



## Information about Partnering for Rural Events

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### Colorado's Paint Stewardship

#### Law benefits everyone in Colorado.

A law passed in June 2014 requires paint manufacturers to establish a paint stewardship program in Colorado. Local municipalities that participate can save money on paint management costs. Program funding comes from a *PaintCare Fee* applied to each container of architectural paint sold in Colorado since the program started in July 2015.

#### Paint Stewardship Program in Colorado

PaintCare Inc. is a nonprofit 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. Colorado is the eighth state to pass such a law. Although this program is required by state law, it is designed and operated by the paint manufacturing industry. PaintCare currently operates programs in eight states (California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, and Vermont) and the District of Columbia.

#### Making Paint Recycling Convenient

PaintCare has established drop-off sites throughout the state for residents and businesses to take leftover architectural paint. Although most drop-off sites are at paint retailers, HHW programs, solid waste transfer stations, recycling centers, and landfills may also volunteer to be PaintCare drop-off sites and have their paint transportation and recycling costs paid by PaintCare. Participation as a drop-off site is voluntary. Facilities that would like to become a drop-off site can fill out the Interest Form available in the Waste Facilities section of [www.paintcare.org/co](http://www.paintcare.org/co).

### Designing a Program for Colorado

In rural areas of the state far from established year-round drop-off sites, PaintCare hosts paint collection events. These events are open to both residents and qualifying businesses. In underserved areas of the state, we are looking for municipalities, retailers, and other organizations to partner with to help determine the best sites for hosting paint drop-off events. Sites that are familiar to community members work best: Hardware stores, municipal public works yards, community centers, and parks have all worked well for event locations in the past.

#### Benefits of Partnering with PaintCare

- ◆ Conserve resources and keep paint out of the solid waste stream and prevent improper disposal
- ◆ Make recycling of leftover paint more convenient for your customers and your community
- ◆ Promote your location as environmentally friendly

#### PaintCare Partners Receive

- ◆ Listing of your site as an event location on our website
- ◆ Promotional outreach materials
- ◆ Free paint transportation and processing services
- ◆ Publicity of event in local ads (optional)



## PaintCare Partner Responsibilities

- ◆ Provide area for PaintCare to host the paint collection event, including a paved surface, clear of obstructions
- ◆ Help PaintCare and hauler determine if there are any insurance or permitting requirements to use the site
- ◆ Ensure staff are informed about the upcoming PaintCare event and provide flyers to community members
- ◆ Communicate with PaintCare on the day of the event

## PaintCare Responsibilities

- ◆ Hire and contract with a hazardous waste hauler to collect the program products on the day of the event
- ◆ Serve as the point of contact on the day of the event and make sure the site and hauler are in communication or address any issues as they arise
- ◆ Communicate with the participants and help explain details of PaintCare program and fee structure
- ◆ Work with site to advertise the event in the best local advertising channels
- ◆ Provide site with outreach materials including informational flyers before the event

## Paint is a Resource

An important goal of PaintCare is to conserve resources and increase the amount of paint that is recycled. Not all rural communities have access to drop-off sites for their paints and stains. Residents and businesses are often told to let water-based paint dry out and then dispose of the dry paint in the trash. Through the PaintCare program, all paint, including latex paint, will be recycled to the maximum extent possible.

## Contact

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## WHAT PRODUCTS ARE COVERED?

The products accepted at PaintCare drop-off sites and events are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in containers of 5 gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

## PaintCare Products

- ◆ 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
- ◆ Shellacs, 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

- ◆ Paint thinners, mineral spirits, solvents
- ◆ Aerosol paints (spray cans)
- ◆ Auto and marine paints
- ◆ Art and craft paints
- ◆ Caulking compounds, 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