



## ONE DAY EVENTS, DIGITAL BANNERS, TWO NEW STATES, METAL COATINGS

### ONE-DAY PAINT DROP-OFF EVENTS

At the end of 2014, PaintCare started a new activity - organizing special one-day paint drop-off events. This spring and summer in 2015, we expanded this effort and held several one-day paint drop-off events in select communities across California. We look to hold events in both less-densely populated communities where there are fewer paint retailers that can serve as paint drop-off sites, as well as in the center of some larger cities where we have plenty of drop-off sites but would like to provide additional opportunities for consumers, especially those wishing to recycle large volumes of unwanted paint.

So far this year, PaintCare has conducted paint drop-off events in the towns of Adelanto, Chula Vista, Hemet, Ontario, San Bernardino, San Jose, San Juan Capistrano, and Spring Valley (San Diego County). Additional events are being planned for October and November.

If you think your community could benefit from a special paint collection event and you know of a good location, please contact your regional coordinator for details. For details about upcoming one-day paint drop-off events, visit our website.

### DIGITAL BANNERS ARE AVAILABLE

Are you interested in mentioning that you are a paint drop-off site on your store's website? At the request of several retailers, we've created a set of banner ads using our tag line "Paint Recycling Made Easy" that you can download and use on your website. And we will be creating more sets of digital banners in the future. If you have your own ideas, our communications department is happy to help with the artwork. Ads are available in the most common sizes used in digital advertising, but if you would like other sizes, just let us know. To download a banner, visit the PaintCare website.

### TWO STATES LAUNCH PAINTCARE PROGRAMS THIS SUMMER & FALL

In July, Colorado became the seventh state to have a paint stewardship program begin and currently has 117 drop-off sites. Another 50 sites are interested in joining the program in the coming months. Following on the heels of Colorado, Maine will also begin a PaintCare Program this year. The program will start with approximately 50 drop-off sites on October 1, 2015. Early next year, PaintCare will launch a PaintCare program for the District of Columbia (DC). The anticipated start date for the DC program is January 1, 2016.

### SPOTLIGHT ON COATINGS: METAL COATINGS ARE PAINTCARE PRODUCTS TOO!

Although most of the paint collected by the PaintCare program is typically latex or oil-based house paint, stain or varnish, the PaintCare program covers certain coatings for metal (paint containing rust inhibitors to prevent corrosion) and coatings that contain metal particles (such as aluminum paint). Both types of metal coatings are accepted at drop-off sites when consumers want to recycle them; they also should have the fee applied to them when they are sold in California.

Coatings "for metal" are those that contain rust inhibitors to protect against corrosion (rust), especially outdoors.

Coatings "containing metal" are used for many purposes, including heat reflection, ability to withstand the elements, and to create a shiny or industrial-looking surface (as if the surface were made of metal).

Most metal coatings are accepted by PaintCare with a few exceptions:

Metal coatings in aerosol containers (spray cans) are not accepted (PaintCare does not cover any aerosols).

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August 2015

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Metal paints that are labeled "automotive" or "marine" are not accepted because they are not considered "architectural" (PaintCare does not cover any auto or marine paints).

For a complete list of all PaintCare products, visit our website.

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