



Maine Paint Stewardship Program

Information for Retailers

May 2015

Recycle with PaintCare

PaintCare Contacts

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Presentation Overview

1. Who PaintCare is and how this program came about
2. What the Maine 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
 - Provide consumer information about the program
 - 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

- 650 millions gallons sold in U.S. annually – 10% unused
- Until now, Maine consumers could only recycle unwanted paint through municipal HHW programs (paint is 50% of HHW)
- 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), Rhode Island (2012), Minnesota, Maine and Vermont (2013) Colorado (2014) DC (2015)



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

- Thinners and solvents
- Aerosol paints
- Industrial Maintenance products
- Original equipment manufacturer (OEM) paints and finishes
- Auto, marine, traffic, craft paints
- Glues, epoxies, adhesives, caulks
- Paint additives, colorants, tints, resins

For a complete list of Program Products & Non-Program Products – www.paintcare.org

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Retail Responsibility

1. Fee pass-through
2. Sell only registered brands
3. Provide consumer information about the Program
4. Be paint drop-off site (voluntary)



FACT SHEET FOR PAINT RETAILERS
APRIL 2015

Maine Paint Stewardship Program

How Will the Maine Paint Stewardship Program Affect Paint Retailers?

A Maine law passed in July 2013 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: AUGUST 1, 2015

Paint Stewardship Program in Maine
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 Maine 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, paint drop-off 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 PaintCare's six program 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



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PaintCare Recovery Fee

- **Maine 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

- **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.**

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 on old inventory.

Are fees based on container size or content?

Container size

Is the fee per container, or total purchase?

Per container

Example: Fee on five 1-gal containers is

$5 \times \$0.75 = \3.75

(not \$1.60 for 5-gal container)

Assessment Fee Pass-Through

Do you have to pass the fee to consumers? Yes

- **All manufacturers, distributors and retailers selling architectural paint in Maine 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 are listed at:

- www.paintcare.org/Maine
- Maine Department of Environmental Protection website

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

Provide Consumer Information

- PaintCare provides a variety of consumer outreach materials including a general program brochure and in-store poster to education consumers
- Maine DEP will approved all of PaintCare's materials to meet this retail requirement
- Materials are provided free of charge and more can be ordered at any time (translations available upon request)



The image shows a 'Print Materials Order Form' for PaintCare. At the top left is the PaintCare logo, and at the top right is the title 'Print Materials Order Form' with the subtitle 'For PaintCare Point of Sale Materials'. Below this is the address: '1500 RHODE ISLAND AVENUE N.W. • WASHINGTON, DC 20005 • T 855.724.6809 • F 855.385.2020'. A note says 'Please use this form to order customer education print materials about the PaintCare Program in Connecticut.' The form is divided into several sections: 'RETAILER' with fields for Store Name, Street Address, City / State / Zip, Mail Address (if different), Contact Name, and Phone; 'REORDER PRINT MATERIALS (at no cost to you.)' with contact information; 'PROGRAM BROCHURES' with checkboxes for English, Spanish, Polish, and Portuguese translations, each with a quantity field; 'BROCHURE HOLDER WITH SLIP SHEET' with a checkbox; 'MINI CARDS' with a checkbox for English and a quantity field; 'INFORMATION FOR TRADE PAINTERS' with checkboxes for English, Spanish, Polish, and Portuguese translations, each with a quantity field; and 'INFORMATION ON LARGE VOLUME PICK-UPS' with a checkbox for English and a quantity field. At the bottom, it says 'SEND COMPLETED FORM TO:' followed by the contact information.

Recycle with PaintCare

Retail Poster



**MAINE START DATE
AUGUST 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 states that adopt a paint 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

NON-PAINTCARE PRODUCTS

- Paint thinners and solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Tar, asphalt, and bitumen-based products
- 2-component coatings
- Coatings used for Original Equipment Manufacturing or shop application
- Any non-coatings (caulk, spackle, cleaners, etc.)

FEES

The "PaintCare Recovery 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, visit www.paintcare.org or call (855) 724-6809.

Recycle with PaintCare



FACT SHEET FOR PAINTING CONTRACTORS
APRIL 2015

Maine Paint Stewardship Program

Information for Painting Contractors

Maine's paint stewardship law affects painting contractors.

START DATE: AUGUST 1, 2015

A Maine law passed in July 2013 requires paint manufacturers to set up and operate a paint stewardship program in Maine. The program will be funded by a fee on architectural paint sold in the state. The program will set up drop-off sites at retailers and other locations where residents and businesses will be able to take most leftover paint, free of charge.

Paint Stewardship Led by Industry

The American Coatings Association (ACA) worked with various stakeholders interested in the management of postconsumer paint to develop a Paint Stewardship Program in the United States. PaintCare Inc. is a non-profit organization established by ACA to implement the program on behalf of paint manufacturers in states that adopt paint stewardship laws. "PaintCare States" include California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, and Vermont.

The main goals of the program are to decrease paint waste and recycle more postconsumer paint by setting up convenient drop-off sites in each PaintCare state.

Fees and Funding

As required by state law, a paint stewardship assessment ("PaintCare Fee") must be added by manufacturers to the wholesale price of all architectural paint sold in the state. This fee is paid by manufacturers to PaintCare to fund setting up paint drop-off sites and for the transportation, recycling, and proper disposal of the collected paint. The fees also pay for consumer education and program administration.

In states with active programs, the fees are as follows; the fees in Maine are expected to be the same (pending approval by the state).

\$ 0.00 – Half pint or smaller
\$ 0.35 – Larger than half pint to smaller than 1 gallon
\$ 0.75 – 1 gallon
\$ 1.60 – Larger than 1 gallon up to 5 gallons

When estimating jobs, contractors should take these fees into account by checking with suppliers to make sure the quotes for paint products include the fees. You should also let your customers know that you will be including these fees in your quotes.

Fee at Retail

The law requires that each distributor and retailer include the PaintCare Fee with their sale price of architectural paint sold in the state. Displaying the fee on invoices and receipts is not mandatory for distributors or retailers; however, PaintCare encourages them to show the fee and list it as "PaintCare Fee" to aid in customer and dealer education.

Passing the Fee to Your Customers

It is expected that contractors will pass the fees on to their customers in order to recoup the fees they pay on the product.

Trade Painter Factsheet

Consumer Brochure




Find a paint drop-off site near you by visiting paintcare.org




Recycle with PaintCare

Mini Card



Recycle with PaintCare

About the PaintCare Program



Funding

The program is funded by a PaintCare Recovery Fee added by manufacturers to the price of all architectural paint sold in California. The law also requires each distributor and retailer to include the fee in the price of architectural paint sold in California. Fees are by 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

The retail store can choose whether or not to display the fee separately on sales receipts. The fee is not a deposit – you do not receive it back when you drop-off paint for recycling.

The funding is used to recycle all of your unused paint, whether it is from last month or from 20 years ago, and you don't have to buy paint to use the drop-off sites.


Paint Recycling

Paint received at drop-off sites is taken to authorized paint processing facilities where it is properly recycled or disposed.

Who is 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 each state that adopts a paint stewardship law.

PaintCare is currently running or preparing to implement programs in Oregon, California, Connecticut, and Rhode Island.



Paint Drop-Off Sites

PaintCare will establish hundreds of drop-off sites across California at paint retail stores, locally run household hazardous waste facilities, and other locations. When these sites are part of PaintCare, they will accept program products at no additional charge from all residents and certain businesses. To find a site near you, visit paintcare.org or call (855) 724-6809.



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



Recycle with PaintCare

Paint Drop-off Site


Site Responsibilities

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



Become a Paint Drop-off Site

- ✓ Fill out interest form
- ✓ Sign contract
- ✓ Receive bins
- ✓ Collect paint



Retailer Interest Form
To Be a PaintCare Drop-off Site in Connecticut

1500 RHODE ISLAND AVENUE N.J. • WASHINGTON, DC 20005 • T 855.734.6809 • 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	SECOND CONTACT
Name: _____	Name: _____
Phone: _____	Phone: _____
Email: _____	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 5')*
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.J., Washington DC 20005
For more information, please call Laura Panciera: 203-747-4494

Contact Information

John Hurd

Program Manager

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