PaintCare Outreach

Point of Sale Materials and Signage

Point of sale materials are available at no charge to drop-off sites, retailers, or anyone who would like to distribute them.

To order, fill out the form at www.paintcare.org/order-print-materials/, call (855) PAINT09, or contact your PaintCare representative.

PaintCare Brochure with Holder
Size: 11x8.5”; folded, sets of 25
Language: Multiple languages available

The PaintCare program brochure includes general information about PaintCare, a fee chart, and PaintCare accepted and unacceptable product lists. A holder with a printed insert can be ordered to display on retail counters. Languages available include Arabic, Armenian, Bengali, Cantonese, Mandarin, English, Farsi, French, Haitian Creole, Hawaiian, Hmong, Italian, Japanese, Khmer, Korean, Lao, Polish, Portuguese, Russian, Somali, Spanish, Tagalog, Thai, Turkish, Ukrainian, Vietnamese, Yiddish.
In-Store Poster
Size: 8.5x11” printed on cardstock with or without an easel back

Posters are for use in store paint departments or near the check-out counter to explain the PaintCare program and fee structure to consumers. The poster includes general information about PaintCare, a fee chart, and PaintCare accepted and unaccepted product lists.

About the Paint Recycling Program

Paint manufacturers created PaintCare, a 501(c)(3) nonprofit organization, to provide convenient places for households and businesses to recycle leftover paint. PaintCare sets up paint drop-off sites throughout states that paint producers have enacted PaintCare stewardship laws.

PAINTCARE PRODUCTS

These products have a fee when you buy them and are accepted for drop-off at no additional cost:

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enameled (including textured coatings)
- Primers, sealers, undercoaters
- Stains
- Shingle, quarry, varnishes, varnishews (single component)
- Waterproofing, concrete/masonry/mosaic sealers and repellents (not tar or bitumen-based)
- Metal coatings, rust preventative
- Inert and tacky paints

Leaking, unplugged, and empty containers are not accepted at drop-off sites.

The PaintCare fee is applied to the purchase price of architectural paint as required by law. The fee funds collection, transportation, and processing costs. The fee is based on container size as follows:

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Fee Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half pint or smaller</td>
<td>$0.00</td>
</tr>
<tr>
<td>Larger than half pint up to smaller than 1 gallon</td>
<td>$0.35</td>
</tr>
<tr>
<td>1 gallon</td>
<td>$0.75</td>
</tr>
<tr>
<td>Larger than 1 gallon up to 5 gallons</td>
<td>$1.60</td>
</tr>
</tbody>
</table>

For more information or to find a place to take your unwanted paint for recycling, please ask for the PaintCare brochure, visit paintcare.org, or call (855) PAINT09.

Paint Smarter

Scan the code above with your smart phone to visit paintcare.org/paint-smarter to get tips on how to buy the right amount of paint, use up what’s left, and recycle the rest with PaintCare.

A nonprofit organization created by paint manufacturers to provide consumers with a convenient tool to make recycling paint easy and convenient to recycle.

Mini Card
Size: 3.5x4.5” cardstock; sets of 25
Language: English, Spanish, and Mandarin

Mini Cards provide a convenient way to refer people to the PaintCare website to find a drop-off location, and are a good alternative to handing out brochures for those who don’t need all the details.

Counter Mat and Insert
Size: 19x13” (window 8.5x11”)

The counter mat is intended for use in retail paint departments or on the check-out counter to help explain the PaintCare program and fee to customers. A replaceable insert is included in a window on the right-hand side.
Vinyl Window Decal
Size: 11x17” or 8.5x11”; 6x6”

The double-sided vinyl decals promote the location as a drop-off site. The larger versions provide a short list of accepted and unaccepted products, advise readers to see staff for assistance, and come with an optional “No Dumping” extension.

Realtor Card
Size: 8.5x3.5”

Realtor cards can be provided to realtors to distribute to their clients (both buyers and sellers) to promote awareness of the PaintCare program and where to find a drop-off site.

Annual Report Infographic
Size: 8.5x11”

This state-specific document highlights the state program’s most recent annual report statistics.
The General Booklet contains a broad, national overview of PaintCare. The booklet is updated one to two times per year with current data highlights. Not available on the online order form.

Fact Sheets
Size: 8.5x11”, some are double-sided
Language: English, fact sheets labeled with an asterisk are available in additional languages listed below.

The Point of Sale Fact Sheets are handed out by retailers to their customers.

- **Large Volume Pickup**: Explains PaintCare's free pickup service for customers with 100+ gallons of paint.
- **Painting Contractors**: Details the benefits of PaintCare for painting contractors.
- **Program Products**: Lists accepted and unaccepted products.

Your PaintCare representative can also provide fact sheets that are useful for drop-off site or retail staff members who wish to know more about the PaintCare program.

- **Become a Retail Drop-Off Site for Paint**
- **About the PaintCare Fee**
- **Mistints, Damaged, Spoiled, and Obsolete Paint**
- **Outreach Benefits for Drop-Off Sites**
- **PaintCare and Reuse Stores**

*Arabic, Armenian, Bengali, Cantonese, Mandarin, Farsi, French, Haitian Creole, Hawaiian, Hmong, Italian, Japanese, Khmer, Korean, Lao, Polish, Portuguese, Russian, Somali, Spanish, Tagalog, Thai, Turkish, Ukrainian, Vietnamese, Yiddish

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**Paint Stewardship Laws in the U.S.**

Information for Painting Contractors

- How do paint stewardship laws affect painting contractors?
- Fee to Customers
- Conventional Paint Drop-Off Sites
- Paint Care Audit

**What are the benefits of PaintCare?**

- PaintCare offers a free pickup service to retailers and other locations where households and businesses can take paint for disposal.
- There are more than 2,000 drop-off sites across the U.S. for retailers; however, PaintCare encourages retailers to work with other facilities and organizations that already serve their communities.

**How do the stewardship laws affect you?**

- The General Booklet contains a broad, national overview of PaintCare. The booklet is updated one to two times per year with current data highlights. Not available on the online order form.

**Program Products**

- Lists accepted and unaccepted products.

**What is a Large Volume Pickup?**

- PaintCare offers a free pickup service to painting contractors, property managers, and others with large amounts of leftover architectural paint.
- To request a pickup, please fill out the Large Volume Pickup Request Form on our website (www.paintcare.org/pickup). Upon receipt of your request, you will be put in contact with a hauler.

**What do you do with leftover oil-based paint?**

- To avoid improper disposal, always follow the instructions on the label and consult with your local waste management facility.

**What is the PaintCare program?**

- PaintCare is a voluntary paint stewardship program established by American Coatings Association to implement the federal and any analogous state hazardous waste (HHW) programs.
- The program is funded by a fee (known as the PaintCare fee) that must be paid by manufacturers to set up paint drop-off sites at retail locations.

**What products are covered by the PaintCare program?**

- Non-PaintCare Products: These products do not have a fee when purchased and are accepted for drop-off at paint care sites.
- PaintCare Products: These products have a fee when purchased and are accepted for drop-off at paint care sites.
- Non-PaintCare Products: These products do not have a fee when purchased and are accepted for drop-off at paint care sites.

**Scheduling**

- Before scheduling your first PaintCare pickup, please fill out the Large Volume Pickup Request Form on our website (www.paintcare.org/pickup).
- Upon receipt of your request, you will be put in contact with a hauler.

**On the Day of Your Pickup**

- If you have questions about your pickup or the program, please contact info@paint.org.

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Signs are available at no charge to PaintCare drop-off sites.
To order, contact your PaintCare representative.

PaintCare Products Sign
Size: 12x18” or 24x36”
Language: English and Bilingual (English/Spanish)
Purpose: For all drop-off sites

PaintCare Products
- These products have a fee when you buy them and are accepted for drop-off at no additional cost:
  - Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
  - Deck coatings, floor paints (including elastomeric)
  - Primers, sealers, undercoaters
  - Stains
  - Shellsacs, lacquers, varnishes, urethanes (single component)
  - Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
  - Metal coatings, rust preventatives
  - Field and lawn paints

Non-PaintCare Products
- These products do not have a fee when purchased and are not accepted at drop-off sites:
  - Paint thinners, mineral spirits, solvents
  - Aerosol paints (spray cans)
  - Auto and marine paints
  - Arts and crafts paints
  - Caulks, epoxies, glues, adhesives
  - Paint additives, colorants, tints, resins
  - Wood preservatives (containing pesticides)
  - Roof patch and repair
  - Asphalt, tar, and bitumen-based products
  - 2-component coatings
  - Deck cleaners
  - Traffic and road marking paints
  - Industrial Maintenance (IM) coatings
  - Original Equipment Manufacturer (OEM) (shop application) paints and finishes

Leaking, unlabeled, and empty containers are not accepted at drop-off sites.

To learn more, please call (855) PAINT09 or visit www.paintcare.org

Program Partner Sign
Size: 12x18” or 24x36”
Purpose: For all drop-off sites

This sign helps sites explain that the PaintCare fee supports the paint recycling program and that this site is a partner.
Accepted/Not Accepted Sign
Size: 12x18” or 24x36”
Language: English and Bilingual (English/Spanish)
Purpose: Only for retail drop-off sites and transfer stations

Informs the public about acceptable and unacceptable products. It is a simpler version of the PaintCare Products sign to be used as a reference by staff. It can be used for retailers or transfer stations who might want a sign in the paint drop-off area of their facility.

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Reuse Sign
Size: 12x18” or 24x36”
Purpose: Only for sites with reuse contracts

This sign is available for sites who want to make customers aware of the reuse area at their facility.
No Dumping Sign
Size: 12x18” or 24x36”
Language: English, Spanish, Bilingual
(English/Spanish)
Purpose: Only for retail drop-off sites

To deter dumping of non-program products.

Perforated Window Decal
Size: 24x36” (Product List extension: 24x18”); one-sided
Purpose: Only for retail drop-off sites

This single-sided, perforated window decal promotes the location as a drop-off site. An optional Products List extension can be placed at the bottom of the decal. The material is perforated so it is only visible when looking into the store from outside and is see through from inside the store.

Recycle Paint at This Store
[During business hours only]

PaintCare™
RECYCLING MADE EASY

- PAINTCARE PRODUCTS
  - Paint must be in sealed, original container with original manufacturer label
  - House paint and primers (latex or oil-based)
  - Stains
  - Deck and concrete sealers
  - Clear finishes (e.g., varnishes, shellac)

- NON-PAINTCARE PRODUCTS
  - No leaking, unlabeled, or empty containers
  - No aerosol spray paints
  - No drums or containers larger than 5 gallons
  - We cannot accept other hazardous waste or chemicals such as paint thinner, solvents, motor oil, spackle, glue, adhesive, roofing tar, pesticides, cleaning chemicals
**Wait for Assistance Sign**
Size: 18x24” with or without frame
Language: English or Bilingual (English/Spanish)
Purpose: Only for retail drop-off sites

This sign instructs the public to wait for staff assistance before placing paint in bins, preventing unwanted products from being dumped. It can be ordered for retailers and transfer stations. This sign normally requires an A-frame, but it can be requested without one.

PaintCare is committed to procuring sustainable materials wherever possible by looking for materials that are recyclable, reusable and long lasting, or made from recycled components.

Once ordered (by online form, phone, or through your PaintCare representative), items are normally shipped within 5-10 days. Shipping times may vary depending on carrier capacities. We will do everything we can to fulfill orders in a timely manner. Orders that include large quantities may take longer to fulfill.