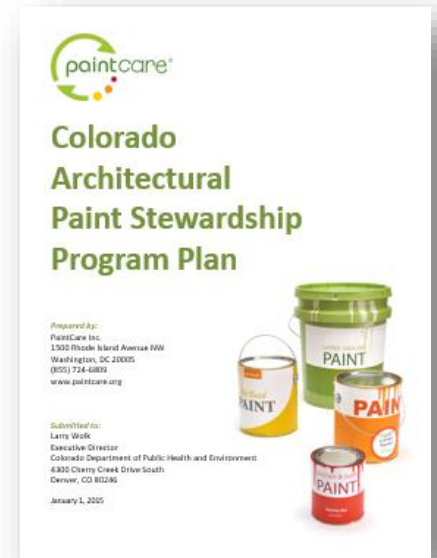
# Colorado Paint Stewardship Law

**Signed into law June 6, 2014**

- **Creates industry financed and operated paint management system.**
- **Decreases cost and responsibility for state and local governments.**
- **Increases paint recycling opportunities for paint consumers.**
- **Requires approval of Program Plan by CDPHE.**

# Program Plan Elements

1. Contact information for stewardship organization.
2. Lists of participating producers and their brands.
3. How the program will collect, transport, and process paint, and the standards for environmentally sound management.
4. Names, locations, and hours of paint collection sites.
5. How the program will work with existing recyclers and governments that currently collect and recycle paint.
6. Description of compensation process for service providers.
7. Description of efforts to reduce the generation of leftover paint and promote using up (reuse) of leftover paint.
8. Description of education and outreach program and how target audiences (consumers, painting contractors, and paint retailers) will be reached.
9. Description of financing mechanism.
10. Proposed budget.



# PaintCare Inc.

- Non-profit 501(c)(3) organization
- Created by the American Coatings Association in 2009 to represent manufacturers in states that pass paint stewardship laws
- Governed by Board of architectural paint manufacturers (and retailers)
- Operational organization – designs and implements all aspects of paint stewardship programs



**AmericanCoatings**  
ASSOCIATION

# Manufacturers and Brands

Fees

Check Registrations

Brochures and More

Be a Drop-Off Site

Check Registered  
Manufacturers & Brands

Current States

Future States

## Check Registered Manufacturers & Brands

Retailers in PaintCare States may not sell architectural paint products that are not registered. Under the program, paint manufacturers must register their company and the brands they sell in in each state so that retailers and others can see if a product is registered. PaintCare and an agency in each state publish lists of registered brands and manufacturers on their websites so that retailers can confirm that the products they sell are registered.



## Registered Manufacturers

- 1 3 Painted Ladies, LLC
- 2 Ace Hardware Paint Division
- 3 AFM - American Form
- 4 Amazon Environmental
- 5 Ames Research Laboratory
- 6 Amteco, Inc.
- 7 Behr Process Corporation
- 8 Benjamin Moore & Co.



Benjamin Moore Super Spec Sweep Up  
Benjamin Moore Ultra Spec  
Benjamin Moore Vinyl Latex Flat  
Benjamin Moore Waterborne Ceiling Paint  
Benjamin Moore Waterborne Satin Impervo  
Benjamin Moore Weatherproof Aluminum Paint  
BenMate Danish Tung Oil Finish  
Best Look®

ColorPlace®  
Colour Crete  
Comex Paint  
Conco  
ConFlex XL  
Controlz Primers  
Cool-Tex  
Coolwall

## Registered Brands

*Colorado Paint Stewardship Program as of 1/16/2015*

Coronado Texcrete Wb  
Coronado Tough Shield  
Coronado Tough Tex  
Coronado Tough Walls  
Coronado Vivid Accents  
Corotech Alkyd Urethane Gloss Aluminum  
Corotech Electrostatic Enamel Semi-Gloss  
Corotech Hammeritone Enamel



# Paint Collection System

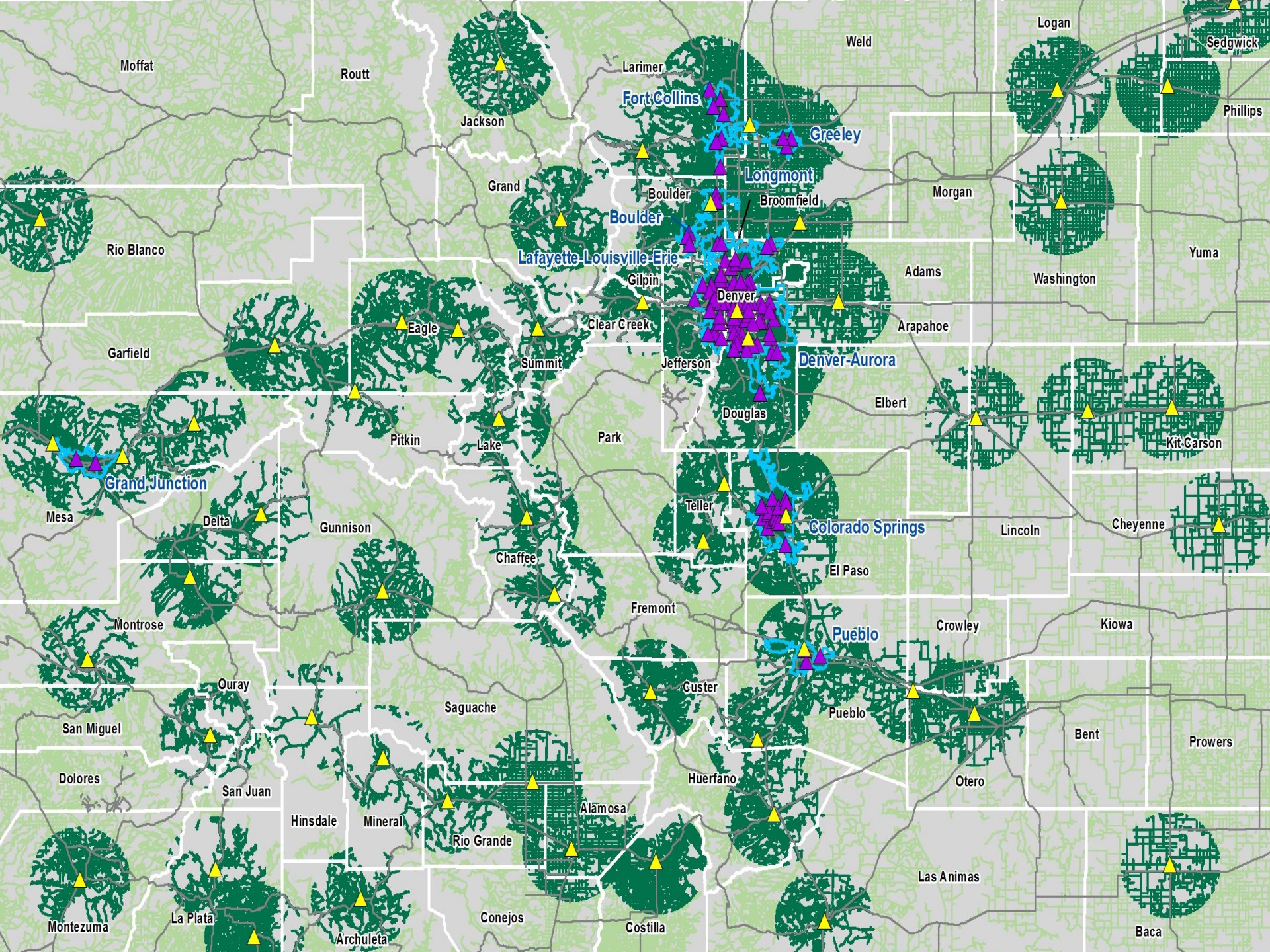
- Retailers (paint, hardware, home improvement, reuse)
- Household hazardous waste facilities and events
- Solid waste transfer station, recycling centers, landfills
- Paint collection events
- Direct pick-up service
- All collection sites sign contract with PaintCare



# Convenience Criteria

- 90% of Colorado residents must have a permanent site within 15 miles of their home.
- Additional sites must be provided for every 30,000 residents of an Urbanized Area (as defined by the US Census Bureau)
- Paint collection events must be offered to residents outside of 15 mile service area.
- The program must use demographic and geographic information modeling to determine the number and distribution of collection sites.







# Cost Savings and Compensation

PaintCare covers the cost of paint transportation and processing (recycling/landfill), and paint collection bins.

In addition, drop-off sites may be compensated for additional services including:

- Reuse / swap-shop programs
- On-site latex paint re-blending
- Oil-based paint bulking
- Internal transportation / paint consolidations

# Transportation and Processing

- PaintCare contracts for transportation (and processing) services. Vendors selected through competitive bid process.
- PaintCare may contract with more than one transporter.
- Collection sites will be serviced within 5 days in urban areas, 10 days in rural areas.
- HHW programs may have to use a different transporter for paint versus other HHW.

# Outreach: 4 Audiences

## MANUFACTURERS

- Register with PaintCare
- Add fee to program products

## RETAILERS

- Sell only registered products
- Include fee on program products
- Be a drop-off site

## HHW – MUNICIPAL SITES

- Partnership/cost savings

## CONSUMERS / GENERAL PUBLIC

- New fee on paint
- Recycling drop-off sites





# Brochure

- Introduction
- We set up drop-off sites
- Paint can be recycled
- Fees
- What products are covered
- Who can drop off paint / limits



# Retailers

## ALL RETAILERS

- PaintCare is coming soon
- Include fee on program products
- Distribute materials
- Ask them to be a drop-off site

## DROP-OFF SITES

- Tend to order more brochures / cards
- Get questions about “Where can I take other things?”

# Consumer Messages

- **Buy Right, Use It Up, Recycle**
- **Where can I take my paint?**
- **Which products are covered?**
- **The law, fees, purpose of the program, new drop off sites will be established**
- **Do I get my money back?**



# Audiences

- **Households (residents)**
- **Businesses (painting contractors, property managers, institutions)**
- **Paint Retailers**

# Outreach Pieces



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## Recycle with PaintCare



COLORADO



paintcare®

Find a paint drop-off site near you by visiting [paintcare.org](http://paintcare.org)

Recycle with PaintCare



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COLORADO START DATE  
JULY 1, 2015

## Paint Recycling Program

### About the PaintCare Program

PAINTCARE  
PaintCare is a non-profit 501(c)(3) organization, established by the American Coatings Association to implement paint stewardship programs on behalf of paint manufacturers in state stewardship law.

PAINTCARE PRODUCTS  
These products have fees and will be accepted at PaintCare-partnering drop-off sites:

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers and undercoaters
- Shellacs, lacquers, varnishes, urethanes
- Deck and floor paints
- Sealers and waterproofing coatings for wood, concrete and masonry

FEES  
The "PaintCare Fee" is applied to the purchase price of architectural paint sold in the state as required by state law. Fees are based on container size as follows:

Half pint or less	\$ 0.00
More than half pint to less than 1 gallon	\$ 0.35
1 gallon	\$ 0.75
More than 1 gallon to 5 gallons	\$ 1.60

For more information or to find a place to take your unwanted paint for recycling, please ask for the PaintCare brochure.

[paintcare.org](http://paintcare.org) • (855) 724-6809

Recycle with PaintCare



paintcare®

FACT SHEET FOR PAINT RETAILERS  
UPDATED - JANUARY 2015

## Colorado Paint Stewardship Program

### How Will the Colorado Paint Stewardship Program Affect Paint Retailers?

A Colorado law passed in June 2014 requires paint manufacturers to establish a Paint Stewardship Program in the state. Program funding comes from a fee on architectural paint starting on the first day of the program.

START DATE: JULY 1, 2015

Paint Stewardship Program in Colorado  
PaintCare Inc. is a non-profit organization established by the American Coatings Association to implement state-mandated paint stewardship programs on behalf of paint manufacturers in states that adopt paint stewardship laws. The Colorado program is required by state law, but it is designed and operated by the paint manufacturing industry through PaintCare.

Convenient Paint Recycling  
PaintCare's primary effort is to set up paint drop-off sites in PaintCare states to make it more convenient for residents and businesses to recycle paint. In addition to retailers, PaintCare sites may include municipal household hazardous waste facilities and drop-off events, solid waste transfer stations, and landfills. There are currently more than 1,200 paint drop-off sites across six states (California, Connecticut, Oregon, Minnesota, Rhode Island, and Vermont).

Participation as a Drop-Off Site is Voluntary  
Paint retailers that would like to be drop-off sites can participate if they have space for paint storage bins and can provide minimal staff time to accept paint from the public. By doing so, retailers can increase foot traffic and sales, and provide a new service for their community. They make it convenient for their customers to recycle leftover paint and help provide relief to local government programs that currently manage leftover paint. PaintCare provides storage bins, supplies, and site training. PaintCare also pays for paint transportation and recycling and promotes the sites to the local community.

REQUIREMENTS OF RETAILERS

1. Check Registered Manufacturers and Brands  
Once the program begins, retailers may only sell architectural paints that are registered. Paint manufacturers must register their company with PaintCare, and they must register all architectural paint brands they sell in the state (these products will have the new fee). PaintCare will publish lists of registered manufacturers and brands so that retailers can check to see that the products they sell are registered. Please visit [www.paintcare.org](http://www.paintcare.org) to view registration lists. (Note that not all companies have registered yet for Colorado.)



# Consumer Audiences

- Households (residents)
- Businesses that generate paint (e.g., professional painters, contractors, property managers)
- Trade associations (e.g., contractors associations, realtor associations)
- Non-English speakers (Spanish, Korean)



# Some Challenges

- Be transparent about fees
- Over-promotion of sites before infrastructure is stable
- Seemingly complicated product lists
- HHW Programs that don't want to be promoted
- Site lists change daily at the start
- Emphasis on PaintCare retailers being open year round with regular business hours
- Confusion on whether HHW partners want to be promoted at all.

# Phases

- **Pre-Program**
- **Start**
  - Press release
- **1-3 months**
  - General newspaper
  - Public radio
- **3-6 months**
  - Start print/newspaper with sites
- **6-12 months**
  - Add full mix of media as recommended by agency, radio, TV, online, direct mail, other

# Outreach Firm

- Outreach is coordinated at the “PaintCare Corporate” Level
- Visiting 3 local firms tomorrow
- May utilize our firm for California and Oregon.
- Scope includes:
  - Planning
  - Public relations / Press Releases
  - Media buying / Advertising
  - Creative



# Other

- **Joint Outreach Opportunities with local government**
- **Site Locator**
- **Hotline**
- **Surveys**

# Sample Ads



## Recycle your paint!

**Recycling paint just got more convenient**  
There are now more than 140 stores in Minnesota that take back old paint, stain and varnish from residents and businesses year round, during regular store hours.

**Find a PaintCare store**  
Visit our website or give us a call to find a store, then please call before bringing paint to ask if they can accept the type and amount of paint you would like to recycle and check store hours. All PaintCare stores accept 5 gallons of paint per visit. Leaking, unlabeled, and empty containers are not accepted.

**Who is PaintCare?**  
We are a non-profit organization and the operator of the Paint Stewardship Program in Minnesota (and five other states). The program is funded by a fee on the sale of new paint that began on November 1, 2014.

The fee is 35 cents for pints or quarts, 75 cents for paint in 1 gallon cans, and \$1.60 for paint in 5 gallon buckets. Even if your old paint is from before November, there is no charge when you drop off your old paint.

**Recycle with PaintCare**

[www.paintcare.org](http://www.paintcare.org) • (855) 724-6809



## 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:

<b>SHERWIN-WILLIAMS</b> 34222 Doherty Park Rd Dana Point, CA 92624 (949) 661-0100	<b>VISTA PAINT</b> 27450 Alicia Pkwy Laguna Niguel, CA 92677 (949) 349-1955
<b>DUNN-EDWARDS</b> 32061 Camino Capistrano San Juan Capistrano, CA 92675 (949) 234-1201	<b>VISTA PAINT</b> 31894 Plaza Dr San Juan Capistrano, CA 92675 (949) 489-8393



**TO FIND OTHER DROP-OFF SITES:**

[www.paintcare.org](http://www.paintcare.org)

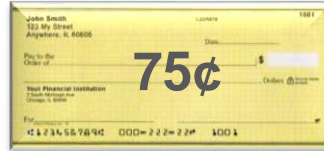
**(855) 724-6809**

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.

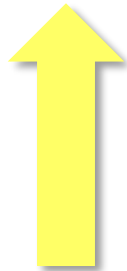
<http://www.paintcare.org/about/#/media>

# Funding Mechanism

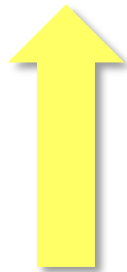
Manufacturer



PaintCare



Dealer/Retailer



Consumer

## Fee Structure

- \$ 0.00 Smaller than 1/2 pint
- \$ 0.35 Larger than 1/2 pint to smaller than 1 gallon
- \$ 0.75 1 gallon
- \$ 1.60 Larger than 1 gallon to 5 gallons

# How Funds Are Used

- Paint transportation and processing
- Site supplies and assistance (paint collection containers, spill kits, canopy, fencing)
- Multilingual outreach
- In-state and all-state staff
- Insurance, legal fees, consulting services
- CDPHE oversight fees



# Projected Collection Volume

Gallons

Volume sold annually (2016 projected sales)	14,200,000
Volume leftover (10% of 2010 estimated annual sales)	1,170,000
Projected recovery rate at program maturity (65% of leftover/6.5% of sales)	760,000

## Proposed Budget

### Expenses

Paint transportation and processing	5,314,744
Storage containers/collection support	465,094
Communications	650,000
Personnel, professional fees and other	249,670
State administrative fees	120,000
<b>Total direct expenses</b>	<b>6,799,508</b>
Allocation of corporate activity (indirect expenses)	260,100
<b>Total expenses</b>	<b>7,059,608</b>



# PaintCare Contact

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Colorado Program Manager

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[clurie@paint.org](mailto:clurie@paint.org)

[www.paintcare.org](http://www.paintcare.org)