



A LOOK AT 2015, STAFF CHANGES, DIGITAL BANNERS, WATERPROOFERS

A LOOK BACK AT 2015

As 2016 begins, we would like to thank all our California drop-off sites for making 2015 such a success.

In 2015, PaintCare provided 733 year-round paint drop-off sites consisting of paint retailers, municipal household hazardous waste (HHW) facilities, solid waste transfer stations and other voluntary locations to create a network of convenient paint drop-off points in California. Through these sites, PaintCare provided access to a year-round site within 15 miles for 98.4% of the state's population.

The California program collected and processed 2,717,307 gallons of postconsumer paint in 2015. This led to 95% of it being reused, recycled back into paint or another product, and used for a purpose other than landfill. PaintCare also provided 184 large volume pick-ups to businesses, institutions and others that had accumulated more than 300 gallons of paint at their sites.

For a more in-depth look at how the California program did in its third year, take a look at the latest [annual report](#).

We look forward to another successful year in 2016.

CHANGES TO THE CALIFORNIA PAINTCARE TEAM

We are pleased to announce that Southern California Regional Coordinator Kevin Lynch has been promoted to program manager for the Colorado PaintCare program. Lynch has been a great asset to the California program, and we are sure he will continue to do great things in the future with the Colorado program.

The vacancy left by Lynch will be filled by Nicole Hall, who will serve as the new regional coordinator for Southern California, based in Irvine. She has a wealth of experience in community relations and overseeing territories with a keen sense of superior customer service. Previously, Hall worked with Peet's Coffee & Tea, a Bay Area retailer, where she served as district manager covering Orange County.

Due to an increase in the number of drop-off sites in Northern California, a new PaintCare region has been created. This region will encompass the Central Valley and part of the Bay Area. It will be managed by our new regional coordinator for Central California, Nichole Dorr. Based in Truckee, she will be overseeing this newly created region. Dorr joins PaintCare after a lengthy tenure at the town of Truckee, where she worked as a recycling coordinator.

It is important to note that some drop-off sites previously under regional coordinators Terri Ryan and Daria Kent have been moved to the new Central California region overseen by Dorr. These include drop-off sites in the following counties: Alpine, Amador, Calaveras, El Dorado (East), Fresno, Kings, Madera, Mariposa, Merced, Mono, Placer (East), San Francisco, San Mateo, Stanislaus, Tulare, and Tuolumne.

A list of staff along with the counties that each individual serves is available on [PaintCare's California web page](#).

PaintCare sites are welcome to contact their regional PaintCare representative at any time with questions or for assistance. Get in touch with your coordinator today!



DIGITAL BANNERS AVAILABLE

Are you interested in mentioning that you are a paint drop-off site on your store's website?

At the request of our drop-off sites, we've created three sets of banner ads to download and use on your own website. Ads are available in the most common sizes used in digital advertising, but if you would like custom sizes or different artwork, just let us know.

To download banners, visit the PaintCare website at www.paintcare.org/banners.



SPOTLIGHT ON COATINGS: WATERPROOFERS ARE PAINTCARE PRODUCTS TOO!

Water can be a powerful force for destruction. In order to prevent damage to wood, masonry and concrete surfaces both inside and outside the home, applying a waterproofing solution can help keep decks, porches, patios and basements looking great for years to come.

Waterproofing compounds and sealers for concrete, masonry, and wood are PaintCare products. This means that there is a PaintCare fee applied on them at the time of purchase, and that they are accepted for free when taken to a PaintCare drop-off location, such as a paint or hardware store.

However, there are some exceptions. Waterproofers that are tar or bitumen-based are not accepted PaintCare products. Additionally, products used to protect wood furniture, such as furniture polishes, waxes, and linseed, tung, and lemon oils, are excluded from the PaintCare program. It is also important to note that masonry and concrete sealers that are labeled "for professional use only" are excluded from the PaintCare program and do not have a PaintCare fee applied to them.



Over time, untreated wood surfaces can become damaged by water. When moisture comes in contact with wood, cracks can occur. Lingering water on wood surfaces can also lead to rot. Wood waterproofers help prevent cracking, warping and splitting of wood decking, siding, shingles and other wooden surfaces. Wood waterproofers are available in either oil- or water-based formulations.

Similarly, concrete and masonry can be damaged by water. Wind-driven rain and ice can pound on driveways, concrete steps and porches, and moisture can seep into homes and wreak havoc with basement walls. A waterproofing sealer penetrates and bonds to concrete and masonry to stop leaks that allow water to enter and cause irreparable harm. They can often prevent damage before it occurs by providing a tough barrier, however, some waterproofers can be used after water damage has already occurred.

Although concrete sealers and waterproofing compounds perform similar functions, they work in different ways. Sealers primarily form protective layers over concrete surfaces, while waterproofing compounds penetrate into surfaces to fill in gaps.

While waterproofing compounds and sealers are accepted PaintCare products, please remember that they must be in containers that are no larger than five gallons in size, just like other PaintCare products. They must also be in their original containers, and the containers must have a label and secured lid.

For a complete list of all accepted PaintCare products, visit paintcare.org.

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