



Connecticut Paint Stewardship Program

Information for Paint Retailers

Recycle with PaintCare

PaintCare Contacts

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Presentation Overview

1. Who PaintCare is and how this program came about
2. What the Connecticut Paint Stewardship Law requires
3. What products fall under the program
4. The responsibility and role of paint retailers
 - Fee pass-through
 - Only sell registered brands
 - Volunteer to be a paint drop-off site
5. Retail and consumer outreach materials

Paint Stewardship Organization

- PaintCare is a non-profit 501(c)(3) organization
- Representative “paint stewardship organization” in states that pass industry-supported paint stewardship laws
- Established in 2009 for the Oregon pilot program
- Program of the American Coatings Association
- Governed by Board of architectural paint manufacturers



American Coatings
ASSOCIATION

Recycle with PaintCare

Why Paint

- 700 millions gallons sold in U.S. annually – 10% unused
- 6 million gallons sold in Connecticut – 600,000 gallons leftover each year
- 50% of household hazardous waste (HHW) products
- National dialogue to find solution to postconsumer paint management began in 2003
- Dialogue led to drafting of model, state-level, industry supported legislation in 2007
- Legislation passed in Oregon (2009), California (2010), Connecticut (2011) and Rhode Island (2012)



Key Elements of the Model Law

- Requires participation by all manufacturers, distributors and retailers to ensure a level playing field
- Program is industry designed and operated (PaintCare)
- Allows for a sustainable financing through a per can assessment fee (protection from antitrust violation)

Key Elements of the Model Law

- Requires collection infrastructure: retail (paint and hardware), municipal household hazardous waste programs, waste transfer stations, etc.
- Requires public outreach and education program
- Requires environmentally responsible paint management

Architectural Coatings (examples)

Program Products

- Indoor and outdoor architectural coatings
- 5 gallon and smaller containers
- Latex and oil-based paints (all sheens and finishes)
- Primers, sealers, stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing sealers and repellants

Non-Program Products

- Industrial Maintenance products
- Original equipment manufacturer (OEM) paints and finishes
- Aerosols
- Auto and marine
- Traffic
- Arts and crafts
- Thinners and solvents
- Glues, epoxies, adhesives
- Paint additives, colorants, tints, resins

Retail Responsibility

1. Fee pass-through
2. Sell only registered brands
3. Be a paint drop-off site (voluntary)



PaintCare® Fact Sheet
For Paint Retailers
January 2013

Connecticut Paint Stewardship Program

Information for Paint Retailers

A new Connecticut law affecting paint retailers takes effect July 2013.

The new law requires paint retailers to add a stewardship assessment fee to architectural paint products and make sure they are not selling unregistered brands of architectural paint. Retailers may also volunteer to be paint collection sites for residents and certain businesses in their community.

New Paint Stewardship Program in Connecticut
The American Coatings Association (ACA) worked for ten years with various stakeholders interested in the management of post-consumer paint to develop and implement an industry-led Paint Stewardship Program in the United States.

PaintCare Inc., a non-profit 501(c)(3) organization, was established by the ACA to implement state-mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law.

Oregon passed the first industry-supported paint stewardship law in 2009. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and

in its first two years, the program collected more than 1 million gallons of post-consumer paint. The California program began October 2012 with more than 350 paint retailers participating as drop-off sites.

Assessment Fee and Funding

As required by the law, at the program start date, a paint stewardship assessment fee ("PaintCare Recovery Fee") must be added by manufacturers to the wholesale price of all architectural paint sold in Connecticut. This fee will fund the collection, transportation, recycling, and proper disposal of architectural paint. It will also pay for consumer education and administrative costs. Paint retailers and distributors will see this fee on their invoices from paint manufacturers.

The law also requires that each retailer and distributor add the PaintCare Recovery Fee to the purchase price of architectural paint sold in Connecticut. While displaying the fee on consumer receipts is not mandatory, PaintCare encourages retailers to do so to ensure transparency and aid in consumer education.

The fee paid by the consumer to the retailer offsets the fee charged by the manufacturer or distributor to the retailer. All manufacturers, distributors, and retailers selling architectural paint in Connecticut must pay and pass down the PaintCare Recovery Fee to their customers, ensuring a level playing field for all affected parties.

The assessment fees in Connecticut will be proposed in PaintCare's Program Plan to be submitted to the Connecticut Department of Energy and Environmental Protection (DEEP) by March 1, 2013. Once the Program Plan is approved, the fees will be known. [Fees vary by container size.] Fee assessment will take effect at the start of the program on July 1, 2013.



MORE INFORMATION:
(855) 724-6809 or (855) PAINTOP
www.paintcare.org or info@paintcare.org

PAINTCARE INC.
1500 RHODE ISLAND AVENUE N.W.
WASHINGTON, DC 20005

Recycle with PaintCare

PaintCare Recovery Fee

- Connecticut fees are being developed and will be submitted for State approval on March 1, 2013.
- Fee is determined by dividing program cost by the number of containers sold in state, and adjusting for container size.
- Program costs are primarily paint transportation and processing (70%). Remainder is outreach and education, insurance, legal fees, staffing and administration.

PaintCare Recovery Fee

- Fees may be same, higher or lower than Oregon and California.
- Oregon and California fee structure:

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

Assessment Fee FAQs

How do you know what products to put the fee on?

- **Fee should be found on your supplier's invoice**
- **Check manufacturer and brand lists at PaintCare.org**

Do you have to show the fee on customer receipt? No

Is the fee taxable? Yes

Is the fee a deposit? No

Assessment Fee FAQs

Does the fee apply to existing inventory?

Yes, however the retailer will keep the collected fees

Are fees based on container size or content?

Container size

Is the fee per container, or total purchases?

Per container size

**Example: Fee on five 1-gal containers is
 $5 \times \$0.75 = \3.75 (not \$1.60)**

Assessment Fee Pass-Through

Do you have to pass the fee to consumers? Yes

- All manufacturers, distributors and retailers selling architectural paint in Connecticut must pay and pass through the PaintCare Recovery Fee in order to provide a level playing field for all affected parties.
- The fee paid by the consumer to the retailer offsets the fee charged by the manufacturer or distributor to the retailer.

Registered Brands

Ensure you are not selling unregistered architectural paint brands.

Registered brand and manufacturers will be listed at:

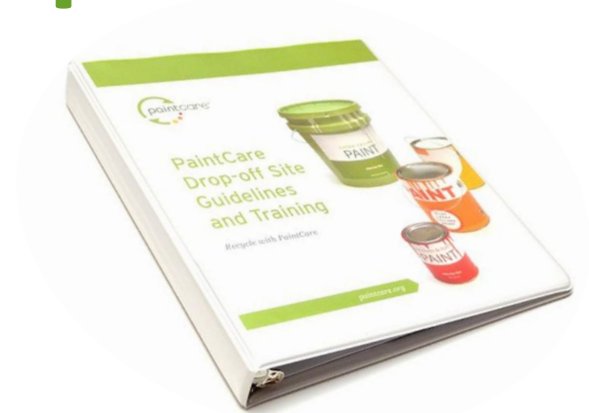
- www.paintcare.org/connecticut
- Connecticut Department of Energy and Environmental Protection (DEEP) website

If you do not see a manufacturer or brand sold in your store on the lists, please contact PaintCare.

Become a Paint Drop-off Site

PaintCare Provides

- ✓ On-site training
- ✓ Collection containers
- ✓ Transportation
- ✓ Recycling/proper disposal
- ✓ Store poster and consumer education materials
- ✓ Site promotion
- ✓ Permitting fee



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Paint Drop-off Site

Site Responsibilities

- ✓ Identify products
- ✓ Store properly
- ✓ Schedule pick-up as needed
- ✓ Maintain records



Become a Paint Drop-off Site



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Connecticut Paint Stewardship Program

How to Become a Retail Drop-off Site

A new Connecticut law affecting paint retailers takes effect July 2013.

The new law requires paint retailers to add a stewardship assessment fee to architectural paint products and make sure they are not selling unregistered brands of architectural paint. Retailers may also volunteer to be paint drop-off sites.

This factsheet explains how to partner with PaintCare as a retail drop-off site.

New Paint Stewardship Program in Connecticut
PaintCare Inc., a non-profit 501(c)(3) organization, was established by the American Coatings Association to implement state-mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law.

Oregon passed the first industry-supported paint stewardship law in 2009. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and in its first two years, the program collected more than 1 million gallons of post-consumer paint. The California program began October 2012 with more than 350 paint retailers participating as drop-off sites.

Making Paint Recycling More Convenient

The Connecticut program will allow residents and businesses to return unused architectural paint to drop-off locations throughout the State. Although household hazardous waste programs in Connecticut may continue to accept paint from residents and some businesses, these programs are not open year round, generally do not accept latex paint, and may not be as conveniently located as retail stores. With the addition of retail drop-off sites, paint recycling will become much more convenient.



Benefits to Retailers

There are many benefits to becoming a drop-off site.

Participating retailers will:

- Make recycling of leftover paint more convenient for your customers
- Support the paint industry's effort to lead the way in being responsible for end of life management of its own products
- Promote your store as environmentally responsible or "green"
- Increase customer foot traffic and sales
- Help relieve local government of their cost of managing leftover paint
- Do your part to help prevent the improper disposal of paint products

MORE INFORMATION:
(855) 724-6809 or (855) PAINTOR
www.paintcare.org or info@paintcare.org

PAINTCARE INC.
1500 RHODE ISLAND AVENUE N.W.
WASHINGTON, DC 20005



Retailer Interest Form

To Be a PaintCare Drop-off Site in Connecticut

1500 RHODE ISLAND AVENUE N.W. • WASHINGTON, DC 20005 • T 855.724.6809 • F 855.385.2020

Use this form to let us know that you are interested in becoming a drop-off site. For a copy of our two-page fact sheet "How to Become a Retail Drop-Off Site," please visit www.paintcare.org/connecticut.

RETAILER Store Name: _____
Street Address: _____
City / State / Zip: _____
Mail Address, if different: _____

FIRST CONTACT

Name: _____
Phone: _____
Email: _____

SECOND CONTACT

Name: _____
Phone: _____
Email: _____

TYPE OF STORE INDEPENDENT FRANCHISE CHAIN CO-OP BIG BOX

PARENT COMPANY (Fill this out if your participation is managed by a parent company.)

Company Name: _____
Contact Person: _____
Phone: _____
Email: _____

STORAGE SPACE Each bin uses the floor space of a pallet (5' x 3')

Do you have space to store 1, 2, 3 or more cubic yard bins? YES NO

If yes, please indicate how many: 1 2 3 MORE THAN 3

Where is your storage space? INDOORS OUTDOORS

SEND COMPLETED FORM TO:

Email: lpancier@paint.org
Fax: 855-385-2020

Mail: PaintCare, 1500 Rhode Island Avenue N.W., Washington DC 20005
For more information, please call Laura Panciera: 203-747-4494

Advance Notice to Trade Painters

Notice for Trade Painters

A new law affecting paint sales in California adds an eco fee to the price of architectural paint starting October 19, 2012.

The California Paint Stewardship Program, required by a 2010 state law, is operated by PaintCare, a non-profit established by the paint industry. Fees will fund the collection, transportation, and recycling of architectural paint, as well as consumer education and administration. Paint retailers are required to add the fees to the price of paint starting October 19 2012 based on container size: \$0.35 for more than half pint to less than 1 gallon containers; \$0.75 for 1 gallon containers; and \$1.60 for more than 1 gallon to 5 gallon containers.

Benefit to Trade Painters

In the next two years PaintCare will set up hundreds of drop-off sites for unused paint throughout California to provide a convenient recycling option for trade painters, residents and other businesses. You will be able to drop off unused paint for no additional cost because the cost to recycle the paint from the sites is funded by the new eco fees. This is not a deposit program, and it is not even to recycling only new paint; you will even be able to recycle old paint from years ago. There are some restrictions: everyone may use the sites to get rid of all unwanted latex paint, but only residents and small businesses will be able to use the sites for their oil based paint.

Recycle with PaintCare

Bidding Jobs

It is expected that trade painters will pass the eco fees to their customers. When estimating jobs using paint purchased October 19, 2012 or later, painters should consider these fees and be sure the quotes they get from paint stores include these fees. In turn trade painters should add these fees in estimates and bids to their customers.



Customer Bill Insert



PaintCare® Fact Sheet
For Trade Painters
January 2013

Connecticut Paint Stewardship Program

What Trade Painters Need To Know

A new Connecticut law affecting trade painters takes effect July 2013.

The new law requires paint manufacturers to add a stewardship assessment fee to architectural paint products, and pass the fee to distributors and retailers. Retailers must include the fee in their retail price, and may not sell brands from manufacturers not complying with the fee assessment.

Funds from the program will be used to collect, free of charge, leftover paint from residents and certain businesses. Paint drop-off sites will be set up at retail stores and other sites throughout the state.

New Paint Stewardship Program in Connecticut

The American Coatings Association (ACA) has worked for ten years with various stakeholders interested in the management of post-consumer paint to develop an industry-led paint stewardship program in the United States.

PaintCare Inc., a non-profit 501(c)(3) organization, was established by the ACA to implement state-mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law.

Oregon passed the first industry-supported paint stewardship law in 2009. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and in its first two years, the program collected more than 1 million gallons of post-consumer paint. The California program began in October 2012 with more than 350 paint retailers participating as drop-off sites.

Connecticut's program is expected to begin in July 2013. The exact start date is 60 days after the Connecticut Department of Energy and Environmental Protection approves a required

Stewardship Plan to be submitted by PaintCare on behalf of paint manufacturers. The plan is due March 1, 2013. Although the program is required by state law, it is being designed and operated by the paint manufacturing industry.

Assessment Fee and Funding

As required by the law, when the program starts, a paint stewardship assessment fee ("PaintCare Recovery Fee") must be added by manufacturers to the wholesale price of all architectural paint sold in the State of Connecticut. This fee will fund the collection, transportation, recycling and proper disposal of architectural paint. It will also pay for consumer education and administrative costs. Paint retailers and distributors will see this fee on their invoices from paint manufacturers. The law also requires each retailer and distributor to include the assessment fee in the purchase price of architectural paint sold in Connecticut. Displaying the fee on consumer receipts is not mandatory; however, PaintCare encourages retailers to do so to ensure fee transparency and aid in consumer education.

The fees in Connecticut will be proposed in PaintCare's Program Plan to be submitted to the State on March 1, 2013. Once the Program Plan is approved, the fees will be known. Fees will be added to the price of paint when the program starts on July 1, 2013. (Fees will vary by container size.)



MORE INFORMATION:
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Factsheet

Retail Poster (California Example)



California Paint Stewardship Program

About the PaintCare Program

Effective October 19, 2012 the "PaintCare Recovery Fee" is included in the purchase price of architectural paint sold in California as required by the California Paint Stewardship 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

PROGRAM 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, sealers, undercoaters
- Shellacs, lacquers, varnishes, urethanes (single component)
- Deck coatings, floor paints (including elastomeric)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Swimming pool paints (single component)
- Metal coatings, rust preventatives
- Field and lawn paints

PAINTCARE®

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

For more information, please ask for the PaintCare brochure or visit www.paintcare.org.

NEW LAW

California law requires paint manufacturers to develop a financially and environmentally sustainable program to manage post-consumer architectural paint. The new program will make paint recycling more convenient by setting up hundreds of drop-off sites throughout the state where consumers can take their remaining paint.

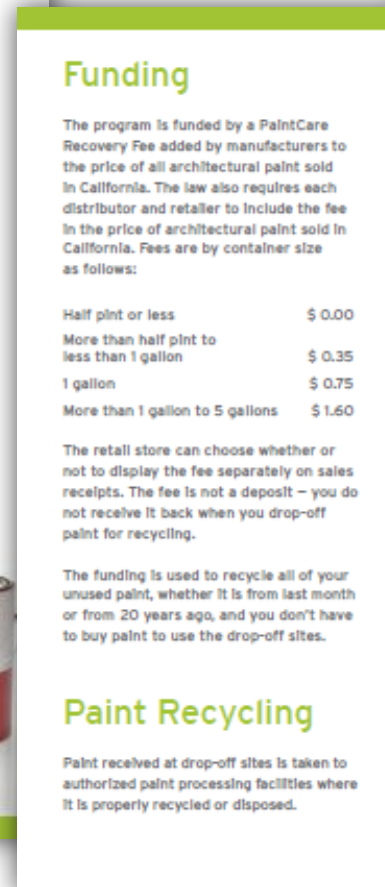
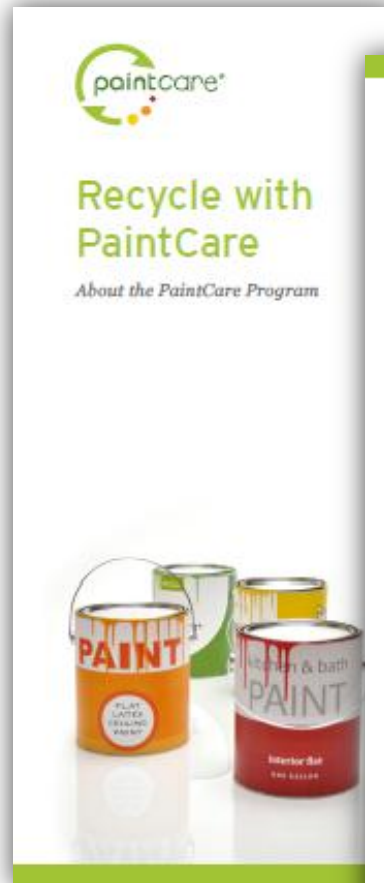


Recycle with PaintCare

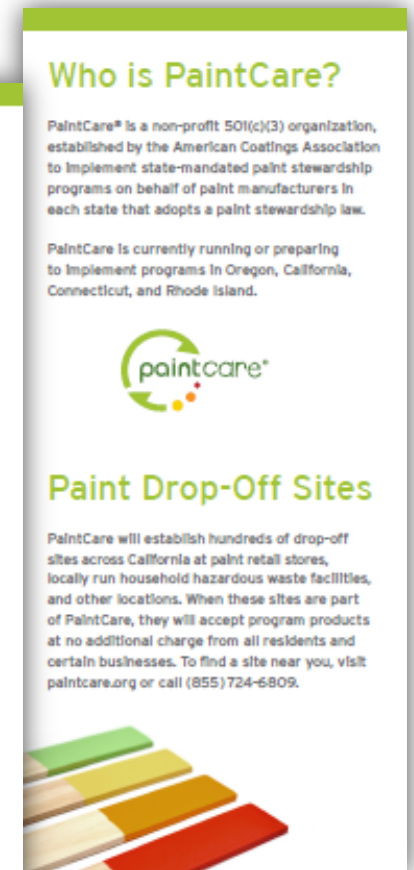
Point of Sale Materials (California Examples)



Mini Card



Consumer Brochure



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