



# Maine Paint Stewardship Program

## 2022 Annual Report

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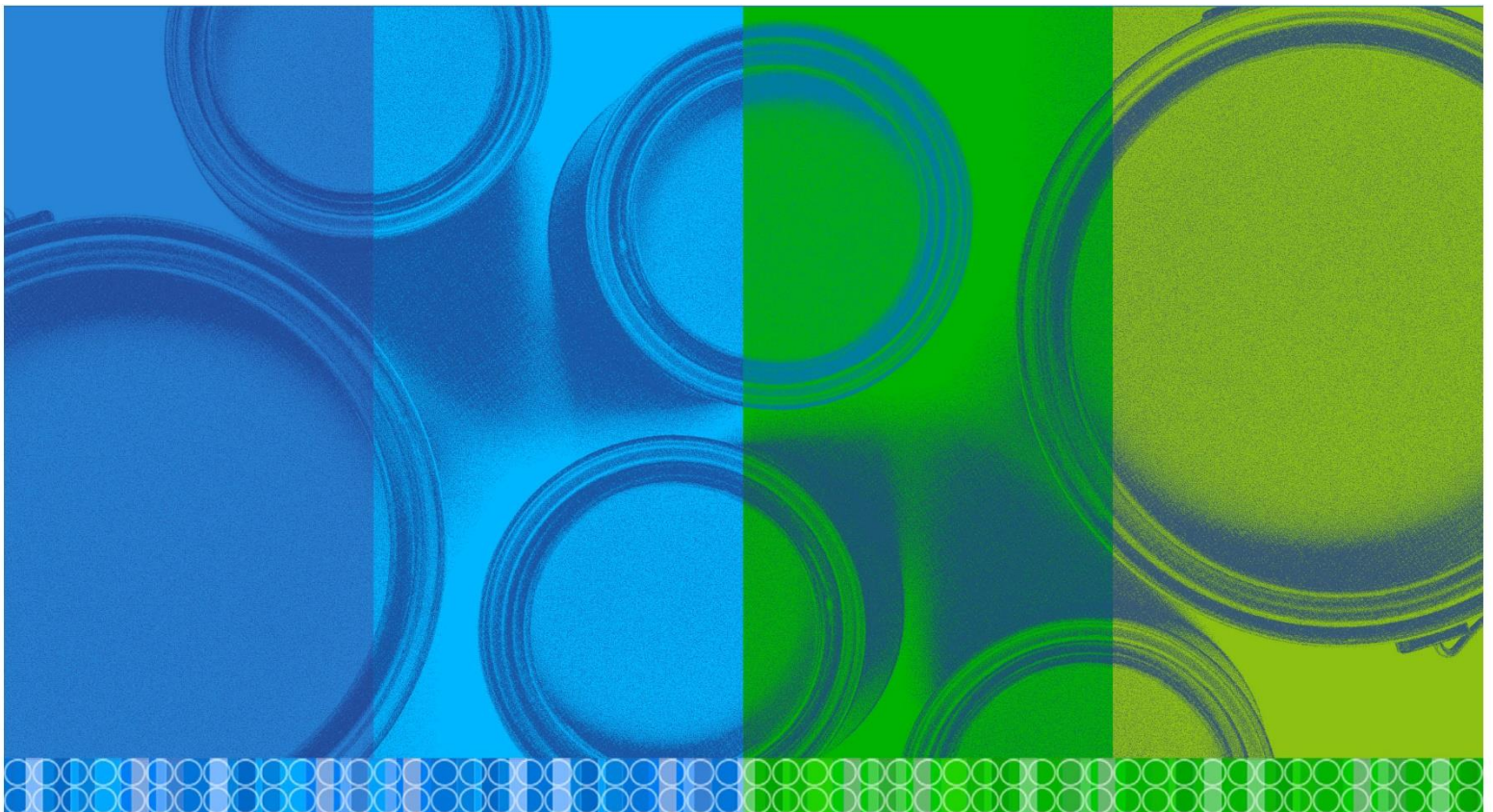
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## Executive Summary

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### MAINE PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization for the Maine Paint Stewardship Program codified in Maine Revised Statutes, Title 38, Chapter 24, Subchapter 3, Section 2144. The Maine program began in October 2015.

The broad goals of the program are for paint manufacturers to implement and manage the finances of a statewide paint stewardship program to reduce the generation of postconsumer paint, promote using up leftover paint, and facilitate the recycling and proper disposal of unwanted postconsumer paint. The program aims to increase opportunities to properly manage leftover paint, offer cost-saving opportunities to local governments, and manage the paint collected in an environmentally and economically sound manner. Throughout this report, PaintCare includes metrics to help compare program operations during the reporting year to prior years, and when needed, to identify steps that may be taken to improve program performance.

### PROGRAM HIGHLIGHTS

**Drop-Off Sites.** The program had 129 year-round paint drop-off sites at the end of the year. Of the 129 year-round sites, 82 were paint retailers, representing 35% of likely paint retail participants. The remaining sites included 45 transfer stations, one reuse store, and one environmental services company.

The program also managed paint from supplemental drop-off sites that included two seasonal household hazardous waste (HHW) facilities, 36 HHW events, and one recycling center that accepted paint for part of the year.

During the year, 95.9% of Maine residents lived within 15 miles of a drop-off site.

**Services.** The program provided 19 direct large volume pickups (LVP) from businesses and others that had accumulated more than 100 gallons of paint at their locations.

**Paint Collection Volume.** The program collected 122,131 gallons of postconsumer paint.

**Paint Processing.** Latex paint was 76% of the paint processed: 82% was made into recycled-content paint, and 18% that was dry paint was landfilled. Oil-based paint was 24% of the paint processed: 100% was processed for energy recovery. None of the oil-based paint was processed by paint-to-paint recycling due to barriers in the logistics of exporting to the recycler.

**Revenue and Expenses.** The program was financed through a fee on new paint sales: 35 cents on small and quart containers; 75 cents on medium containers; and \$1.60 on large containers. Approximately 2.1 million gallons of architectural paints were sold in the state and the program collected \$1,360,185 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$1,422,413. The program ended the year with net assets of \$616,528. The total program cost per gallon of paint collected was \$11.65.

**Paint Recovery Rate.** The recovery rate—the volume of postconsumer paint collected divided by the volume of new paint sales in the same period—was 5.8%.

**Communications.** Public outreach activities included the distribution of point-of-sale print materials, fact sheets, and signage, as well as messaging delivered via social media.

## **PROGRAM PLAN AND ANNUAL REPORT**

The state's paint stewardship law required the approval of a program plan prior to the start of the program. Program plans and annual reports are available on PaintCare's website.

# Section 1. Paint Collection and Transportation

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## Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

*(1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State.*

### A. DROP-OFF SITES AND SERVICES

The overall goal of the program is to increase recycling opportunities for households, businesses, and others with leftover paint. All suitable locations were invited to participate as paint drop-off sites, provided they meet the program’s operational requirements. PaintCare partners with paint retailers, hardware stores, lumber centers, material reuse stores, household hazardous waste programs, solid waste facilities (e.g., transfer stations, recycling centers, landfills), and other site types to serve as paint drop-off sites.

The program’s drop-off sites and services are summarized in the following tables. PaintCare considers a site (including events) as year-round if it was open at least one day per month in the reporting year or if it is a new site and the site plans to be open at least one day per month going forward.

Sites that are open less frequently are considered supplemental sites. Sites that stopped participating in the program during the year are listed as “partial year.” All sites are listed in the appendix.

#### YEAR-ROUND DROP-OFF SITES

Site Type	2020	2021	2022
Environmental Services Company	1	1	1
Paint Retailer	77	79	82
Recycling Center	1	1	0
Reuse Store	1	1	1
Transfer Station	42	44	45
Total Sites	122	126	129

## SUPPLEMENTAL DROP-OFF SITES

Site Type	2020	2021	2022
Household Hazardous Waste Event Site/Number of Events	36/36	36/38	34/36
Household Hazardous Waste Facility (Seasonal)	2	2	2
Recycling Center (Partial Year)	0	0	1
<b>Total Sites</b>	<b>38</b>	<b>38</b>	<b>37</b>

## SERVICES

Site/Service Type	2020	2021	2022
Direct Large Volume Pickup Site/Number of Pickups	9/9	9/9	19/19

The program’s drop-off sites and services are described below.

**Household Hazardous Waste Programs.** PaintCare partners with household hazardous waste programs—either directly or indirectly—to cover the costs of their paint collection bins, transportation, processing and in some cases additional on-site paint management activities. HHW programs are typically good program partners because they have an existing customer base and provide an “all-in-one” HHW drop-off opportunity.

PaintCare continued to partner with Maine’s two seasonal HHW facilities and event operators by paying costs for paint collection bins and paint transportation and processing.

**Paint Retailers.** At the end of the year, PaintCare identified 320 paint retailers—including paint, hardware, and home improvement stores—with 234 considered potential paint retail drop-off sites. This number may change from year to year as stores open and close. PaintCare does not consider a store to be a potential drop-off site if it belongs to a corporate chain and the corporate headquarters has indicated that—as a group—they are not interested in serving as drop-off sites at this time. These are primarily big box stores, but they have included some non-big box stores in the past.

Of the 234 potential retail drop-off sites, 82 (35%) were participating as drop-off sites at the end of the year. Retail participation as a drop-off site is voluntary, and sites are not compensated.

Three new retail drop-off sites joined the program.

**Reuse Stores.** A special group of retailers are material reuse stores. Even though only some of these stores sell paint, they are considered to be potential drop-off sites. Those who are drop-off sites may operate paint reuse programs by donating or selling good quality leftover paint back to the local community to use, rather

than sending it downstream through PaintCare for processing. PaintCare provided compensation for reuse services.

Seven material reuse stores—the Maine Building Materials Exchange and six Habitat for Humanity ReStores—were identified prior to program launch and invited to join the program. PaintCare has found in Maine, as in other PaintCare programs, that when reuse stores sell remanufactured/recycled-content paint, they often are not interested in becoming a PaintCare reuse site because it is more profitable and simpler to sell recycled-content paint, rather than putting used paint on their shelves as well. One reuse store participated in the program.

**Solid Waste Facilities.** PaintCare partners with solid waste facilities, including transfer stations, recycling centers, and landfills to be paint drop-off sites for their customers.

PaintCare continued to meet with interested councils of government and independent towns in the state to discuss the PaintCare program and benefits. The program added one more transfer station, for a total of 45 transfer stations, and one recycling center that was participating in the program closed.

**Environmental Services Company.** Environmental Projects Inc. participated in the program as a drop-off site. They allow anyone in the state with 50 gallons or more to drop paint off at their facility, by appointment, filling an important need for people who have more paint than a smaller site can handle, but not enough for the large volume pickup service.

**Large Volume Pickup Service.** PaintCare's large volume pickup service (LVP) provides a convenient option for painting contractors and other eligible program participants who have accumulated large volumes of paint. The minimum amount to receive a direct pickup is 100 gallons. Typically, users of the service have accumulated paint over many years due to the institutional, logistical, and financial barriers to disposal. PaintCare has removed these barriers by providing a free and convenient service. Common users of this service include contractors, builders, property managers, academic institutions, and homeowners, and are further described in the appendix.

## **B. CONVENIENCE CRITERIA**

PaintCare analyzed the convenience level offered by drop-off sites using ArcGIS, a mapping and analytics software, and U.S. Census Bureau 2020 population data. The Census Bureau previously used the terms Urban Cluster and Urbanized Area to identify densely populated centers of varying populations, and PaintCare previously used these definitions and their associated data for its density analysis. With the release of the 2020 Census, along with updating population counts and boundaries for densely populated areas, the Census Bureau also changed some terminology and definitions, including replacing the terms Urban Clusters and Urbanized Area with a new comprehensive term and definition, Urban Area. Urban Areas are densely populated areas with 5,000 or more residents. As a result, starting with the 2022 annual report, PaintCare is using Urban Areas data for density analysis.



Some sites (e.g., HHW facilities) have geographic limitations; they are only available to residents of their own city, county, or jurisdiction (i.e., residents of other jurisdictions are not allowed to use the site to drop off HHW/paint even if they live close by). For these sites, PaintCare tracks their service area restrictions and only counts the population for those residents who are (1) within a 15-mile radius, and (2) within the site’s service area.

**Distribution Criterion.** Provide 90% of the state’s residents access to a permanent (e.g., year-round)) drop-off site within 15 miles.

The program’s 129 year-round drop-off sites provided 95.1% of the state’s residents access to a drop-off site within 15 miles. When supplemental sites were included, coverage increased to 95.9%.

**Density Criterion.** Provide one additional drop-off site for every 30,000 residents of an Urban Area.

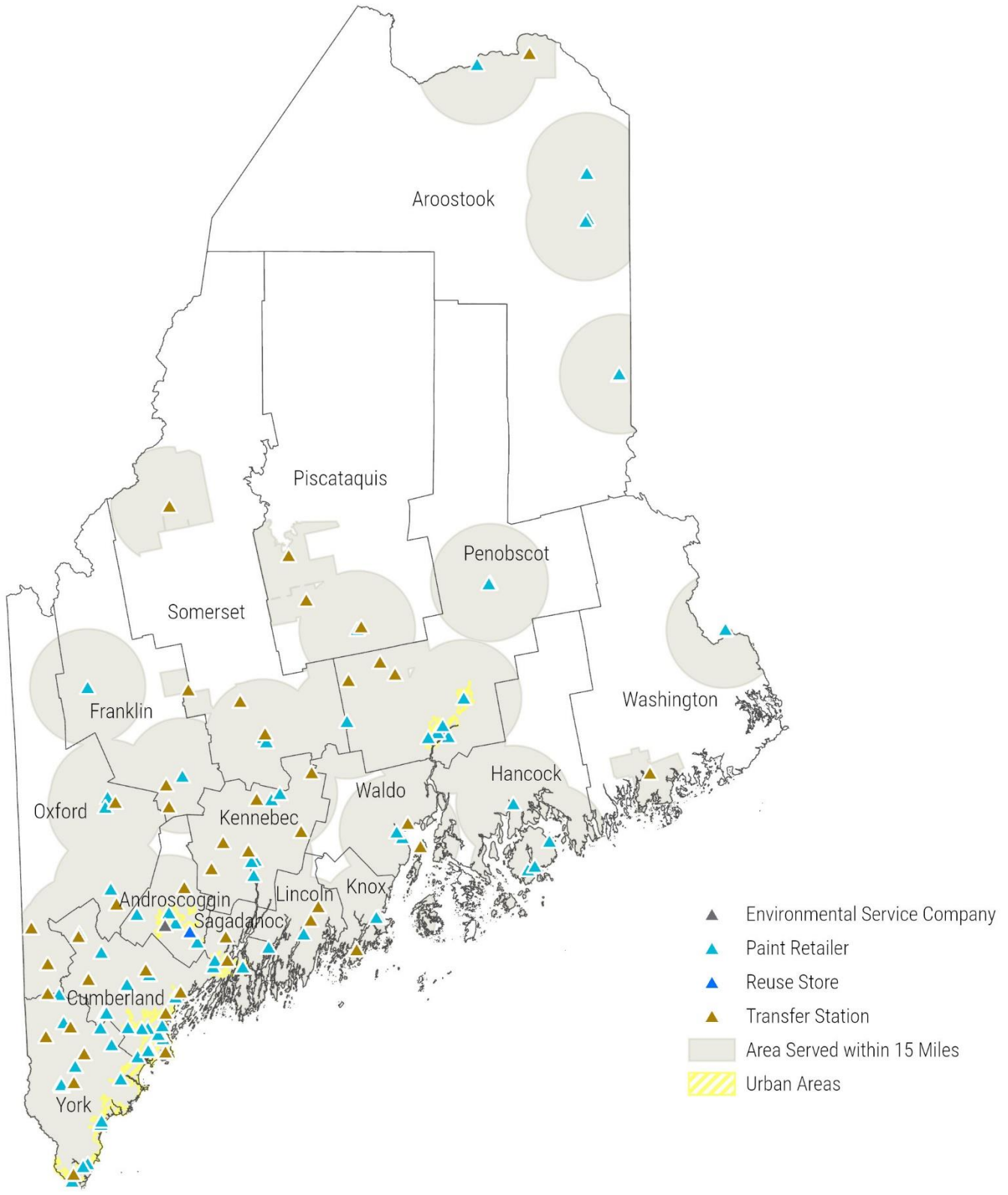
The following table shows the population centers in the state, the target number of sites the program should provide, and the level of service the program had at year-end.

TARGET NUMBER OF PAINT DROP-OFF SITES IN URBAN AREAS

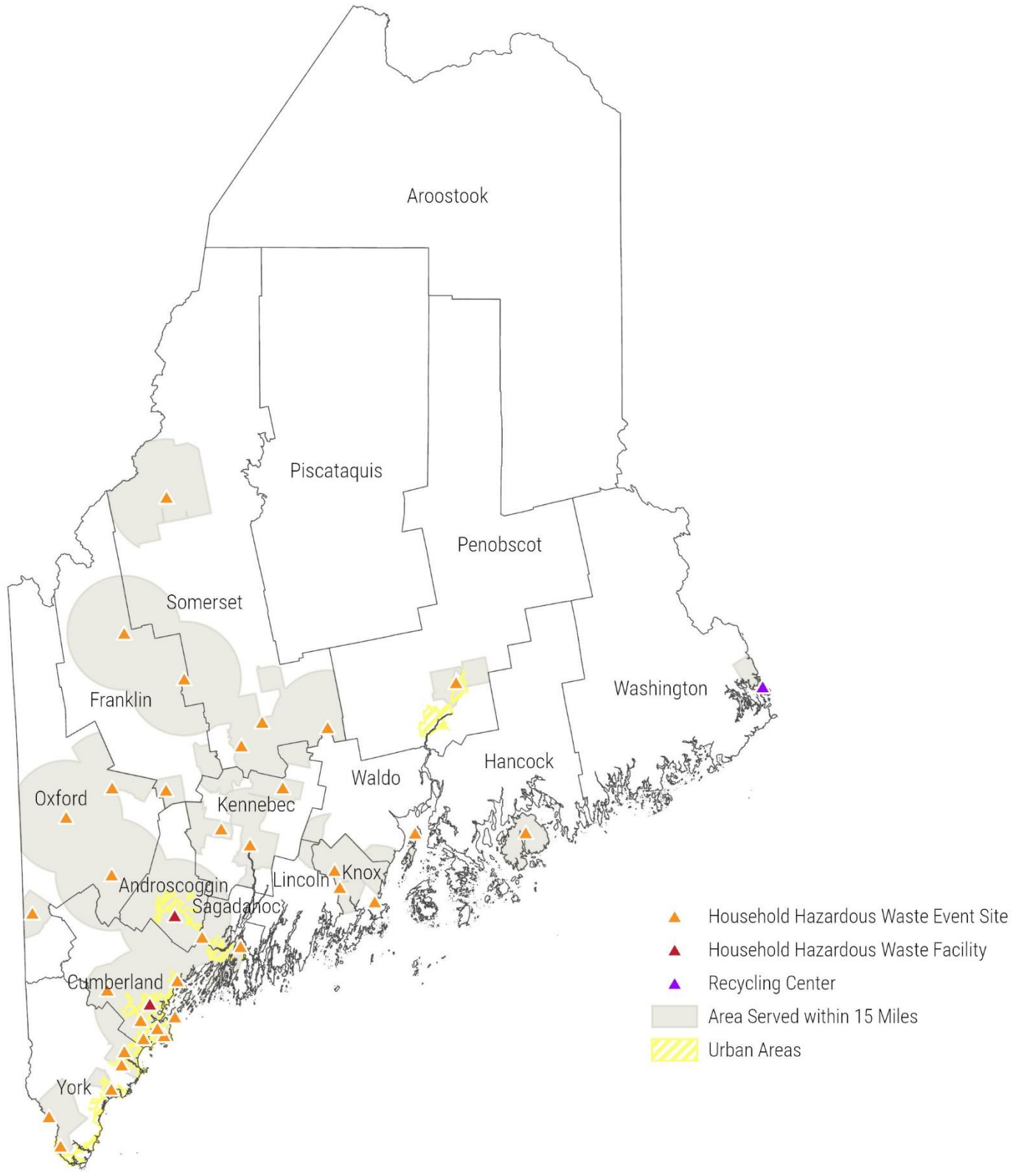
Census Bureau Urban Area	Population in Maine	Target Number of Sites	Number of Year-Round Sites	Number of Year-Round and Supplemental Sites
Portland	205,356	6	17	24
Bangor	61,539	2	5	6
Lewiston	60,743	2	5	5
Portsmouth, NH–ME	35,592	1	6	8
Brunswick	31,161	1	3	3

**Maps.** The following maps show the locations of the sites and services available during the year: (1) year-round sites; (2) supplemental sites; (3) year-round and supplemental sites; and (4) large volume pickup sites, which were not included when analyzing the distribution or density criteria.

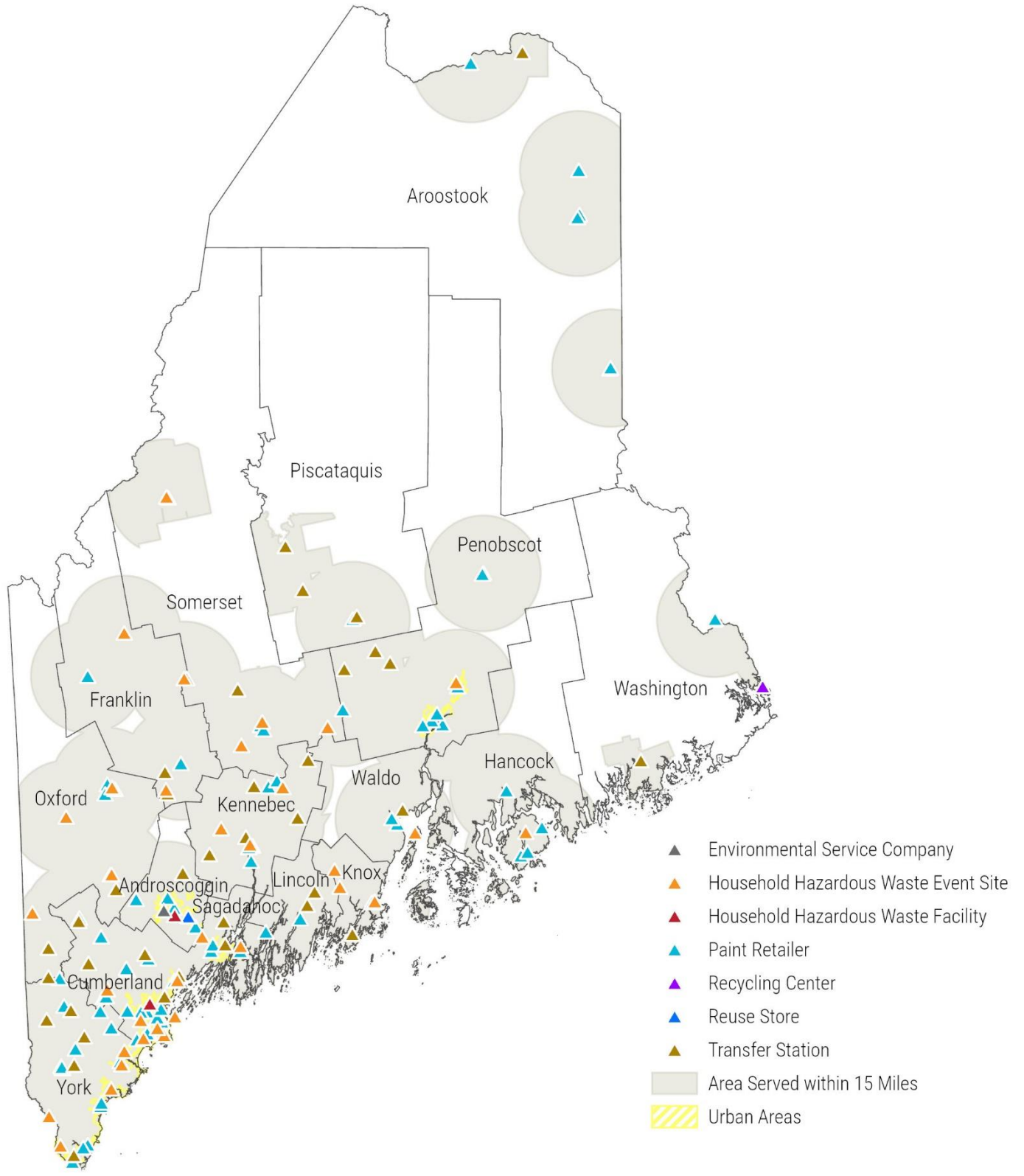
### YEAR-ROUND SITES



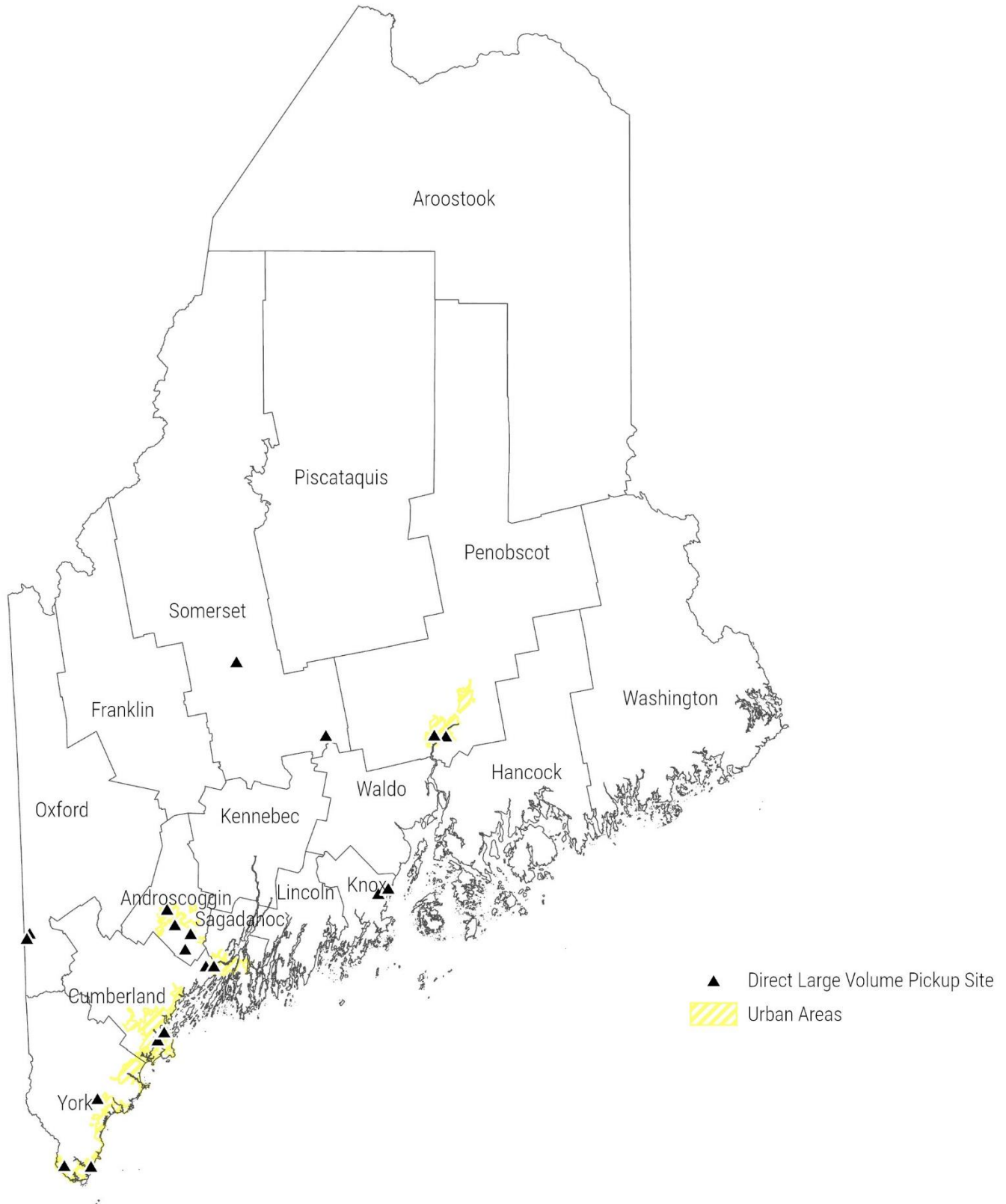
## SUPPLEMENTAL SITES



## YEAR-ROUND AND SUPPLEMENTAL SITES



## LARGE VOLUME PICKUP SITES



### C. PAINT COLLECTION PROCEDURES

The program has agreements with owners or operators of all drop-off sites, and other partners, that set forth collection procedures. PaintCare agreements require that sites meet all requirements of local, state, and federal law, regulations, and policies.

All new sites (other than LVPs) received a program procedures manual and all sites (other than HHWs and LVPs) also received an on-site, in-person training that covered topics in the manual including identification and screening of program products, paint storage, spill response, arranging to have paint picked up, and record keeping. A copy of the current site guidelines from the procedures manual for drop-off sites is included in the appendix.

Site personnel are required to visually inspect, but not open, containers of paint to confirm that they are acceptable program products and then place them in spill proof collection bins provided by the program. Unlabeled and leaking containers are not accepted at retail or other non-HHW sites; however, trained staff at HHW facilities and events can accept and prepare them for management under their program to the extent permissible under applicable law.

PaintCare staff visit most drop-off sites on a regular basis to check on their operations and to provide additional training and consumer outreach materials as needed.

### D. PAINT TRANSPORTATION

PaintCare contracted with the following companies for transportation services. Individual sites are assigned to transporters based on costs and logistics.

#### TRANSPORTERS

Name	Site Types Served
Clean Harbors Environmental Services	Environmental Service Company, HHW Facility/Event, LVP, Paint Retailer, Reuse Store, Solid Waste Facility
Environmental Projects, Inc.	HHW Facility/Event

## Section 2. Paint Collection Volume and Processing Methods

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### Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

- (1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State.*
- (2) The volume of post-consumer paint collected in the State.*
- (3) The volume and type of post-consumer paint collected in the State by method of disposition, including reuse, recycling and other methods of processing.*
- (6) The total volume of post-consumer paint collected by the paint stewardship program and a breakdown of the volume collected at each collection site.*
- (7) Based on the paint stewardship assessment collected by the paint stewardship program, the total volume of architectural paint sold in the State during the preceding year.*
- (8) A list of all processors, including recyclers and disposers, used to manage post-consumer paint collected by the paint stewardship program in the preceding year up to the paint's final disposition, the volume each processor accepted and the disposition method used by each processor.*

### A. COLLECTION VOLUME AND RECOVERY RATE

The table below provides the gallons of paint collected, gallons of new paint sales, and the resulting recovery rate. The recovery rate is a ratio of the volume (number of gallons) of paint collected compared to the volume of paint sold in the program during the same time period.

GALLONS COLLECTED, SOLD, AND RECOVERY RATE

Description	2020	2021	2022
Paint Collected (gallons)	131,476	136,818	122,131
New Paint Sold (gallons)	2,434,693	2,210,951	2,104,750
Recovery Rate	5.4%	6.2%	5.8%

PaintCare typically receives reports of gross pounds of paint collected, along with the number of bins or other collection containers from its transporters or drop-off site partners. Gallons of paint collected are calculated by removing the estimated weight of collection bins and paint cans and converting the remaining weight to volume, typically using 10 pounds per gallon for the conversion.

An estimate of gallons collected at each site during the year is included in the appendix.

## B. PAINT PROCESSING METHODS AND VOLUME

The following tables provide the volumes and paint processing methods for latex and oil-based paint during the year. Descriptions of the processing methods follow the tables. Processed volume differs from collected volume because not all paint is processed in the same year that it is collected; the volumes reported as processed in one year may include some paint that was collected at the end of the previous year.

### LATEX PAINT PROCESSING METHODS

Method	2020 Gallons	2020 Percent	2021 Gallons	2021 Percent	2022 Gallons	2022 Percent
Paint-to-Paint Recycling	74,657	84	98,335	82	78,660	82
Energy Recovery	908	1	1,230	1	0	0
Disposal	13,436	15	19,656	16	16,883	18
Total	89,001	100	119,221	100	95,543	100

### OIL-BASED PAINT PROCESSING METHODS

Method	2020 Gallons	2020 Percent	2021 Gallons	2021 Percent	2022 Gallons	2022 Percent
Paint-to-Paint Recycling	2,435	7	2,912	8	0	0
Energy Recovery	29,391	89	34,878	92	30,241	100
Incineration	1,206	4	0	0	0	0
Total	33,032	100	37,790	100	30,241	100

## C. LATEX PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process latex paint:

**Paint-to-Paint Recycling.** Latex paint was sorted, blended, and sometimes re-tinted into recycled-content latex paint for local use or domestic or international sale.

**Energy Recovery.** Latex paint was processed for energy recovery at a waste-to-energy facility.

**Disposal.** Dry or solidified latex paint was sent to landfill for disposal.



## LATEX PAINT PROCESSORS

Processor	Location	Process	Gallons
GDB International	Monmouth Junction, NJ	Paint-to-Paint Recycling	78,660
Middlesex County Landfill	East Brunswick, NJ	Disposal	8,442
Modern Landfill	York, PA	Disposal	8,441

### D. OIL-BASED PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process oil-based paint:

**Paint-to-Paint Recycling.** Oil-based paint was sorted and blended into recycled-content oil-based paint for domestic or international sale.

**Energy Recovery.** Oil-based paint was processed for energy recovery at a waste-to-energy facility and/or cement kiln.

**Incineration.** Oil-based paint was incinerated.

## OIL-BASED PAINT PROCESSORS

Processor	Location	Process	Gallons
Buzzi-Unicem	Cape Girardeau, MO	Energy Recovery	5,359
Buzzi-Unicem	Greencastle, IN	Energy Recovery	23,961
ESSROC	Logansport, IN	Energy Recovery	706
Giant Resource Recovery	Harleyville, SC	Energy Recovery	84
Green America	Hannibal, MO	Energy Recovery	131

## E. PAINT COLLECTION VOLUME BY SITE TYPE OR SERVICE

The following table shows the relative volume of paint collected by site type or service.

### COLLECTION VOLUME BY SITE TYPE OR SERVICE

Site Type/Service	2020 Gallons	2020 Percent	2021 Gallons	2021 Percent	2022 Gallons	2022 Percent
Environmental Services Company	7,431	6	5,293	4	4,104	3
HHW Facility/Event	19,625	15	17,999	13	13,818	11
LVP	2,269	2	1,831	1	3,361	2
Paint Retailer	67,729	51	76,495	56	68,261	56
Transfer Station	34,422	26	35,200	26	32,587	27
Total	131,476	100	136,818	100	122,131	100

## F. CONTAINER RECYCLING

The following table shows the tons of metal and plastic paint containers recycled during the year.

The program recycled an estimated 113 tons of paint containers. All latex paint containers managed by the downstream processor, GDB, the metal cans in the portion of oil-based paint managed at Clean Harbor's Smithfield, KY facility, and all latex and oil-based paint containers managed by Loop were recycled.

### CONTAINER RECYCLING

	2020	2021	2022
Tons	99	132	113

## Section 3. Independent Audit and Financial Summary

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### Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

*(4) The total cost of implementing the paint stewardship program, as determined by an independent financial audit funded from the paint stewardship assessment. The report of total cost must include a breakdown of administrative, collection, transportation, disposition and communication costs.*

### A. INDEPENDENT FINANCIAL AUDIT

An independent financial audit of the national PaintCare program was conducted by Rogers & Company PLLC. This independent CPA firm conducted the audit in accordance with auditing standards generally accepted in the United States. Those standards require that the firm plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. The audit process includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In Rogers & Company's opinion, the financial statements of PaintCare present fairly, in all material respects, the financial position as of December 31, 2022, and the changes in its net assets and its cash flows for the year ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is available in the appendix.

### B. FINANCIAL SUMMARY AND DISCUSSION

#### B1. Revenue and Expense Categories

**Revenue.** Revenue is derived from fees on new paint sales.

**Expense Categories.** With the exception of General and Administrative Allocation, the following expense categories were state-specific costs related to the implementation of the Maine program:

**Paint Processing.** Processing costs were based on gross weights or by volume of full paint collection bins or drums from drop-off sites. Processing costs included the cost of sorting bins of comingled latex and oil-based paint from drop-off sites as well as the ultimate recycling or other processing methods.

**Paint Transportation.** Transportation costs were based on one or more of the following: the number of bins and drums picked up, number of stops, or mileage.

**Paint Collection Supplies and Support.** Collection supplies and support expenses included paint collection bins, spill kits, training materials, signs, and other related costs for drop-off sites, and LVPs.

**Communications.** Communications expenses included printing and distribution of brochures and other outreach materials, social media advertising, and the awareness survey.

**Personnel, Professional Services and Other.** Personnel, professional services and other included the direct costs of program staff, travel, legal fees, office supplies, and other logistical and professional support.

**State Agency Administrative Fees.** These fees, required by the paint stewardship law, were paid to the state for oversight of the program.

**General and Administrative.** General and administrative costs included administrative and corporate staff, back-office support (e.g., information technology, human resources, legal, accounting, and government affairs), insurance, data management systems, annual financial audit, software licenses, professional services for corporate or organization-wide matters, occupancy, general communications, and other supplies and services that support all Paintcare programs. These costs were shared across all PaintCare programs and allocated relative to population. Maine's share of the general and administrative allocation was 1.5%.

## B2. Financial Summary

The following table shows program revenue and expenses.

REVENUE AND EXPENSES						
Revenue	2020	Percent of Total	2021	Percent of Total	2022	Percent of Total
Small Containers	\$230,234	14	\$208,454	14	\$162,291	12
Medium Containers	1,172,336	72	1,076,744	70	981,742	72
Large Containers	225,904	14	242,854	16	216,152	16
Total Revenue	1,628,474		1,528,052		1,360,185	
<b>Expenses</b>						
Paint Processing	622,099	52	721,901	52	696,128	49
Paint Transportation	169,294	14	190,771	14	202,494	14
Paint Collection Supplies and Support	138,956	12	154,340	11	166,021	12
Communications	1,315	<1	32,175	2	41,932	3
Personnel, Professional Fees, Other	93,525	8	106,383	8	133,146	9
State Agency Administrative Fees	78,919	7	80,035	6	82,000	6
General and Administrative	99,284	8	104,870	8	100,692	7
Total Expenses	1,203,392		1,390,475		1,422,413	
Change in Net Assets	425,082		137,576		(62,228)	
Net Assets, Beginning of Year	116,099		541,181		678,757	
Net Assets, End of Year	541,181		678,757		616,529	
Reserve Level	45%		49%		43%	
Cost Per Gallon of Paint Collected	\$9.15		\$10.16		\$11.65	

Note: Values presented in this table are obtained from a financial worksheet that includes additional subcategories and cents. Due to rounding, Total Revenue and/or Total Expenses may differ by a few dollars in some years.

Notable changes between the last two program years include:

- Communications expenses increased because public outreach activities were expanded as the program’s financial status improved.
- Lower sales volume and price increases from haulers meant that the program expenses exceeded revenue.

### C. RESERVES

Reserves represent the net assets (investments and/or checking account balance) of the program. Reserves provide the program with a balance that is sufficient to pay its bills in times of either higher than expected paint collection (higher expenses), lower than expected paint sales (lower revenue), or a combination of the two.

PaintCare’s Reserves Policy sets a target reserve level as a percentage of annual expenses. The target is 100%. It also sets a range with minimum and maximum thresholds. The minimum threshold is 75% (nine months) of annual expenses and the maximum is 125% (15 months).

If reserves fall below the minimum threshold or rise beyond the maximum threshold, an evaluation of the program’s expenses and revenue will be performed to determine if changes are needed to program operations, communications, and/or the fee structure to bring the reserve balance within range.

### D. EVALUATION OF THE PROGRAM’S FUNDING MECHANISM

PaintCare fees placed on the sale of new paints are based on container sizes as follows:

#### PAINTCARE FEE SCHEDULE

Size	Container Size	Fee
Very Small	Half pint or smaller	\$0.00
Small	Larger than half pint up to smaller than 1 gallon	\$0.35
Medium	1–2 gallons	\$0.75
Large	Larger than 2 gallon up to 5 gallons	\$1.60

Manufacturers and/or their designated representatives reported sales and remitted fees to PaintCare directly.

Based on the program’s financial performance, an adjustment to the fee structure may become necessary as demonstrated in the three-year projections that follow.

## E. THREE-YEAR PROJECTIONS

Three-year projections are an important exercise that can help provide the program with financial guidance. Projections are used for planning purposes only and should not be construed as representing actual program revenue, expenses, or budgets.

**Revenue.** Revenue is projected to decrease slightly in 2023 with small increases in 2024 and 2025. Sales in prior years have fluctuated above and below this amount.

Changes to paint sales volumes would alter actual revenue available when compared to the forecast provided.

**Expenses.** Known increases in paint transportation and processing costs have been factored in, as well as other planned and predicted increases.

Changes to expenses, especially in paint collection volume and pricing, would alter actual expenses when compared to the forecast provided.

### THREE-YEAR PROJECTIONS

	Actual	Projections		
Revenue	2022	2023	2024	2025
Small Containers	\$162,291	\$155,760	\$157,603	\$160,089
Medium Containers	981,742	936,539	947,777	962,939
Large Containers	216,152	207,176	209,669	213,032
Total Revenue	1,360,185	1,299,474	1,315,048	1,336,060
<b>Expenses</b>				
Paint Processing	696,128	740,000	762,200	785,100
Paint Transportation	202,494	217,000	223,500	230,200
Paint Collection Supplies and Support	166,021	174,000	179,200	184,600
Communications	41,932	50,000	10,000	10,000
Personnel, Professional Fees, Other	133,146	151,910	148,514	152,245
State Agency Administrative Fees	82,000	82,000	82,000	82,000
General and Administrative	100,692	126,694	129,228	131,812
Total Expenses	1,422,413	1,541,604	1,534,642	1,575,958
Change in Net Assets	(62,228)	(242,130)	(219,594)	(239,898)
Net Assets, Beginning of Year	678,757	616,529	374,399	154,805
Net Assets, End of Year	616,52993	374,399	154,805	(85,093)
Reserve Level	43%	24%	10%	-5%

Note: Values presented in this table are obtained from a financial worksheet that includes additional subcategories and cents. Due to rounding, Total Revenue and/or Total Expenses may differ by a few dollars in some years.



## Section 4. Communications

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### Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

*(5) A summary of outreach and educational activities undertaken and samples of educational materials provided to consumers of architectural paint.*

### A. OUTREACH ACTIVITIES

#### A1. Introduction

PaintCare’s outreach strategy includes a variety of activities targeted to retailers, painting contractors, municipal agencies, and the public through direct contact and advertising. Outreach efforts focused on encouraging the public to recycle their unwanted paint, and also included messages related to reducing paint waste by planning ahead for a paint purchase and using up leftover paint.

Beginning in FY2017, communications activities in Maine were scaled back due to the financial position of the program. Outreach efforts during the year continued to be modest in scope, but nonetheless included a variety of activities. Outreach was conducted by distributing brochures and other printed materials to retailers and others and targeted social media advertising was introduced due to modest improvement in the financial position. The main call-to-action of outreach materials and messaging directs readers to visit PaintCare’s website to find a drop-off site using PaintCare’s site locator search tool. Additional general advertising via radio, television, and digital advertising were not possible on the limited budget.

The relative amounts of spending dedicated to each of these outreach activities are summarized in the following table.

#### RELATIVE SPENDING ON OUTREACH ACTIVITIES

Activity	Percent
Print Materials Distribution	43
Social Media	40
PR Agency Support	11
Conferences & Memberships	4
Surveys	1
Translations	1
Total	100

## A2. Point of Sale Print Materials

PaintCare continued to distribute print materials to retailers for them to make available to consumers to educate them about the PaintCare program. Staff fulfilled requests for materials totaling 3,689 brochures, mini cards, fact sheets, posters, and other materials during the year. Additionally, 20,514 fact sheets, brochures, cards, and letters were enclosed in a statewide mailing in July to 264 paint retail and other sites to provide fresh materials for distribution to paint consumers. Program staff also delivered additional materials in person during site visits.

PaintCare provided counter mats to retailers for use in the paint department to reference when customers have questions. The counter mat is popular with retailers and more likely than the poster to be seen by customers while they wait for their paint to be mixed.

Larger versions of the materials shown below are included in the appendix and are available on the PaintCare website.



Brochure, Mini Card, Program Poster, Counter Mat, and Fact Sheets

In November, PaintCare sent letters and fact sheets to 60 paint retailers known to sell paint online. The letter provided a summary of PaintCare program information for retailers and a reminder that online paint sales are included under the paint stewardship law.

## A3. Fact Sheets

Several fact sheets are available on PaintCare's website for different target audiences, and printed versions are distributed upon request. Minor updates are made throughout the year. Current versions of the fact sheets on PaintCare's website include:

- How Does the Paint Stewardship Program Affect Paint Retailers?
- How to Become a Retail Drop-Off Site
- About PaintCare Fees

- Information for HHW Programs
- Information for Solid Waste Facilities Including Transfer Stations, Recycling Centers, and Landfills
- Reuse Programs – Compensation and Reporting
- Information about the Large Volume Pickup Service
- Information for Painting Contractors
- Information for Paint Purchasers

#### A4. Website

Most PaintCare advertising and outreach materials direct the public to PaintCare’s website for more information and to find a local PaintCare site. The website is easy to navigate and features content on buying the right amount of paint, storage and reuse tips, and recycling. It contains special pages for manufacturers, retailers, contractors, waste facilities, products covered by the program, and the Maine program. PaintCare’s website is updated throughout the year. The most frequently visited part of the website is the PaintCare site locator.

There were 12,625 page views of the Maine web page during the year.

PaintCare provides a web page of links to paint calculators from various sources, at [www.paintcare.org/paint-calculators](http://www.paintcare.org/paint-calculators). These calculators can be used by households and businesses to help them buy the right amount of paint.

PaintCare maintains a list of locations by state where the public can find recycled-content paint at [www.paintcare.org/recycled-paint-stores](http://www.paintcare.org/recycled-paint-stores).

PaintCare’s website also provides a series of video tips about storing paint properly to increase recyclability. The videos are used in social media posts and on PaintCare’s website at [www.paintcare.org/store-right](http://www.paintcare.org/store-right).



Examples of Storage Tip Video Showing Use of a Paint Can Key to Avoid Damaging Can

## A5. Translations

PaintCare translates program brochures and fact sheets into languages other than English upon requests from paint retailers and other stakeholders. PaintCare has translated its program brochure into Amharic, Arabic, Armenian, Bengali, Chinese, Farsi, French, Haitian Creole, Hawaiian, Hindi, Hmong, Italian, Japanese, Khmer, Korean, Lao, Polish, Portuguese, Russian, Somali, Spanish, Tagalog, Thai, Turkish, Ukrainian, Vietnamese, and Yiddish. Two widely used fact sheets that provide information about the LVP service and guidance for painting contractors are also available in the 27 languages listed above. PaintCare maintains a Spanish language translation button on its website, making the site fully bilingual. Additionally, live interpretation in Spanish and other languages is available on PaintCare’s telephone hotline by request. PaintCare provides a webpage with information on how to access translations and hotline interpretation, found at [www.paintcare.org/language-assistance/](http://www.paintcare.org/language-assistance/).

## A6. Signs for Drop-Off Sites

PaintCare provides several signs to drop-off sites to help them educate the public about the program, screen program products, and address any concerns about illegal dumping. Drop-off sites may order the following signs: Program Products (English/Spanish), Program Partner, Combination (program partner with simplified products list), No Dumping, and Please Wait for Assistance.



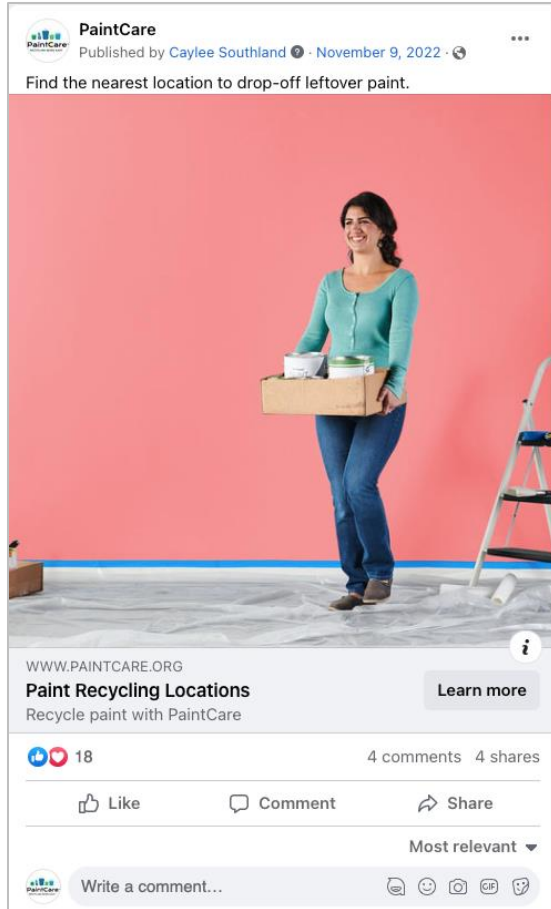
## A7. Social Media

Throughout the year PaintCare continued to grow its Facebook, Instagram, and Twitter presence and posted messaging to audiences on those platforms. Social media messages included promotion of PaintCare’s three key messages: buy the right amount of paint, use up leftover paint, and recycle the rest with PaintCare.



### Instagram Post Promoting Recycling Paint by Using the Large Volume Pickup Service

Monthly from April through August PaintCare ran social media ads on Facebook and Instagram with messages about buying the right amount of paint, using up leftovers, and recycling the rest at drop-off sites.



Facebook Ad Promoting Finding Nearby Paint Drop-Off Sites

#### A8. Joint Outreach

PaintCare offers creative and financial support for outreach campaigns conducted by HHWs and government run solid waste facilities that are PaintCare partners. There were no requests for Joint Outreach support this year.

#### A9. Face-to-Face

PaintCare staff attended the following face-to-face activity:

Date	Event	Activity
3/2-3/4	Painting Contractors Association Expo	Exhibitor, table/booth, provided program materials
3/15/22	AVCOG Virtual Transfer Station Operator Training	Participated in a virtual training for transfer station operators on Universal Wastes

4/5-4/7	American Coatings Show	Exhibitor, table/booth, provided program materials
4/12-4/13/22	Northeast Recycling Council Spring Conference	Exhibitor, table at regional meeting of solid waste professionals
5/9/22	Maine Resource Recovery Association Solid Waste Summit	Exhibitor, table at meeting of the MRRA
7/17-7/22	NAHMMA National Conference	Exhibitor, table/booth at national meeting of hazardous waste professionals
8/1-8/3	National Conference of State Legislators Summit	Exhibitor, table/booth, provided program materials
11/2-11/3/22	Northeast Recycling Council Fall Conference	Exhibitor, table at regional meeting of solid waste professionals
11/9-11/10	National Recycling Coalition Virtual Conference	Exhibitor, provided program information
12/6-12/8/22	NE Lumber Association Show	Exhibitor, table at regional trade show for hardware and lumber retailers

## B. AWARENESS SURVEY

In October PaintCare ran its annual public awareness survey to measure the effectiveness of its outreach activities with the assistance of market research firm KB Insights. Two new questions were added to assess awareness of the large volume pickup service and drop-off opportunities among those who purchased in the last year. KB Insights analyzed all survey data to help PaintCare better understand trends and guide future outreach targeting. Updates were made to the analysis report to provide deeper comparison and analysis of awareness levels among different audiences. Data from all PaintCare programs were included in the analysis, providing comparison results between paint stewardship programs throughout the nation.

Following are some highlights from the survey results:

- 264 surveys were completed by Maine residents, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- Over half of state respondents (63%) purchased paint in the last year. Of those, 35% reported taking measurements in order to purchase the right amount of paint and 32% reported seeking help from paint retail staff to purchase the right amount.
- 80% of respondents said they were “extremely likely” or “likely” to drop off paint for recycling the next time they have leftover paint to dispose of.
- 45% of end-consumers who had purchased paint in the last year were aware that paint can be recycled, of available drop-off opportunities in the state, or both.

The full report for this year’s awareness survey for all PaintCare programs is included in the appendix.

## **Section 5. 2023 and Future**

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This section of the annual report describes activities or plans for the program that have happened since December 31, 2022, or are being planned:

### **A. COMMUNICATIONS**

PaintCare plans to continue promoting paint drop-off sites and events to Maine households and businesses.

### **B. SPECIAL PROJECTS**

In 2023, PaintCare began a three-to-five-year effort to visit non-drop-off sites in order to increase awareness of the program among retailers. Plans for the visits include providing updated outreach materials, checking site staff familiarity with the program, and observing whether the PaintCare fee is being applied to covered products. During these visits, staff will also invite retailers and other locations (recycling facilities, solid waste transfer stations) to participate in the program as drop-off sites.



## Appendix A

## MAINE PAINTCARE SITES IN 2022

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
<b>1. Year-Round Sites</b>				<b>104,952</b>
Alfred	Town of Alfred Transfer Station	79 Sanford Rd	Transfer Station	548
Auburn	Environmental Projects Inc - EPI	664 Washington St N	Environmental Services	4,104
Auburn	Sherwin-Williams	445 Center St	Retail	1,832
Augusta	Aubuchon Hardware	10 Bangor St	Retail	326
Augusta	Sherwin-Williams	68 Western Ave	Retail	3,055
Augusta	Hatch Hill Solid Waste Disposal Facility	112 Hatch Hill Rd	Transfer Station	891
Bangor	Color Concepts	840 Hammond St	Retail	922
Bangor	Sherwin-Williams	625 B Broadway	Retail	2,492
Bangor	JB Paint Co	2225 Odlin Rd	Retail	201
Bar Harbor	Paradis Ace Hardware	31 Holland Ave	Retail	438
Bath	Rockys Ace Hardware	55 Congress Ave	Retail	971
Belfast	Aubuchon Hardware	231 Northport Ave	Retail	377
Belfast	Sherwin-Williams	15A Starrett Dr	Retail	1,436
Belgrade	Belgrade Transfer Station	41 Transfer Station Rd	Transfer Station	370
Biddeford	Sherwin-Williams	420 Alfred St	Retail	2,067
Bowdoinham	Bowdoinham Recycling Center	121 Pond Rd	Transfer Station	179
Brewer	Aubuchon Hardware	484 Wilson St	Retail	808
Bridgton	Hayes True Value Hardware	204 Portland Rd	Retail	1,185
Bridgton	Bridgton Transfer Station	118 Sandy Creek Rd	Transfer Station	991
Brownfield	Brownfield Transfer Station	1076 Pequawket Trl	Transfer Station	246
Brunswick	Sherwin-Williams	179 Pleasant St	Retail	1,627
Buxton	Aubuchon Hardware	400 Narragansett Trl	Retail	932
Buxton	Plummers Buxton Hardware	241 Parker Farm Rd	Retail	357
Calais	Calais Ace Home Center	295 North St	Retail	314
Calais	Sherwin-Williams	305 North St	Retail	187
Calais	Johnsons True Value Hardware	188 North St	Retail	0
Cape Elizabeth	Cape Elizabeth Recycling Center	Dennison Dr	Transfer Station	1,107
Caribou	S W Collins Co	6 Washburn St	Retail	651
China	China Transfer Station	191 Alder Park Rd	Transfer Station	625
Clinton	Clinton Transfer Station	31 Old Leonard Woods Rd	Transfer Station	685
Columbia Falls	Pleasant River SWDS	1340 Route 1	Transfer Station	339

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Corinna	Mid Maine Solid Waste Assoc	63 Airport Rd	Transfer Station	487
Corinth	Central Penobscot Solid Waste Facility	117 Main St	Transfer Station	414
Cornish	Cornish Hardware	13 Maple St	Retail	159
Damariscotta	Sherwin-Williams	505 Main St	Retail	820
Dover Foxcroft	Dover True Value Hardware	69 E Main St	Retail	112
Dover Foxcroft	Dover Foxcroft Transfer Station	66 Landfill Rd	Transfer Station	672
Ellsworth	Sherwin-Williams	43 Downeast Hwy	Retail	1,190
Falmouth	Falmouth Transfer Station	101 Woods Rd	Transfer Station	2,222
Farmingdale	Goslines Hardware	563 Maine Ave	Retail	131
Farmington	Aubuchon Hardware	528 Wilton Rd	Retail	546
Fort Kent	S W Collins	35 W Main St	Retail	327
Frenchville	Valley Recycling Facility	72 Airport Ave	Transfer Station	470
Fryeburg	Fryeburg Transfer Station	2025 Lovell Rd	Transfer Station	838
Garland	Garland Transfer Station	586 Center Rd	Transfer Station	98
Gorham	Plummers Gorham Ace Hardware	57 Main St	Retail	830
Gray	Cooks Hardware	19 Portland Rd	Retail	111
Gray	Gray Transfer Station	13 Seagull Dr	Transfer Station	2,075
Greene	Greene Transfer Station	281 Quaker Ridge Rd	Transfer Station	238
Greenville	Greenville Transfer Station	7 Minden St	Transfer Station	489
Hiram	Tri Town Transfer Station	208 S Hiram Rd	Transfer Station	369
Houlton	S W Collins	57 Bangor St	Retail	277
Houlton	Sherwin-Williams	2 Smyrna St	Retail	588
Islesboro	Islesboro Transfer Station	1299 Meadow Rd	Transfer Station	263
Jackman	Jackman Transfer Station	31 Hastings Rd	Transfer Station	0
Jay	Jay Transfer Station	672 Main St	Transfer Station	403
Kingfield	Kingfield Transfer Station	304 Lexington Rd	Transfer Station	642
Kittery	Kittery Ace Hardware	6 Shapleigh Rd	Retail	889
Kittery	Kittery Transfer Station	1 Mac Kenzie Ln	Transfer Station	667
Lewiston	Sherwin-Williams	1168 Lisbon St	Retail	1,543
Limerick	Plummers Hardware	42 Central Ave	Retail	70
Limerick	Limerick Transfer Station	86 Doles Hill Rd	Transfer Station	346
Lincoln	Aubuchon Hardware	245 W Broadway	Retail	798
Lincoln	S W Collins Co	302 W Broadway	Retail	315
Lisbon	Maine Building Materials Exchange	102 Lisbon Rd	Reuse Store	501

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Lisbon Falls	Aubuchon Hardware	572 Lisbon St	Retail	641
Mechanic Falls	Depot Square Hardware	9 Depot Square	Retail	351
Mexico	Rumford Regional Transfer Station	388 River Rd	Transfer Station	952
Monson	Monson Transfer Station	80 Chapin Ave	Transfer Station	0
Naples	Aubuchon Hardware	499 Roosevelt Trl	Retail	853
Newfield	Newfield Transfer Station	320 Water St	Transfer Station	424
Newport	Aubuchon Hardware	83 Moosehead Trl	Retail	303
Nobleboro	Nobleboro Transfer Station	25 Transfer Ln	Transfer Station	1,516
Northeast Harbor	S R Tracy Inc	8 Summit Rd	Retail	223
Northeast Harbor	F T Brown	106 Main St	Retail	74
Norway	Aubuchon Hardware	138 Main St	Retail	577
Oakland	Oakland Transfer Station	343 Town Farm Rd	Transfer Station	1,033
Old Town	Aubuchon Hardware	486 Stillwater Ave	Retail	909
Oxford	Oxford Transfer Station	89 Smith St	Transfer Station	1,240
Portland	Maine Hardware	274 Saint John St	Retail	567
Portland	PPG Paints	973 Congress St	Retail	249
Portland	Eldredge Lumber & Hardware	145 Presumpscot St	Retail	738
Presque Isle	S W Collins	21 Rice St	Retail	694
Presque Isle	Rathbun Lumber	43 State St	Retail	57
Rangeley	Rangeley Lakes Builders Supply	2742 Main St	Retail	610
Readfield	Readfield Transfer Station	14 Recycle Rd	Transfer Station	535
Rockland	Sherwin-Williams	96 Park St	Retail	805
Rockland	E L Spear Inc Lumber and Hardware	10 Payne Ave	Retail	1,002
Rumford	Aubuchon Hardware	65 Falmouth St	Retail	192
Rumford	Sherwin-Williams	1023 Route 2	Retail	290
Scarborough	Dunstan Ace Hardware	636 US Hwy 1	Retail	1,057
Scarborough	Sherwin-Williams	166 US Route 1	Retail	1,504
Scarborough	Oak Hill Ace Hardware	29 Gorham Rd	Retail	1,247
Searsport	Searsport Transfer Station	Dump Rd	Transfer Station	356
Sebago	Sebago Transfer Station	141 Long Hill Rd	Transfer Station	493
Skowhegan	Sherwin-Williams	257 Madison Ave	Retail	335
Skowhegan	Quinn True Value Hardware	125 Waterville Rd	Retail	55
Skowhegan	Skowhegan Transfer Station	29 Transfer Station Dr	Transfer Station	342
Solon	Solon Transfer Station (New Dec 2022)	1483 River Road	Transfer Station	0

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
South Portland	Maine Paint	153 Ocean St	Retail	3,435
South Portland	Sherwin-Williams	180 Waterman Dr	Retail	1,312
Southwest Harbor	Southwest Trustworthy Hardware	345 Main St	Retail	456
Springvale	Aubuchon Hardware (Closed Sep 2022)	640 Main St	Retail	463
Springvale	Springvale Hardware	489 Main St	Retail	799
Springvale	Sherwin-Williams	544 Main St	Retail	1,219
Standish	Steep Falls Building Supply	190 Ossipee Trl W	Retail	466
Standish	Standish Hardware	5 Oak Hill Rd	Retail	229
Tenants Harbor	St George Transfer Station	176 Wallston Rd	Transfer Station	625
Topsham	Topsham Transfer Station	97 Townsend Way	Transfer Station	1,214
Topsham	Sherwin-Williams	86 Topsham Fair Rd	Retail	902
Waldoboro	Waldoboro Transfer Station	885 N Nobleboro Rd	Transfer Station	649
Waterboro	Plummers Waterboro Hardware	1009 Main St	Retail	122
Waterboro	Waterboro Transfer Station	132 Bennett Hill Rd	Transfer Station	2,213
Waterville	Aubuchon Hardware	485 Kennedy Memorial Dr	Retail	529
Waterville	Sherwin-Williams	343 Main St	Retail	454
Wells	Aubuchon Hardware	1165 Post Rd	Retail	927
Wells	Sherwin-Williams	1521 Post Rd	Retail	1,455
Westbrook	Sherwin-Williams	100 Larrabee Rd	Retail	2,810
Westbrook	Sportsman's Hardware and Rental	30 Central St	Retail	161
Wilton	Wilton Transfer Station	158 Weld Rd	Transfer Station	121
Windham	Aubuchon Hardware	777 Roosevelt Trl	Retail	487
Windham	Sherwin-Williams	859 Roosevelt Trl	Retail	1,793
Winthrop	Marshall Hills Transfer Station	1199 US-202	Transfer Station	1,175
Wiscasset	Ames Supply True Value	447 Bath Rd	Retail	1,304
Yarmouth	Maine Paint	412 US Route 1	Retail	1,105
Yarmouth	Sherwin-Williams	438 Route 1	Retail	1,655
Yarmouth	Yarmouth Transfer Station	659 E Main St	Transfer Station	3,024
York	Eldredge Lumber & Hardware	627 US Route 1	Retail	2,661
York	Sherwin-Williams	317 US Route 1	Retail	801

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
<b>2. Supplemental Sites</b>				<b>13,818</b>
Augusta	Municipal Garage (KVCOG)	55 North St	HHW Event	187
Bar Harbor	Mount Desert Island High School (ADD )	1081 Eagle Lake Rd	HHW Event	356
Bath	Bath Public Works Dept (Town)	450 Oak Grove Ave	HHW Event	538
Bethel	Maine School District (AVCOG)	1 Parkway	HHW Event	257
Biddeford	Biddeford Public Works (City)	371 Hill St	HHW Event	886
Brunswick	Brunswick Landfill (Town)	49 Graham Rd	HHW Event	415
Cape Elizabeth	Cape Elizabeth Recycling Center (Town)	Dennison Dr (off Spurwink)	HHW Event	332
Eastport	Eastport Recycling Center (Closed Jan 2022)	Road 190 / Old Toll Bridge	Recycling Center	
Eliot	Eliot Transfer Station (Town)	468 Dow Hwy Route 236	HHW Event	116
Fryeburg	Fryeburg Transfer Station (AVCOG)	2025 Main St	HHW Event	40
Islesboro	Islesboro Transfer Station (Town)	1299 Meadow Road	HHW Event	43
Jackman	Jackman Transfer Station (KVCOG)	31 Hastings Rd	HHW Event	44
Jay	Jay Transfer Station (AVCOG)	7962-836 Main St	HHW Event	177
Kennebunk	Kennebunk Public Services Dept (Town)	36 Sea Rd	HHW Event	421
Kingfield	Kingfield Transfer Station (AVCOG)	304 Lexington Rd	HHW Event	95
Lewiston	Western Maine Environmental Depot - HHW Facility	424 River Rd	HHW Seasonal	752
Mexico	Mexico Transfer Station (AVCOG)	342 River Rd	HHW Event	103
Norridgewock	Crossroads Landfill (WM Event)	357 Mercer Rd	HHW Event	192
Norway	Norway Paris Transfer Station (AVCOG)	39 Brown St	HHW Event	143
Old Town	Old Town Transfer Station (Town)	246 Gilman Falls Ave	HHW Event	546
Pittsfield	Pittsfield Recycling Center (KVCOG)	601 Peltoma Ave	HHW Event	46
Portland	Riverside Recycling Facility - HHW Facility	910 Riverside St	HHW Seasonal	3,482
Portland	Peaks Island Garage (City)	10 Florida Ave	HHW Event	685
Readfield	Readfield Transfer Station (KVCOG)	14 Recycle Rd	HHW Event	276
Rockport	Mid Coast Solid Waste Corp (MidCoast )	90 Union St	HHW Event	301
Saco	Saco Public Works (City)	351 North St	HHW Event	395
Scarborough	Scarborough Public Works (Town)	20 Washington Ave	HHW Event	518
Skowhegan	Skowhegan Recycling and Transfer Station (KVCOG)	29 Transfer Station Dr	HHW Event	250

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
South Berwick	Berwick Transfer Station (Town)	534B Route 4	HHW Event	508
South Portland	South Portland Municipal Services Facility (City)	929 Highland Ave	HHW Event	614
Standish	Standish Public Works (Standish Event)	150 Moody Rd	HHW Event	225
Stratton	Eustis Transfer Station (AVCOG)	Rangley Rd	HHW Event	96
Union	Tri County Recycling Center (Tri County)	3368 Heald Hwy	HHW Event	86
Warren	Warren Recycling Center (Warren Event)	365 Old Augusta Rd	HHW Event	43
Westbrook	Casella Waste Systems (City)	594 County Rd	HHW Event	81
Winslow	Winslow Parks and Recreation (KVCOG)	135 Halifax St	HHW Event	564
Yarmouth	Yarmouth Fire Rescue (Town)	178 North Rd	HHW Event	

**MAINE PAINTCARE SITES IN 2022**

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
<b>3. Large Volume Pickup Sites</b>				<b>3,361</b>
Auburn	[City Government]		LVP	106
Bangor	[Furniture Warehouse]		LVP	146
Bingham	[School or University]		LVP	90
Brewer	[Construction]		LVP	263
Brunswick	[Painting Contractor]		LVP	137
Brunswick	[School or University]		LVP	192
Camden	[Hardware store]		LVP	133
Durham	[Painting Contractor]		LVP	169
Eliot	[Painting Contractor]		LVP	46
Fryeburg	[Property Manager/Owner]		LVP	177
Fryeburg	[Construction]		LVP	89
Kennebunk	[Painting Contractor]		LVP	239
Lewiston	[Painting Contractor]		LVP	208
Lisbon	[Painting Contractor]		LVP	225
Pittsfield	[Manufacturing]		LVP	668
Portland	[Hotel/hospitality]		LVP	43
Rockport	[Construction]		LVP	148
South Portland	[Property Manager/Owner]		LVP	155
York	[Hospital]		LVP	128
<b>Total for All Sites in 2022</b>				<b>122,131</b>



## Appendix B

**PaintCare Inc.**

Financial Statements  
and Independent Auditor's Report

December 31, 2022 and 2021

**PaintCare Inc.**

Financial Statements  
December 31, 2022 and 2021

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## **INDEPENDENT AUDITOR’S REPORT**

To the Board of Directors of  
PaintCare Inc.

### ***Opinion***

We have audited the accompanying financial statements of PaintCare Inc. (“PaintCare”), which comprise the statements of financial position as of December 31, 2022 and 2021; the related statements of activities, functional expenses, and cash flows for the years then ended; and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of December 31, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### ***Basis for Opinion***

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor’s Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of PaintCare and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

***Responsibilities of Management for the Financial Statements (continued)***

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about PaintCare's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of PaintCare's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about PaintCare's ability to continue as a going concern for a reasonable period of time.

*Auditor's Responsibilities for the Audit of the Financial Statements (continued)*

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

*Supplementary Information*

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information included on pages 19-20 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

A handwritten signature in black ink that reads "Rogers + Company PLLC". The signature is written in a cursive, slightly stylized font.

Vienna, Virginia  
March 27, 2023

## PaintCare Inc.

### Statements of Financial Position December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
<b>Assets</b>		
Current assets:		
Cash and cash equivalents	\$ 37,696,942	\$ 36,963,562
Accounts receivable, net	6,233,448	4,896,293
Investments	55,517,141	62,580,051
Prepaid expenses	<u>1,357,829</u>	<u>219,541</u>
Total current assets	100,805,360	104,659,447
Intangible assets, net	<u>146,397</u>	<u>224,852</u>
Total assets	<u>\$ 100,951,757</u>	<u>\$ 104,884,299</u>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Current liabilities:		
Accounts payable and accrued expenses	\$ 9,621,789	\$ 8,342,451
Due to affiliate	6,661,163	7,098,980
Grants payable	<u>-</u>	<u>100,101</u>
Total liabilities	<u>16,282,952</u>	<u>15,541,532</u>
<b>Net Assets</b>		
Without donor restrictions	<u>84,668,805</u>	<u>89,342,767</u>
Total net assets	<u>84,668,805</u>	<u>89,342,767</u>
Total liabilities and net assets	<u>\$ 100,951,757</u>	<u>\$ 104,884,299</u>

See accompanying notes.

**PaintCare Inc.**

Statements of Activities  
For the Years Ended December 31, 2022 and 2021

	2022	2021
<b>Operating Revenue and Support</b>		
Paint recovery fees	\$ 78,051,449	\$ 72,051,580
Total operating revenue and support	<u>78,051,449</u>	<u>72,051,580</u>
<b>Expenses</b>		
Program and delivery services:		
Oregon	4,571,582	5,024,398
California	32,227,769	32,604,671
Connecticut	3,466,111	3,345,656
Rhode Island	918,970	1,023,818
Minnesota	5,304,423	5,568,865
Vermont	804,083	743,644
Maine	1,321,721	1,285,606
Colorado	7,002,971	6,403,821
District of Columbia	501,498	473,101
Washington	7,154,880	4,408,803
New York	5,698,353	276,923
Total program and delivery services	<u>68,972,361</u>	<u>61,159,306</u>
General and administrative	<u>6,690,140</u>	<u>5,393,837</u>
Total expenses	<u>75,662,501</u>	<u>66,553,143</u>
<b>Change in Net Assets from Operations</b>	2,388,948	5,498,437
<b>Non-Operating Activity</b>		
Investment return, net	<u>(7,062,910)</u>	<u>3,242,541</u>
Total non-operating activity	<u>(7,062,910)</u>	<u>3,242,541</u>
<b>Change in Net Assets</b>	(4,673,962)	8,740,978
<b>Net Assets, beginning of year</b>	<u>89,342,767</u>	<u>80,601,789</u>
<b>Net Assets, end of year</b>	<u>\$ 84,668,805</u>	<u>\$ 89,342,767</u>

See accompanying notes.



**PaintCare Inc.**

Statement of Functional Expenses  
For the Year Ended December 31, 2022

	Program and Delivery Services											General and Administrative	Total	
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York			
<b>Expenses</b>														
Salaries and related benefits	\$ 106,723	\$ 1,053,694	\$ 104,051	\$ 30,995	\$ 221,670	\$ 44,446	\$ 94,184	\$ 316,161	\$ 26,229	\$ 332,291	\$ 557,993	\$ 2,107,646	\$ 4,996,083	
Collection support	52,293	3,788,395	452,291	146,673	445,235	109,303	166,021	575,247	37,614	484,942	960,041	8,086	7,226,141	
Transportation and processing	4,133,896	22,358,002	2,566,540	535,805	4,033,345	619,635	898,622	5,097,024	272,049	5,377,658	3,497,290	-	49,389,866	
Communications	205,029	4,517,754	292,464	173,586	489,373	17,048	41,932	827,229	116,127	813,698	384,619	135,905	8,014,764	
Legal fees	3,046	11,243	2,688	-	8,535	-	-	2,861	3,267	204	7,306	266,125	305,275	
State agency administrative fees	40,000	255,007	21,000	-	25,053	15,000	82,000	120,000	28,446	24,934	-	-	611,440	
Professional fees	973	71,650	18,278	26,125	54,151	(6,215)	19,442	16,286	2,141	17,746	34,841	130,191	385,609	
Office and supplies	6,308	13,261	532	53	1,534	317	354	2,856	142	8,237	5,225	9,446	48,265	
Subscriptions and publications	353	4,476	-	-	593	-	89	-	-	663	140	77,673	83,987	
Professional development	2,400	11,282	80	-	304	98	102	1,517	-	8,195	1,160	5,990	31,128	
Travel	19,309	134,857	7,529	5,061	15,450	4,451	13,096	41,576	14,573	45,487	88,752	195,120	585,261	
Meetings	123	8,148	144	13	340	-	45	2,214	270	1,192	2,797	83,665	98,951	
Bank fees	564	-	514	659	-	-	650	-	640	509	505	124,670	128,711	
Management fees	-	-	-	-	-	-	-	-	-	-	-	3,253,455	3,253,455	
Insurance	-	-	-	-	-	-	-	-	-	-	4,898	192,890	197,788	
Amortization	-	-	-	-	-	-	-	-	-	-	977	96,993	97,970	
Interest	-	-	-	-	-	-	-	-	-	35,046	134,104	-	169,150	
Other expenses	565	-	-	-	8,840	-	5,184	-	-	4,078	17,705	2,285	38,657	
<b>Total Expenses</b>	<b>\$ 4,571,582</b>	<b>\$ 32,227,769</b>	<b>\$ 3,466,111</b>	<b>\$ 918,970</b>	<b>\$ 5,304,423</b>	<b>\$ 804,083</b>	<b>\$ 1,321,721</b>	<b>\$ 7,002,971</b>	<b>\$ 501,498</b>	<b>\$ 7,154,880</b>	<b>\$ 5,698,353</b>	<b>\$ 6,690,140</b>	<b>\$ 75,662,501</b>	

See accompanying notes.

**PaintCare Inc.**

Statement of Functional Expenses  
For the Year Ended December 31, 2021

	Program and Delivery Services											General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York		
<b>Expenses</b>													
Salaries and related benefits	\$ 116,655	\$ 1,024,821	\$ 98,195	\$ 30,746	\$ 247,684	\$ 41,778	\$ 88,658	\$ 257,799	\$ 20,660	\$ 218,577	\$ 97,364	\$ 1,821,544	\$ 4,064,481
Collection support	73,523	3,382,046	496,113	159,445	376,479	77,773	154,340	565,391	42,510	714,369	-	-	6,041,989
Transportation and processing	4,724,976	23,257,761	2,350,669	592,179	4,522,049	580,973	912,673	4,646,488	240,433	3,205,769	-	-	45,033,970
Communications	44,445	4,491,661	338,788	214,175	320,554	13,731	32,175	754,596	137,446	142,277	67,685	113,419	6,670,952
Legal fees	-	-	-	-	13,189	-	-	-	-	-	161	26,202	39,552
State agency administrative fees	40,000	294,095	20,000	-	20,559	15,000	80,035	120,000	26,786	20,452	-	-	636,927
Professional fees	538	42,441	31,561	19,557	32,690	9,348	5,600	12,643	430	18,047	51,396	66,790	291,041
Office and supplies	6,589	11,085	507	107	2,047	215	325	2,616	63	8,115	791	23,721	56,181
Subscriptions and publications	651	3,868	145	43	719	60	217	4,880	-	1,760	110	81,974	94,427
Professional development	2,480	22,197	2,689	833	4,729	372	784	2,912	-	3,760	12,385	27,053	80,194
Travel	11,112	70,708	5,706	5,122	10,892	2,519	9,642	31,709	3,821	37,066	45,814	21,139	255,250
Meetings	171	3,988	66	-	-	-	-	1,228	-	311	707	1,890	8,361
Bank fees	1,174	-	1,003	1,174	-	-	1,157	-	97	1,124	-	119,158	124,887
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,755,595	2,755,595
Insurance	-	-	-	-	-	-	-	-	-	-	-	213,433	213,433
Amortization	-	-	-	-	-	-	-	-	-	-	-	77,177	77,177
Interest	-	-	-	-	-	-	-	-	-	35,188	-	-	35,188
Other expenses	2,084	-	214	437	17,274	1,875	-	3,559	855	1,988	510	44,742	73,538
<b>Total Expenses</b>	<b>\$ 5,024,398</b>	<b>\$ 32,604,671</b>	<b>\$ 3,345,656</b>	<b>\$ 1,023,818</b>	<b>\$ 5,568,865</b>	<b>\$ 743,644</b>	<b>\$ 1,285,606</b>	<b>\$ 6,403,821</b>	<b>\$ 473,101</b>	<b>\$ 4,408,803</b>	<b>\$ 276,923</b>	<b>\$ 5,393,837</b>	<b>\$ 66,553,143</b>

See accompanying notes.

**PaintCare Inc.**

Statements of Cash Flows  
For the Years Ended December 31, 2022 and 2021

	2022	2021
<b>Cash Flows from Operating Activities</b>		
Change in net assets	\$ (4,673,962)	\$ 8,740,978
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Amortization	97,970	77,177
Net realized and unrealized loss (gain) on investments	8,270,961	(2,209,604)
Change in allowance for doubtful accounts receivable	28,202	(2,193)
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(1,365,357)	(287,430)
Prepaid expenses	(1,138,288)	(157,605)
Increase (decrease) in:		
Accounts payable and accrued expenses	1,279,338	(963,490)
Due to affiliate	(437,817)	4,959,431
Grants payable	(100,101)	-
Net cash provided by operating activities	1,960,946	10,157,264
<b>Cash Flows from Investing Activities</b>		
Purchases of investments	(10,970,373)	(17,692,279)
Proceeds from sale of investments	9,762,322	16,659,341
Purchases of intangible assets	(19,515)	(72,423)
Net cash used in investing activities	(1,227,566)	(1,105,361)
<b>Net Increase in Cash and Cash Equivalents</b>	733,380	9,051,903
<b>Cash and Cash Equivalents, beginning of year</b>	36,963,562	27,911,659
<b>Cash and Cash Equivalents, end of year</b>	\$ 37,696,942	\$ 36,963,562

*See accompanying notes.*

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 1. Nature of Operations

PaintCare Inc. (“PaintCare”), a not-for-profit 501(c)(3) organization, was created in October 2009 by the American Coatings Association (ACA), who, working with state and local government stakeholders, passed the first ever paint product stewardship law in the United States in the state of Oregon in 2009. Similar legislation has subsequently been passed in other jurisdictions. The paint stewardship legislation guides an industry-led, end-of-life management program for post-consumer paint, which PaintCare operates. The PaintCare Board is made up of architectural paint manufacturers and participation in PaintCare is not limited to ACA members, but open to all architectural paint manufacturers. There are no dues or registration fees associated with PaintCare.

PaintCare organized single-member limited liability companies (LLC) for the Oregon, Connecticut, Rhode Island, Maine, District of Columbia, Washington, New York, and Colorado programs in an effort to shield the assets of each state program from liability stemming from acts and obligations of other PaintCare state programs.

### 2. Summary of Significant Accounting Policies

#### Basis of Accounting and Presentation

PaintCare’s financial statements are prepared on the accrual basis of accounting. Net assets without donor restrictions represent funds that are not subject to donor-imposed stipulations and are available for support of PaintCare’s operations. At December 31, 2022 and 2021, all net assets were without donor restrictions.

#### Cash Equivalents

For the purpose of the statements of cash flows, PaintCare considers as cash equivalents all highly liquid investments, which can be converted into known amounts of cash and have a maturity period of 90 days or less at the time of purchase.

#### Accounts Receivable

Accounts receivable are recorded at net realizable value and represent amounts due from post-consumer paint recovery fees. PaintCare provides an allowance for bad debts using the allowance method, which is based on management’s judgment considering historical information. Accounts are individually analyzed for collectability, and will be reserved based on individual evaluation and specific circumstances. When all collection efforts have been exhausted, the accounts are written off against the related allowance. At December 31, 2022 and 2021, an allowance of \$85,908 and \$57,706, respectively, was recognized.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 2. Summary of Significant Accounting Policies (continued)

#### Investments

Investments are stated at fair value, based on quoted market prices. All realized and unrealized gains and losses, net of investment management fees, are reported as a component of net investment return in the accompanying statements of activities.

#### Intangible Assets

PaintCare capitalizes certain costs associated with computer software developed or obtained for internal use in accordance with the provision of Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 350-40, *Internal Use Software*. PaintCare's policy provides for the capitalization of external direct costs of materials and services, and directly related payroll costs. Costs associated with preliminary project state activities, training, maintenance, and post implementation stage activities are expensed as incurred. Capitalized costs are amortized over the estimated useful life of five years on a straight-line basis.

#### Grants Payable

Grants payable represent amounts awarded to organizations for the Innovation Recycling Grant Competition. These funds were committed as of June 30, 2019 and were paid out over a period of three years on a reimbursement-only basis. Grants payable are included in the accompanying statements of financial position, totaling \$0 and \$100,101 at December 31, 2022 and 2021, respectively.

#### Revenue Recognition

PaintCare recognizes revenue from post-consumer paint recovery fees at the time architectural paint product is sold by a manufacturer participant of the paint product stewardship program. Manufacturer participants in the program pay the PaintCare recovery fee to PaintCare based on the amount of program products they sell on a monthly basis. The majority of PaintCare's revenue arrangements generally consist of a single performance obligation to transfer promised services. Revenue is recognized when PaintCare delivers the services. Based on PaintCare's evaluation process and review of its contracts with customers, the timing and amount of revenue previously recognized is consistent with how revenue is recognized under the new standard. No changes were required to previously reported revenues as a result of the adoption.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 2. Summary of Significant Accounting Policies (continued)

#### Revenue Recognition (continued)

Program participants report their monthly unit sales of paint through a secure, HTTPS online system using their unique user ID and password. The participant must pay a paint recovery fee per unit sold, based on container size, according to the established fee schedule for each state program. As the PaintCare recovery fee is added to the wholesale price of paint and passed through uniformly to the retail purchase price of paint—so that the manufacturer, distributor, and/or retailer is made whole—in some cases, distributors or retailers have elected to undertake the obligation of the manufacturer for these fees. Thus, PaintCare has allowed remitter agreements in the program, whereby a distributor or retailer reports and remits directly to PaintCare on behalf of a participant manufacturer's brand or brands. Reports and payments are due by the end of the month following the reporting period.

Revenue from all other sources is recognized when earned.

#### Functional Allocation of Expenses

The costs of program and supporting services activities have been summarized on a functional basis in the statements of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited. The expenses that are allocated include occupancy and amortization, which are allocated on a square footage basis, as well as salaries and wages, benefits, payroll taxes, professional services, office expenses, information technology, interest, insurance, and other, which are allocated on the basis of estimates of time and effort.

#### Communications Costs

PaintCare holds communication-related contracts for advertising, marketing, and consumer awareness. Communications costs are charged to operations when incurred. Communications expenses were \$8,014,764 and \$6,670,952 for the years ended December 31, 2022 and 2021, respectively.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 2. Summary of Significant Accounting Policies (continued)

#### Use of Estimates

The preparation of the financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

#### Measure of Operations

PaintCare includes in its measure of operations all revenues and expenses that are an integral part of its programs and supporting activities, and excludes net investment return.

#### Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through March 27, 2023, the date the financial statements were available to be issued.

### 3. Liquidity and Availability

PaintCare strives to maintain liquid financial assets sufficient to cover 90 days of general expenditures. Management periodically reviews PaintCare's liquid asset needs and adjusts the cash and cash equivalents balances as necessary.

Financial assets available for general expenditures, that is, without donor or other restrictions limiting their use, within one year of the statements of financial position date, comprise the following at December 31:

	<u>2022</u>	<u>2021</u>
Cash and cash equivalents	\$ 37,696,942	\$ 36,963,562
Accounts receivable, net	6,233,448	4,896,293
Investments, short term	<u>37,007,185</u>	<u>43,095,840</u>
Total available for general expenditures	<u>\$ 80,937,575</u>	<u>\$ 84,955,695</u>

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 4. Concentration of Credit Risk

Financial instruments that potentially subject PaintCare to significant concentrations of credit risk consist of cash and cash equivalents, and investments. PaintCare maintains cash deposit and transaction accounts, along with investments, with various financial institutions and these values, from time to time, may exceed insurable limits under the Federal Deposit Insurance Corporation (FDIC) and Securities Investor Protection Corporation (SIPC). PaintCare has not experienced any credit losses on its cash and cash equivalents, and investments to date as it relates to FDIC and SIPC insurance limits. Management periodically assesses the financial condition of these financial institutions and believes that the risk of any credit loss is minimal.

### 5. Accounts Receivable

Accounts receivable related to the following programs were due as follows at December 31:

	2022	2021
California	\$ 3,411,421	\$ 2,546,825
New York	1,192,427	-
Washington	391,647	529,207
Colorado	361,431	435,946
Oregon	286,199	377,308
Minnesota	283,555	595,720
Connecticut	197,968	232,476
Maine	71,206	80,140
Rhode Island	50,125	56,258
District of Columbia	34,664	49,110
Vermont	38,713	51,009
Total accounts receivable	6,319,356	4,953,999
Less: allowance for doubtful accounts	(85,908)	(57,706)
Accounts receivable, net	<u>\$ 6,233,448</u>	<u>\$ 4,896,293</u>



## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 6. Investments and Fair Value Measurements

Net investment return consisted of the following for the years ended December 31:

	<u>2022</u>	<u>2021</u>
Interest and dividend income	\$ 1,373,519	\$ 1,216,669
Net realized and unrealized (loss) gain	(8,270,961)	2,209,604
Investment management fees	<u>(165,468)</u>	<u>(183,732)</u>
Total investment return, net	<u>\$ (7,062,910)</u>	<u>\$ 3,242,541</u>

PaintCare invests a portion of its accumulated surplus in a portfolio with Merrill Lynch. The sole objective of the portfolio is to earn a return equal to the rate of inflation and thus preserve the purchasing power of its capital. Interest, dividends, changes in market value, and other investment activities are allocated to each state program based on the relative net asset balances of each state program. Oversight of the investments is provided by the PaintCare Budget and Finance Committee and by the PaintCare Board of Directors.

PaintCare follows FASB ASC 820, *Fair Value Measurements and Disclosures*, for its financial assets. This standard establishes a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. Fair value measurement standards require an entity to maximize the use of observable inputs (such as quoted prices in active markets) and minimize the use of unobservable inputs (such as appraisals or other valuation techniques) to determine fair value. The categorization of a financial instrument within the hierarchy is based upon the pricing transparency of the instrument and does not necessarily correspond to the entity's perceived risk of that instrument.

The inputs used in measuring fair value are categorized into three levels. Level 1 inputs consist of unadjusted quoted prices in active markets for identical assets and liabilities and have the highest priority. Level 2 is based upon observable inputs other than quoted market prices, and Level 3 is based on unobservable inputs. Transfers between levels in the fair value hierarchy are recognized at the end of the reporting period.

In general, and where applicable, PaintCare uses quoted prices in active markets for identical assets to determine fair value. This pricing methodology applies to Level 1 investments. Level 2 inputs include government securities, which are valued based on quoted prices in less active markets.

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2022 and 2021

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2022:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 675,453	\$ -	\$ -	\$ 675,453
Materials	719,099	-	-	719,099
Industrials	1,948,053	-	-	1,948,053
Consumer discretionary	1,613,504	-	-	1,613,504
Consumer staples	1,478,552	-	-	1,478,552
Health care	2,547,584	-	-	2,547,584
Financials	2,535,797	-	-	2,535,797
Information technology	3,131,480	-	-	3,131,480
Telecommunication				
service	993,792	-	-	993,792
Utilities	687,469	-	-	687,469
Real estate	492,479	-	-	492,479
Blend	140,845	-	-	140,845
Mutual funds:				
Exchange traded funds	6,360,310	-	-	6,360,310
Fixed income	11,455,611	-	-	11,455,611
Corporate bonds	5,145,921	-	-	5,145,921
Cash equivalents	1,253,085	-	-	1,253,085
Government securities:				
U.S. Treasury	-	11,033,637	-	11,033,637
U.S. Agency	-	3,304,470	-	3,304,470
Total investments	\$ 41,179,034	\$ 14,338,107	\$ -	\$ 55,517,141

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2022 and 2021

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2021:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 513,392	\$ -	\$ -	\$ 513,392
Materials	761,332	-	-	761,332
Industrials	2,072,705	-	-	2,072,705
Consumer discretionary	2,394,567	-	-	2,394,567
Consumer staples	1,357,142	-	-	1,357,142
Health care	2,472,775	-	-	2,472,775
Financials	2,469,937	-	-	2,469,937
Information technology	4,212,549	-	-	4,212,549
Telecommunication				
service	1,603,182	-	-	1,603,182
Utilities	646,460	-	-	646,460
Real estate	702,934	-	-	702,934
Blend	94,454	-	-	94,454
Mutual funds:				
Exchange traded funds	6,690,359	-	-	6,690,359
Fixed income	12,631,950	-	-	12,631,950
Corporate bonds	6,903,831	-	-	6,903,831
Cash equivalents	1,578,305	-	-	1,578,305
Government securities:				
U.S. Treasury	-	11,614,320	-	11,614,320
U.S. Agency	-	3,859,857	-	3,859,857
Total investments	\$ 47,105,874	\$ 15,474,177	\$ -	\$ 62,580,051

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2022 and 2021

### 7. Intangible Assets

Intangible assets consist of the following at December 31:

	<u>2022</u>	<u>2021</u>
Software	\$ 496,777	\$ 477,262
Less: accumulated amortization	<u>(350,380)</u>	<u>(252,410)</u>
Intangible assets, net	<u>\$ 146,397</u>	<u>\$ 224,852</u>

Amortization expense for each year of the estimated remaining lives is estimated to be as follows for the years ending December 31:

2023	\$ 97,970
2024	<u>48,427</u>
Future estimated amortization	<u>\$ 146,397</u>

### 8. Related Party Transactions

ACA, a related party, is a separate, 501(c)(6) nonprofit organization working to advance the needs of the paint and coatings industry and the professionals who work in it. Through advocacy of the industry and its positions on legislative, regulatory, and judicial issues at the federal, state, and local levels, it acts as an effective ally, ensuring that the industry is represented and fairly considered. ACA also devotes itself to advancing industry efforts with regard to product stewardship, focuses on advancements in science and technology through its technical conferences and journals, as well as online training opportunities. ACA incorporated PaintCare for the sole purpose of implementing programs for post-consumer architectural paint. ACA maintains a controlling interest in PaintCare through the ability to appoint its Board of Directors.

In February 2011, ACA and PaintCare entered into an affiliation agreement whereby ACA charges PaintCare an administrative fee, annually, to cover the following expense categories: allocation of time incurred by PaintCare officers, allocation of other direct labor, and allocation of occupancy and infrastructure costs. The term of the agreement is for one year and it automatically renews for one-year terms unless canceled by either party.

## **PaintCare Inc.**

Notes to Financial Statements  
December 31, 2022 and 2021

### **8. Related Party Transactions (continued)**

For the years ended December 31, 2022 and 2021, the total administrative fees charged by ACA to PaintCare were \$3,416,530 and \$2,933,470, respectively. At December 31, 2022 and 2021, PaintCare owed ACA \$6,661,163 and \$7,098,980, respectively, which is recorded as due to affiliate in the accompanying statements of financial position.

### **9. Income Taxes**

PaintCare is recognized as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code (IRC), and is exempt from income taxes except for taxes on unrelated business activities.

No tax expense is recorded in the accompanying financial statements for PaintCare, as there was no unrelated business taxable income.

Management evaluated PaintCare's tax positions, and concluded that PaintCare's financial statements do not include any uncertain tax positions.

## **SUPPLEMENTARY INFORMATION**

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**PaintCare Inc.**

Schedule of Activities, Organized by Program  
For the Year Ended December 31, 2022

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
<b>Operating Revenue and Support</b>													
Paint recovery fees	\$ 5,553,008	\$ 31,816,739	\$ 3,333,185	\$ 858,391	\$ 6,068,583	\$ 810,635	\$ 1,360,185	\$ 6,601,551	\$ 509,802	\$ 8,442,788	\$ 12,696,582	\$ -	\$ 78,051,449
<b>Total operating revenue and support</b>	<b>5,553,008</b>	<b>31,816,739</b>	<b>3,333,185</b>	<b>858,391</b>	<b>6,068,583</b>	<b>810,635</b>	<b>1,360,185</b>	<b>6,601,551</b>	<b>509,802</b>	<b>8,442,788</b>	<b>12,696,582</b>	<b>-</b>	<b>78,051,449</b>
<b>Expenses</b>													
Program and delivery services:													
Collection support	52,293	3,788,395	452,291	146,673	445,235	109,303	166,021	575,247	37,614	484,942	960,041	-	7,218,055
Transportation and processing	4,133,896	22,358,002	2,566,540	535,805	4,033,345	619,635	898,622	5,097,024	272,049	5,377,658	3,497,290	-	49,389,866
Communications	205,029	4,517,754	292,464	173,586	489,373	17,048	41,932	827,229	116,127	813,698	384,619	-	7,878,859
Legal fees	3,046	11,243	2,688	-	8,535	-	-	2,861	3,267	204	7,306	-	39,150
State agency administrative fees	40,000	255,007	21,000	-	25,053	15,000	82,000	120,000	28,446	24,934	-	-	611,440
Other program expenses	137,318	1,297,368	131,128	62,906	302,882	43,097	133,146	380,610	43,995	453,444	849,097	-	3,834,991
<b>Total program and delivery services</b>	<b>4,571,582</b>	<b>32,227,769</b>	<b>3,466,111</b>	<b>918,970</b>	<b>5,304,423</b>	<b>804,083</b>	<b>1,321,721</b>	<b>7,002,971</b>	<b>501,498</b>	<b>7,154,880</b>	<b>5,698,353</b>	<b>-</b>	<b>68,972,361</b>
General and administrative:													
Legal fees	-	-	-	-	-	-	-	-	-	-	-	266,125	266,125
Management fees	-	-	-	-	-	-	-	-	-	-	-	3,253,455	3,253,455
Insurance	-	-	-	-	-	-	-	-	-	-	-	192,890	192,890
Other expense	-	-	-	-	-	-	-	-	-	-	-	2,977,670	2,977,670
<b>Total general and administrative</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>6,690,140</b>	<b>6,690,140</b>
<b>Total expenses</b>	<b>4,571,582</b>	<b>32,227,769</b>	<b>3,466,111</b>	<b>918,970</b>	<b>5,304,423</b>	<b>804,083</b>	<b>1,321,721</b>	<b>7,002,971</b>	<b>501,498</b>	<b>7,154,880</b>	<b>5,698,353</b>	<b>6,690,140</b>	<b>75,662,501</b>
<b>Change in Net Assets from Operations</b>	<b>981,426</b>	<b>(411,030)</b>	<b>(132,926)</b>	<b>(60,579)</b>	<b>764,160</b>	<b>6,552</b>	<b>38,464</b>	<b>(401,420)</b>	<b>8,304</b>	<b>1,287,908</b>	<b>6,998,229</b>	<b>(6,690,140)</b>	<b>2,388,948</b>
<b>Non-Operating Activity</b>													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	(7,062,910)	(7,062,910)
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	<b>981,426</b>	<b>(411,030)</b>	<b>(132,926)</b>	<b>(60,579)</b>	<b>764,160</b>	<b>6,552</b>	<b>38,464</b>	<b>(401,420)</b>	<b>8,304</b>	<b>1,287,908</b>	<b>6,998,229</b>	<b>(13,753,050)</b>	<b>(4,673,962)</b>
General and administrative allocation	(313,177)	(2,922,284)	(266,517)	(81,108)	(421,769)	(44,310)	(100,692)	(426,737)	(50,965)	(569,500)	(1,493,081)	6,690,140	-
Investment allocation	-	(5,723,364)	-	-	(488,297)	12,848	-	(782,450)	(81,647)	-	-	7,062,910	-
<b>Total Change in Net Assets</b>	<b>668,249</b>	<b>(9,056,678)</b>	<b>(399,443)</b>	<b>(141,687)</b>	<b>(145,906)</b>	<b>(24,910)</b>	<b>(62,228)</b>	<b>(1,610,607)</b>	<b>(124,308)</b>	<b>718,408</b>	<b>5,505,148</b>	<b>-</b>	<b>(4,673,962)</b>
<b>Net Assets (Deficit), beginning of year</b>	<b>2,472,922</b>	<b>65,359,607</b>	<b>3,895,821</b>	<b>954,656</b>	<b>5,004,771</b>	<b>(193,047)</b>	<b>678,757</b>	<b>8,879,649</b>	<b>941,129</b>	<b>1,870,731</b>	<b>(522,229)</b>	<b>-</b>	<b>89,342,767</b>
<b>Net Assets (Deficit), end of year</b>	<b>\$ 3,141,171</b>	<b>\$ 56,302,929</b>	<b>\$ 3,496,378</b>	<b>\$ 812,969</b>	<b>\$ 4,858,865</b>	<b>\$ (217,957)</b>	<b>\$ 616,529</b>	<b>\$ 7,269,042</b>	<b>\$ 816,821</b>	<b>\$ 2,589,139</b>	<b>\$ 4,982,919</b>	<b>\$ -</b>	<b>\$ 84,668,805</b>

PaintCare Inc.

Schedule of Activities, Organized by Program  
For the Year Ended December 31, 2021

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
<b>Operating Revenue and Support</b>													
Paint recovery fees	\$ 6,004,763	\$ 36,562,083	\$ 3,712,972	\$ 959,460	\$ 7,332,221	\$ 940,824	\$ 1,528,052	\$ 7,188,288	\$ 645,448	\$ 7,177,469	\$ -	\$ -	72,051,580
<b>Total operating revenue and support</b>	<b>6,004,763</b>	<b>36,562,083</b>	<b>3,712,972</b>	<b>959,460</b>	<b>7,332,221</b>	<b>940,824</b>	<b>1,528,052</b>	<b>7,188,288</b>	<b>645,448</b>	<b>7,177,469</b>	<b>-</b>	<b>-</b>	<b>72,051,580</b>
<b>Expenses</b>													
Program and delivery services:													
Collection support	73,523	3,382,046	496,113	159,445	376,479	77,773	154,340	565,391	42,510	714,369	-	-	6,041,989
Transportation and processing	4,724,976	23,257,761	2,350,669	592,179	4,522,049	580,973	912,673	4,646,488	240,433	3,205,769	-	-	45,033,970
Communications	44,445	4,491,661	338,788	214,175	320,554	13,731	32,175	754,596	137,446	142,277	67,685	-	6,557,533
Legal fees	-	-	-	-	13,189	-	-	-	-	-	161	-	13,350
State agency administrative fees	40,000	294,095	20,000	-	20,559	15,000	80,035	120,000	26,786	20,452	-	-	636,927
Other program expenses	141,454	1,179,108	140,086	58,019	316,035	56,167	106,383	317,346	25,926	325,936	209,077	-	2,875,537
<b>Total program and delivery services</b>	<b>5,024,398</b>	<b>32,604,671</b>	<b>3,345,656</b>	<b>1,023,818</b>	<b>5,568,865</b>	<b>743,644</b>	<b>1,285,606</b>	<b>6,403,821</b>	<b>473,101</b>	<b>4,408,803</b>	<b>276,923</b>	<b>-</b>	<b>61,159,306</b>
General and administrative:													
Legal fees	-	-	-	-	-	-	-	-	-	-	-	26,202	26,202
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,755,595	2,755,595
Insurance	-	-	-	-	-	-	-	-	-	-	-	213,433	213,433
Other expense	-	-	-	-	-	-	-	-	-	-	-	2,398,607	2,398,607
<b>Total general and administrative</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5,393,837</b>	<b>5,393,837</b>
<b>Total expenses</b>	<b>5,024,398</b>	<b>32,604,671</b>	<b>3,345,656</b>	<b>1,023,818</b>	<b>5,568,865</b>	<b>743,644</b>	<b>1,285,606</b>	<b>6,403,821</b>	<b>473,101</b>	<b>4,408,803</b>	<b>276,923</b>	<b>5,393,837</b>	<b>66,553,143</b>
<b>Change in Net Assets from Operations</b>	<b>980,365</b>	<b>3,957,412</b>	<b>367,316</b>	<b>(64,358)</b>	<b>1,763,356</b>	<b>197,180</b>	<b>242,446</b>	<b>784,467</b>	<b>172,347</b>	<b>2,768,666</b>	<b>(276,923)</b>	<b>(5,393,837)</b>	<b>5,498,437</b>
<b>Non-Operating Activity</b>													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	3,242,541	3,242,541
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	<b>980,365</b>	<b>3,957,412</b>	<b>367,316</b>	<b>(64,358)</b>	<b>1,763,356</b>	<b>197,180</b>	<b>242,446</b>	<b>784,467</b>	<b>172,347</b>	<b>2,768,666</b>	<b>(276,923)</b>	<b>(2,151,296)</b>	<b>8,740,978</b>
General and administrative allocation	(305,546)	(2,954,447)	(281,565)	(83,276)	(421,408)	(49,414)	(104,870)	(403,223)	(48,231)	(539,002)	(202,855)	5,393,837	-
Investment allocation	-	2,681,305	-	-	194,328	(10,045)	-	342,456	34,497	-	-	(3,242,541)	-
<b>Total Change in Net Assets</b>	<b>674,819</b>	<b>3,684,270</b>	<b>85,751</b>	<b>(147,634)</b>	<b>1,536,276</b>	<b>137,721</b>	<b>137,576</b>	<b>723,700</b>	<b>158,613</b>	<b>2,229,664</b>	<b>(479,778)</b>	<b>-</b>	<b>8,740,978</b>
<b>Net Assets (Deficit), beginning of year</b>	<b>1,798,103</b>	<b>61,675,337</b>	<b>3,810,070</b>	<b>1,102,290</b>	<b>3,468,495</b>	<b>(330,768)</b>	<b>541,181</b>	<b>8,155,949</b>	<b>782,516</b>	<b>(358,933)</b>	<b>(42,451)</b>	<b>-</b>	<b>80,601,789</b>
<b>Net Assets (Deficit), end of year</b>	<b>\$ 2,472,922</b>	<b>\$ 65,359,607</b>	<b>\$ 3,895,821</b>	<b>\$ 954,656</b>	<b>\$ 5,004,771</b>	<b>\$ (193,047)</b>	<b>\$ 678,757</b>	<b>\$ 8,879,649</b>	<b>\$ 941,129</b>	<b>\$ 1,870,731</b>	<b>\$ (522,229)</b>	<b>\$ -</b>	<b>\$ 89,342,767</b>



## Appendix C



# Recycle

WITH **PaintCare**



## A Program to Manage Leftover Paint

*Each year about 800 million gallons of architectural paint are sold in the United States. Did you know that about 10 percent goes unused and is available for recycling?*

Maine's paint stewardship law requires the paint manufacturing industry to develop a financially sustainable and environmentally responsible program to manage postconsumer (leftover) architectural paint. Paint manufacturers established PaintCare, a nonprofit organization, to run paint stewardship programs in states with applicable laws.

The program includes education about buying the right amount of paint, tips for using up remaining paint, and setting up convenient recycling locations throughout the state.

## 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
- 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

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

## Non-PaintCare Products

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

For information about recycling and proper disposal of non-PaintCare products, please contact your garbage hauler, local environmental health agency, household hazardous waste program, or public works department.



## Places to Take Leftover Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout the state. To find your nearest drop-off site, use PaintCare's search tool at [www.paintcare.org](http://www.paintcare.org) or call our hotline at (855) PAINT09.

## How to Recycle

PaintCare sites accept all brands of leftover house paint, stain, and varnish, whether recently used or many years old. Containers must be five gallons or smaller, and some types of paint are not accepted. See back panel for a list of what PaintCare accepts for recycling.

All PaintCare drop-off sites accept up to five gallons of paint per visit. Some sites accept more. Please call sites in advance to make sure they can accept the amount of paint you would like to recycle.

Make sure all paint containers have lids and original labels, and load them securely in your vehicle. Take them to a drop-off site during their regular business hours. We'll take it from there.



## What Happens to the Paint?

PaintCare makes sure that your leftover paint is remixed into recycled paint, used as a fuel, made into other products, or is properly disposed if no other beneficial use for it can be found.

## Who Can Use the Program?

Households may drop off as much latex or oil-based paint as the site is willing to accept.

Businesses may drop off any amount of latex-based paint the site is willing to accept. To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit [www.paintcare.org/VSQG](http://www.paintcare.org/VSQG) for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products.

## Do You Accept Large Volumes of Paint?

If you have at least 100 gallons of paint to recycle at your business or home, ask about our free large volume pickup service. Please visit [www.paintcare.org](http://www.paintcare.org) for more details or to request a pickup.



## PaintCare Fee

PaintCare is funded by a fee paid by paint manufacturers for each can of paint sold in the state. Manufacturers pass the fee to retailers, who then apply it to the price of paint. Sales tax is not applied to the fee in Maine. Retailers are encouraged to show the fee on customer receipts. The fee is based on the size of the container as follows:

\$ 0.00	Half pint or smaller
\$ 0.35	Larger than half pint up to smaller than 1 gallon
\$ 0.75	1 gallon up to 2 gallons
\$ 1.60	Larger than 2 gallons up to 5 gallons

## Not a Deposit

The fee is not a deposit—it is part of the purchase price. The fee is used to fund the costs of running the program, including recycling, public education, staffing, and other expenses.

## Contact Us

To learn more or find a drop-off site, please visit [www.paintcare.org](http://www.paintcare.org) or call (855) PAINT09.



It's easy to recycle  
your leftover paint,  
stain, and varnish.

Find a drop-off site near you:  
**(855) PAINT09 | [paintcare.org](http://paintcare.org)**



### Paint Smarter

Scan the code above with your smart phone or visit **[paintcare.org/paint-smarter](http://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, PaintCare is committed to making it easy and convenient to recycle leftover paint in states with paint stewardship laws.*

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Mini Card



# PaintCare™

RECYCLING MADE EASY

## About the Paint Recycling Program

Paint manufacturers created PaintCare, a nonprofit organization, to provide convenient places for households and businesses to recycle leftover paint. PaintCare sets up paint drop-off sites throughout states that pass paint 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, 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

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

### PAINTCARE FEE

The PaintCare fee is applied to the purchase price of architectural paint as required by law. Sales tax is not applied to the PaintCare fee in Maine. The fee funds collection, transportation, and processing costs. The fee is based on container size as follows:

\$0.00	Half pint or smaller
\$0.35	Larger than half pint up to smaller than 1 gallon
\$0.75	1 gallon up to 2 gallons
\$1.60	Larger than 2 gallons up to 5 gallons

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

### ✘ NON-PAINTCARE PRODUCTS

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



# Counter Mat

## Recycle with PaintCare!



**Buy Right:** Consult with painting professionals and retailers to buy the right amount of paint and reduce potential waste.



**Use It Up:** Use up leftover paint on the surface you are painting, on additional painting projects around the house, or give it to someone else in your community.



**Recycle the Rest:** When you can't use up leftover paint, drop it off with PaintCare to get it recycled!

Visit [www.paintcare.org](http://www.paintcare.org) to find a year-round paint drop-off site near you or schedule a large volume pickup.



### What types of paint products can be recycled with PaintCare?

#### PAINTCARE PRODUCTS

The following are products included in the program. When purchased, the PaintCare fee is applied. These products are accepted at no additional cost when dropped off at PaintCare's participating drop-off sites.

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based
- Deck coatings, floor paints (including textured coatings)
- 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

The following are non-PaintCare products and are not included in the program. When purchased, the PaintCare fee is not applied. They are not accepted at PaintCare's participating drop-off sites.

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Art and craft paints
- Caulk, 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 Manufacturing (OEM) (shop application) paints and finishes
- Containers that are leaking or empty, and containers without the original printed manufacturer's label are not accepted at retail drop-off sites

#### PROGRAM FUNDING

The PaintCare fee is applied to the purchase price of architectural paint sold in Maine as required by law. Sales tax is not applied to the fee in Maine. The fee is based on container size:

Half pint or smaller	\$0.00
Larger than half pint up to smaller than 1 gallon	\$0.35
1 gallon up to 2 gallons	\$0.75
Larger than 2 gallons up to 5 gallons	\$1.60

# Recycle Paint at This Store



## ✓ 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

**Paint is accepted during business hours only. Staff will check all products before accepting.**

For a complete list of PaintCare Products, please ask for the PaintCare brochure, visit [www.paintcare.org](http://www.paintcare.org), or call **(855) PAINT09**.





**PaintCare™**

RECYCLING MADE EASY

# We are a PaintCare Partner

The fee on the sale  
of paint in Maine  
funds our program.

*Recycle with PaintCare*

To learn more, visit [paintcare.org](http://paintcare.org)  
or call (855) PAINT09.







# PaintCare™

RECYCLING MADE EASY

## ✓ 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
- 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

Products must be in original containers with original labels.  
Latex paint that is dried out and "rock hard" is also acceptable.

## ✗ 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
- Caulk, 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](http://www.paintcare.org)

**See a staff member for assistance before dropping off paint for recycling.**



XX-MAR-2021

**NO DUMPING**

**STOP!**  
**IT'S ILLEGAL**  
**to dump or abandon**  
**Paint, Oil, or other**  
**Hazardous Waste**



**THIS AREA MAY BE UNDER**  
**VIDEO SURVEILLANCE**

**Violators Will Be Prosecuted**

## Large Volume Pickup (LVP) Service

Updated — November 2022



PaintCare offers a free pickup service to painting contractors, property managers, and others with large amounts of leftover architectural paint.

### Who Is PaintCare?

PaintCare is a nonprofit organization established by the American Coatings Association to operate paint stewardship programs on behalf of paint manufacturers in states that pass paint stewardship laws.

In states with a paint stewardship program (see [www.paintcare.org/states](http://www.paintcare.org/states)), PaintCare's primary effort is to set up conveniently located drop-off sites—places where households and businesses may take their unwanted paint for no charge. Sites set their own limits on the volume of paint they accept from customers per visit, usually from 5 to 20 gallons. To find a drop-off site near you, visit [www.paintcare.org/drop-off-sites](http://www.paintcare.org/drop-off-sites) or call (855) PAINT09.

### Large Volume Pickups

In states where PaintCare operates, those who have accumulated a large volume of paint may be eligible for PaintCare's large volume pickup service (LVP). Large volume means 100 or more gallons, measured by container size, not liquid volume. On a case-by-case basis, PaintCare may approve a pickup for less than 100 gallons. After two or three pickups, you may be switched to a recurring pickup service (see next page).

### Drums and Bulked Paint Are Not Accepted

PaintCare only accepts paint in containers that are 5 gallons or smaller in size. Leave paint in original cans with original labels; do not combine or bulk paint from small cans into larger ones. If you have unwanted paint in drums or containers larger than 5 gallons, please contact a paint recycling company or a hazardous waste transportation company to assist you.

### HOW TO REQUEST AN LVP

- 1. Sort and count your paint**  
Tally the number of each container size and the type of products you have, sorted into two categories: (1) water-based paints and stains, and (2) oil-based paints and stains and any other program products (sealers and clear top-coat products, such as varnish and shellac).
- 2. Fill out the request form**  
Fill out the Large Volume Pickup Request Form on our website at [www.paintcare.org/pickup](http://www.paintcare.org/pickup). Call PaintCare at (855) PAINT09 if you have any difficulty using the web form.

### Scheduling

After reviewing your form, PaintCare staff will either approve your site for a pickup or inform you of the best place to take your paint if you do not meet the requirements. Once approved, you will be put in contact with our licensed transporter to schedule a pickup. It may be several weeks before your pickup occurs.

### On the Day of Your Pickup

Sort your products into the two categories as noted above and store them in an area that has easy access for the transporter. If the paint is far from where the transporter parks, the path between should be at least four feet wide to accommodate movement of the paint collection bins.



The transporter is responsible for packing the paint into the bins. Once your paint is properly packed and loaded onto the transporter's truck, you will sign a shipping document and receive a copy for your records. Your paint will then be taken to a state authorized processing facility for recycling.

### Recurring Service for LVPs

For those that generate large volumes of leftover paint on a regular basis, a service for recurring pickups is available. With this service, you will be provided with collection bins and can request a pickup when at least three bins are filled. Your full bins will be swapped with empty bins each time a pickup occurs. You will be required to sign a contract with PaintCare, and PaintCare will provide onsite training on how to properly pack the paint.

### Business Limits

To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit [www.paintcare.org/VSQG](http://www.paintcare.org/VSQG) for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products. (Non-exempt generators may use the pickup service in New York. Contact PaintCare for details.)

### If You Have Products We Don't Accept

PaintCare does not accept certain paint products (such as aerosols and automotive finishes) or other hazardous waste. If you have solvents, thinners, pesticides, or any non-PaintCare products (see list to right for examples), we recommend that households contact their local household hazardous waste (HHW) program. Some HHW programs also allow businesses to use their program for a modest fee. Otherwise, businesses should contact a licensed hazardous waste transportation company.

### What Products Are Covered?

The products accepted by the PaintCare program are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in container sizes of five gallons or less. 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
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes
- 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

## Information for Painting Contractors

Updated — February 2023



### How do paint stewardship laws affect painting contractors?

#### PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington.

#### Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, landfills, and household hazardous waste (HHW) facilities. Participation as a drop-off site is voluntary. There are more than 2,400 drop-off sites across all PaintCare programs. To find a drop-off location, visit [paintcare.org/drop-off-sites](http://paintcare.org/drop-off-sites).

#### Fee and Funding

As required by laws in PaintCare jurisdictions, the program is funded by a fee (known as the PaintCare fee) that must be added by manufacturers to the wholesale price of all architectural paint sold in the state, including paint sold in stores and online. This fee is paid by manufacturers to PaintCare to fund program operations including paint collection and recycling, consumer education, and program administration. Displaying the fee on receipts is optional for retailers; however, PaintCare encourages retailers to show the fee to inform consumers about the program. (See reverse for complete listing of fees by state.)

#### Recommendations for Contractors

##### Preparing Estimates

When estimating jobs, contractors should take the PaintCare fee into account by checking with suppliers to make sure their quotes for paint products include the fee.

##### Pass Fee to Customers

PaintCare suggests that painting contractors pass on the fee to customers in order to recoup the fee they pay. Tell customers that quotes include the PaintCare fee and that the fee funds a statewide paint recycling program.

##### Convenient Paint Drop-Off Sites

With paint drop-off sites conveniently located throughout PaintCare states, anyone can drop off their leftover paint year-round. Many contractors report clearing out their storage spaces and no longer stockpiling paint. Contractors now have an answer for customers who ask what to do with old paint they no longer want; they can recommend that they use PaintCare drop-off sites too.

Most drop-off sites take 5 gallons per customer per trip, though some take more. All retail drop-off sites take paint from businesses, although some transfer stations and household hazardous waste programs only serve households. Always call a drop-off site ahead of visiting to make sure they have space for your volume and to confirm they take paint from businesses.

##### Pickup Service for Large Volumes

Painting contractors with at least 100 gallons of leftover paint to recycle may qualify to have their paint picked up by PaintCare for free. To learn more about this service or to request an appointment, visit [www.paintcare.org/pickup](http://www.paintcare.org/pickup) or call (855) PAINT09.

##### Business Limits

To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit [www.paintcare.org/VSQG](http://www.paintcare.org/VSQG) for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products. (Non-exempt generators may use the pickup service in New York. Contact PaintCare for details.)

## What Are the Fee Amounts?

The PaintCare fee is based on container size and varies from one program to another:

	Half pint or smaller	Larger than half pint up to smaller than 1 gallon	1 gallon up to 2 gallons	Larger than 2 gallons up to 5 gallons
California	\$0.00	\$0.30	\$0.65	\$1.50
Colorado	\$0.00	\$0.35	\$0.75	\$1.60
Connecticut	\$0.00	\$0.35	\$0.75	\$1.60
District of Columbia	\$0.00	\$0.30	\$0.70	\$1.60
Maine	\$0.00	\$0.35	\$0.75	\$1.60
Minnesota	\$0.00	\$0.49	\$0.99	\$1.99
New York	\$0.00	\$0.45	\$0.95	\$1.95
Oregon	\$0.00	\$0.45	\$0.95	\$1.95
Rhode Island	\$0.00	\$0.35	\$0.75	\$1.60
Vermont	\$0.00	\$0.49	\$0.99	\$1.99
Washington	\$0.00	\$0.45	\$0.95	\$1.95

## What Products Are Covered?

The products accepted by the PaintCare program are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in containers of five gallons or less. 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
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes
- 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

## Become a Retail Drop-Off Site for Paint

Updated — January 2023



PaintCare makes it easy for paint retailers to provide a convenient and valuable service for their community.

Funding for the program comes from a fee applied to the price of architectural paint sold in states with paint stewardship laws.

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington.

### Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge.

Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, landfills, and household hazardous waste (HHW) facilities. Participation as a drop-off site is voluntary. There are more than 2,400 drop-off sites across all PaintCare programs.

All retailers in active PaintCare states should 1) be aware of the program, 2) that the PaintCare fee is applied to the price of architectural paint products, and 3) that drop-off sites are available throughout the state.

### Benefits to Retailers and Their Customers

There are many benefits to becoming a paint drop-off site. As a participating retailer, you will:

- Make recycling of leftover paint more convenient for your customers
- Support the paint industry's effort to lead the way in being responsible for end-of-life management of its products
- Keep leftover paint out of landfills and put to a beneficial use
- Promote your store's environmental responsibility
- Increase customer foot traffic and sales opportunities
- Help relieve local government of their cost of managing leftover paint
- Be advertised by PaintCare on their website and in consumer outreach efforts
- Help your state conserve resources, keep paint out of the waste stream, and prevent the improper disposal of paint in your community

### Become a Paint Drop-Off Site

Retailers interested in becoming drop-off sites can fill out the Interest Form available at [www.paintcare.org/drop-off-site-interest-form/](http://www.paintcare.org/drop-off-site-interest-form/).





## PaintCare Drop-Off Sites Receive Free of Charge

- Reusable bins for storing collected PaintCare products
- Transportation and recycling of the collected PaintCare products
- Training materials and staff training at your site
- Program brochures, signage, and customer education materials
- Paint spill kits
- Listing of your store as a drop-off site on our website and in advertisements and promotional materials

## Drop-Off Site Responsibilities

- Provide secure storage area for reusable paint collection bins
- Accept all brands of leftover PaintCare products from the public during regular business hours
- Place only PaintCare products in reusable collection bins, taking care not to open containers
- Keep bins neat and properly packed
- Complete minimal paperwork related to tracking outgoing paint shipments
- Ensure all staff maintain training on PaintCare program guidelines and operating procedures
- Display “drop-off site” signs in store window and provide consumers education materials about the program



## What Products Are Covered?

The products accepted by the PaintCare program are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in container sizes of five gallons or less. 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)
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- Primers, sealers, undercoaters
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- Shellacs, lacquers, varnishes, urethanes
- 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

## How Does the Maine Paint Stewardship Program Affect Paint Retailers?

Updated — January 2023



Maine's paint stewardship law requires paint manufacturers to set up and operate a paint stewardship program in the state. Funding for the program comes from a fee applied to the price of architectural paint sold in Maine. The program started in October 2015.

### PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington. The Maine program is required by state law, but it is designed and operated by the paint manufacturing industry through PaintCare.

### Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. PaintCare has established more than 2,400 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste (HHW) facilities, may participate as paint drop-off sites.

### 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 collection bins and can provide minimal staff time to accept paint from the public. By doing so, retailers can increase foot traffic and provide an environmental service for their community. They make it convenient for their customers to recycle leftover paint and help provide relief to local government programs that manage leftover paint. PaintCare provides everything the store will need, including paint collection bins, site training, and other support. PaintCare pays for paint transportation and recycling and promotes sites to the local community.

Retailers interested in becoming drop-off sites can fill out the Interest Form available at <https://www.paintcare.org/drop-off-site-interest-form/>.

### REQUIREMENTS OF RETAILERS

#### 1. Check Registered Manufacturers and Brands

Retailers may not sell architectural paints in Maine that are not registered. Paint manufacturers must register their company with PaintCare, and they must register all architectural paint brands they sell in the state. PaintCare publishes 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/manufacturers](http://www.paintcare.org/manufacturers) for current registration lists.

#### 2. Pass on the PaintCare Fee

State law requires that a stewardship fee (PaintCare fee) be applied by manufacturers to the wholesale price of architectural paint sold in store and online in Maine. This fee pays for all aspects of running the program.

The fee is paid by manufacturers to PaintCare and then passed to their dealers. Retailers should see the PaintCare fee on invoices from suppliers. The law also requires that retailers and distributors apply the fee to the price of architectural paint they sell. The fee paid by the customers to the retailers offsets the fee charged to the retailers. This ensures a level playing field for all parties.

## COMMON QUESTIONS

### How much is the fee?

The fee is by container size, as follows:

\$ 0.00 — Half pint or smaller

\$ 0.35 — Larger than half pint up to smaller than 1 gallon

\$ 0.75 — 1 gallon up to 2 gallons

\$ 1.60 — Larger than 2 gallons up to 5 gallons

### How is the fee initially calculated?

When a new program starts, the fee is set to cover the cost of a fully operating program. PaintCare estimates the annual sales of architectural paint in each state and divides the estimated annual expenses of the program by the estimated number of containers to be sold, adjusts for container size, and determines a fee per container size that will provide the revenue needed to fund the program.

PaintCare is a nonprofit organization and operates programs on a state-by-state basis, so the fee may increase or decrease and is different from state to state.

### Is sales tax applied to the fee, itself?

No. Effective December 1, 2018, sales tax is not applied to the PaintCare fee in Maine.

### Is the fee a deposit to be returned to customers?

**The fee is not a deposit.** The fee is used entirely to cover the expenses of running the program. The fee is not given back as a deposit for dropping off PaintCare products or empty paint cans (empty cans are not accepted by the PaintCare program at all).

### Are we required to show the fee on receipts?

No, but most stores show the fee in order to explain the price increase. PaintCare encourages retailers to show the fee to aid in customer education and provide consistency across the program.

### Do we refund the fee if a product is returned?

Yes, the fee should be refunded because it is part of the purchase price.

### How does the public know about the fee?

PaintCare provides brochures and other printed materials for retailers to distribute to the public to help explain the purpose of the fee, how the program works, and how to find paint drop-off locations. Additional materials can be

ordered at any time for free. In addition to retailer information, PaintCare works with contractor associations to get information to trade painters, and conducts general outreach including newspaper, radio, television, and online advertising.

### What products are covered?

Architectural paints include most house paints, stains, and clear coatings (e.g., varnish and shellac). For a definition of architectural paint for the purposes of this program or for examples of PaintCare and non-PaintCare products, please contact PaintCare or visit [www.paintcare.org](http://www.paintcare.org).

### Contact

John Hurd  
Program Manager (Maine and Vermont)  
(802) 245-4821  
[jhurd@paint.org](mailto:jhurd@paint.org)

## About the PaintCare Fee

Updated — February 2023



Paint stewardship laws require retailers to add a fee to architectural paint products and make sure they are not selling unregistered brands of architectural paint.

### PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington. The main goal of PaintCare is to decrease paint waste and recycle more postconsumer paint by setting up convenient drop-off sites in each state.

### What is the recovery fee and how does it work?

The PaintCare program is funded through a paint stewardship fee called the PaintCare fee. The PaintCare fee is applied to the purchase price of architectural paint. The fee funds collection, transportation, and processing of unused

postconsumer (leftover) architectural paint, public education about proper paint management, and administrative costs. The fee is paid to PaintCare by paint manufacturers. This fee is then added to the wholesale and retail purchase price of paint, passing the cost of managing postconsumer paint to everyone who purchases paint. This reduces local and state government costs for paint management and provides a funding source for a more convenient, statewide paint management program.

### Do retailers have to pass on the fee?

Yes, each state or jurisdiction's law requires retailers to pass on the fee to consumers, ensuring a level playing field for all parties. This requirement includes paint sold online on any e-commerce websites.

### Recommendations for Contractors

#### Preparing Estimates

When estimating jobs, contractors should take the PaintCare fee into account by checking with suppliers to make sure their quotes for paint products include the fee.

#### Pass Fee to Customers

PaintCare suggests that painting contractors pass on the fee to customers in order to recoup the fee they pay. Tell customers that quotes include the PaintCare fee and that the fee funds a statewide paint recycling program.

### How much is the fee?

The PaintCare fee is based on container size and varies from one program to another:

	Half pint or smaller	Larger than half pint up to smaller than 1 gallon	1 gallon up to 2 gallons	Larger than 2 gallons up to 5 gallons
California	\$0.00	\$0.30	\$0.65	\$1.50
Colorado	\$0.00	\$0.35	\$0.75	\$1.60
Connecticut	\$0.00	\$0.35	\$0.75	\$1.60
District of Columbia	\$0.00	\$0.30	\$0.70	\$1.60
Maine	\$0.00	\$0.35	\$0.75	\$1.60
Minnesota	\$0.00	\$0.49	\$0.99	\$1.99
New York	\$0.00	\$0.45	\$0.95	\$1.95
Oregon	\$0.00	\$0.45	\$0.95	\$1.95
Rhode Island	\$0.00	\$0.35	\$0.75	\$1.60
Vermont	\$0.00	\$0.49	\$0.99	\$1.99
Washington	\$0.00	\$0.45	\$0.95	\$1.95

## How is the fee initially calculated?

When a new program starts, the fee is set to cover the cost of a fully implemented program. PaintCare estimates annual sales of paint in each state and then divides the cost of the program in that state by the number of containers sold in that state. Next, the fee is adjusted based on container size by taking into consideration the typical percentage of unused paint for each size (e.g., the percentage of unused paint from one 5 gallon container is typically less than from five 1 gallon containers).

PaintCare is a nonprofit organization, so the fee may be decreased if set at a level beyond what is needed to cover program expenses. Likewise, the fee may be increased if PaintCare does not collect enough revenue to cover the costs to operate the state program.

## Are retailers required to show the fee on receipts?

While it's not required, PaintCare encourages retailers to list the PaintCare fee on purchase receipts to aid in consumer education, and most stores do so.

## Is the fee taxable?

Yes, the fee is part of the purchase price of paint. Sales tax is collected on the fee in most cases, except in Oregon, a state that does not have a sales tax, and Maine, per supplemental legislation.

## Is the fee to be applied to paint sold to customers who are exempt from sales tax?

Yes, government agencies and other organizations that are exempt from sales tax in PaintCare States must still pay the fee, because it is part of the price of paint. However, the fee, like the rest of the product price, should not be taxed for sales tax-exempt organizations.

## Is the fee a deposit that is returned to customers when they bring paint to a drop-off site?

No, the fee is not a deposit. The fee is used entirely to cover the cost of running the program.

## Do retailers return the fee if someone returns a product?

Yes. The fee should be returned as part of the purchase price.

## How does the public know about the fee?

PaintCare provides public education materials to retailers. These materials explain the purpose of the fee, where to take paint for recycling, and other information about the program. When a new state program begins, PaintCare mails a package of materials to retailers. As needed, retailers may order additional free materials from PaintCare at any time. In addition to retailer information, PaintCare works with contractor associations to provide information to trade painters and conducts general outreach including newspaper, radio, television, and online advertising.

## How do we as retailers know what products to put the fee on?

Suppliers' invoices should indicate that you are being charged the fee, so you simply pass on the fee for those items. Additionally, PaintCare and each state's oversight agency list all architectural paint manufacturers and brands that are registered for the program on their websites. Retailers may not sell brands that are not registered with the program. If your store sells architectural coatings that are not on the list of registered products, please notify PaintCare so we can contact the manufacturer to get them registered.

## What products are covered?

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in container sizes of five gallons or less. They do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings. For a detailed list of PaintCare and non-PaintCare products, please visit [www.paintcare.org/products-we-accept](http://www.paintcare.org/products-we-accept).

## FOR NEW PROGRAMS

### Do we apply the fee to sales on the first day of the program for inventory purchased before the first day of the program, even though we didn't pay a fee for the product to the distributor or manufacturer?

Yes, retailers must add the fee on all covered products sold on or after the first day of the program, regardless of when (before or after program launch) they were purchased from the distributor or manufacturer.

## Information for HHW Programs

Updated — January 2023



Paint stewardship laws benefit household hazardous waste (HHW) programs.

### PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington. The main goal of the programs is to decrease paint waste and recycle more postconsumer (leftover) paint.

### Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take leftover architectural paint free of charge. PaintCare has established more than 2,400 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste collection programs are also important partners and may participate as paint drop-off sites and have their paint transportation and recycling costs paid by PaintCare.



### Become a Drop-Off Site

HHW programs that would like their facilities and/or events to become paint drop-off sites can fill out the interest form available at [www.paintcare.org/drop-off-site-interest-form/](http://www.paintcare.org/drop-off-site-interest-form/).

### Benefits of Partnering with PaintCare

There are many benefits to becoming a paint drop-off site. The cost of transportation and recycling of products accepted by PaintCare (e.g., paint, stain, varnish) will be paid by PaintCare. As a participating drop-off site, you will:

- Save on paint management (supplies, transportation, and recycling) and public outreach
- Help your state conserve resources, keep paint out of the solid waste stream, and prevent the improper disposal of paint in your community
- Make recycling of leftover paint more convenient for your community

### Water-Based (Latex) Paint is a Resource

An important goal of PaintCare is to conserve resources and increase the amount of paint that is recycled. In areas where HHW programs do not accept water-based paint, households and businesses are often instructed 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—is recycled to the maximum extent possible.

### PaintCare Drop-Off Sites Receive Free of Charge

- Staff training at your site
- Reusable paint collection bins
- Paint transportation and processing services
- Site signage
- Compensation for value-added services including paint reuse programs, bulking of oil-based paint, and other optional services
- Publicity of HHW site or event (optional)

## Drop-Off Site Responsibilities

- Provide secure storage area for reusable paint collection bins
- Accept all brands of leftover PaintCare products from the public during operating hours
- Place only PaintCare products in bins
- Keep bins neat and properly packed
- Complete minimal paperwork related to tracking outgoing paint shipments
- Ensure all staff maintain training on PaintCare program guidelines and operating procedures

## How do billing and payments work?

- In the most common scenario, when your site ships out PaintCare products, the hauler sends PaintCare an invoice directly. This avoids the need for reimbursement.
- If your site also contracts with PaintCare for value-added services such as paint reuse, your program sends an invoice to PaintCare for reimbursement.

## Will PaintCare Require Operational Changes?

- If your program does not currently accept latex paint, PaintCare will not require you to do so. If you wish to start accepting latex, PaintCare will cover the transportation and processing costs.
- If your program does not currently accept paint from businesses, PaintCare will not require you to do so. If you wish to start accepting paint from businesses, PaintCare will cover the transportation and processing costs.
- HHW programs may continue to put restrictions on who can use their programs, e.g., to residents of certain towns or cities. (PaintCare retail drop-off sites accept paint from anyone in the state, and from both households and businesses.)

## Our Program Would Like to Partner with PaintCare, What Are Our Next Steps?

- Contact PaintCare to begin contracting discussions as early as possible
- Analyze your current operations so you can describe them in detail to PaintCare to help determine the most appropriate type of contracting approach for your program
- Reach out internally to those who will be involved with the contracting process to understand their needs and time constraints
- Consult with staff involved with paint management operations to ensure they understand how partnership with PaintCare works and to address any questions and concerns with PaintCare staff
- Review the Fact Sheet: Contracting with PaintCare for more details on contract types and other considerations as you prepare. Get a copy by contacting PaintCare or find the fact sheet in the Waste Facilities section of [www.paintcare.org](http://www.paintcare.org).

## Information for Solid Waste Facilities Including Transfer Stations, Recycling Centers, and Landfills

Updated — January 2023



PaintCare supports paint collection activities at solid waste facilities in states with paint stewardship laws. Funding for the program comes from a fee applied to the price of architectural paint sold in these states.

### PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, New York, Oregon, Rhode Island, Vermont, and Washington.

### Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. PaintCare has established more than 2,400 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste (HHW) facilities, may participate as paint drop-off sites.

### Become a Drop-off Site

Solid Waste Facilities that would like to become a drop-off site can fill out the interest form available at [www.paintcare.org/drop-off-site-interest-form/](http://www.paintcare.org/drop-off-site-interest-form/).

### Benefits to Solid Waste Facilities and Their Customers of Becoming a PaintCare Drop-Off Site

There are many benefits to becoming a paint drop-off site. The cost of transportation and recycling of PaintCare accepted products (e.g., paint, stain, varnish) will be paid by PaintCare. As a participating drop-off site, you will:

- Make recycling of leftover paint more convenient for your customers
- Help relieve local government of their cost of managing leftover paint
- Help your state conserve resources, keep paint out of the solid waste stream, and prevent the improper disposal of paint in your community
- Optional: offer paint in good condition collected at your site to the public for reuse and receive a reimbursement of \$1.60 per gallon. See our fact sheet, Reuse Program – Compensation and Reporting, for more information.

### PaintCare Drop-Off Sites Receive Free of Charge

- Bins for storing collected PaintCare products
- Transportation and recycling of the collected PaintCare products
- Training materials and staff training at your site
- Program brochures, signage, and customer education materials
- Optional: listing your drop-off site on PaintCare website and in ads and promotional materials

### Drop-Off Site Responsibilities

- Provide secure storage area for paint collection bins
- Accept all brands of leftover PaintCare products from the public during operating hours
- Place only PaintCare products in paint collection bins, taking care not to open containers
- Keep paint collection bins neat and properly packed
- Complete minimal paperwork related to tracking outgoing paint shipments
- Ensure all staff maintain training on PaintCare drop-off site guidelines and operating procedures



## Water-Based (Latex) Paint is a Resource

An important goal of PaintCare is to conserve resources and increase the amount of paint that is recycled. In areas where HHW programs do not accept water-based paint, households and businesses are often instructed 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—is recycled to the maximum extent possible.

## Will Becoming a PaintCare Drop-Off Site Require Operational Changes?

No. Your facility may continue to put restrictions on who can access the paint collection program at your site. If your facility only services a specific geographic region (e.g., specific towns, cities, or counties), you will not be required to service customers that live outside of your service area. Similarly, if your facility is not permitted to take business waste, you will not be required to do so. (PaintCare retail sites accept paint from anyone in the state and from both households and businesses.)

## Benefits of PaintCare to Solid Waste Facilities

Solid waste facilities that generate leftover paint but are not PaintCare drop-off sites can still participate in the PaintCare program.

- Solid waste facilities, like other entities, can drop off leftover paint at PaintCare sites. All PaintCare drop-off sites accept up to 5 gallons of paint, but some PaintCare sites accept more. Visit [paintcare.org/drop-off-locations](http://paintcare.org/drop-off-locations) to find a site.
- PaintCare offers a free pickup service for households, businesses, and organizations that have accumulated 100+ gallons of paint measured by container size (not volume). Learn more about this in our fact sheet titled Large Volume Pickup (LVP) Service or at [paintcare.org/pickup](http://paintcare.org/pickup).
- For entities that generate large volumes of unwanted paint on a regular basis, a service for recurring direct pickups is available. Contact PaintCare for additional information.

## What Products Are Covered?

The products accepted by the PaintCare program are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in container sizes of five gallons or less. 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
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes
- 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

## Joint Outreach Projects

Updated — January 2022



### Introduction

If you are a local government that has partnered with PaintCare, we offer limited funding support for outreach activities that promote the PaintCare program. We are most interested in partnering with you when setting up new PaintCare sites, where participation is low, or to promote one-day household hazardous waste events to boost the amount of paint collected. We support radio, newspaper, social media, and direct mail, and will consider other media.

### REVIEW AND APPROVAL

Project budgets and all creative work must be reviewed and pre-approved by PaintCare. Creative work includes text, images, and scripts. All projects must include PaintCare's website address and logo and mention that other PaintCare drop-off sites can be found at [www.paintcare.org](http://www.paintcare.org).

### PROPOSAL FORM

Please complete our Proposal Form for Joint Outreach Projects on the Waste Facilities page at [www.paintcare.org/joint-outreach/](http://www.paintcare.org/joint-outreach/), or email [brodgers@paintcare.org](mailto:brodgers@paintcare.org) with questions.

### IMAGES

We have artwork and photos you can borrow for creating drafts at [www.flickr.com/photos/paintcare/](http://www.flickr.com/photos/paintcare/), but please be sure to request permission to use them in your final design.

### Your Responsibilities

At the start of each project, we request that you provide PaintCare with draft text, dimensions and/or specs, and due dates for the materials.

### PRINT (BROCHURES, POSTCARDS, ETC.)

You are responsible for sending artwork files to your printer, coordinating mailings, and distribution. After the project is completed, we request a description of how, when, and where the piece was distributed and an electronic copy of the final piece.

### NEWSPAPER

You are responsible for scheduling and sending artwork files to the newspaper. After the project is completed, we request a list of run dates for each newspaper and a scan of each ad.

### RADIO

You are responsible for providing the pre-approved scripts to the stations and handling scheduling. After the project is completed, we request you provide text of the final script with a list of run dates and times.

### DIGITAL MEDIA & OTHER

We are open to other types of projects such as digital advertising and social media campaigns, as well as other forms of outreach. Please coordinate details in advance and send PaintCare supporting documentation along with your invoice so we have a record of the projects and examples to show others.

### Design Assistance

PaintCare can provide assistance with basic layout and graphic design for print and digital projects. When we provide this type of assistance, we will provide electronic files for you to send for printing or ad placement. Other than editing and commenting on scripts, we do not provide in-house assistance with audio or video production.

Please allow plenty of time for project planning, approvals, and editing. Depending on the time of year, this may take 4–8 weeks.

### Reimbursement

PaintCare provides reimbursements for pre-approved projects only. We do not provide money up front, pay vendors directly, or accept requests for reimbursements on projects that have already been completed. Generally, PaintCare will reimburse costs for pre-approved projects proportional to the amount of the project dedicated to PaintCare information. Funding amounts may also differ depending on budgets available and our other outreach taking place in your area.

To be reimbursed after the project is completed, send an invoice from your government agency, samples of final pieces, and copies of invoices from your vendors to [paintcare@bill.com](mailto:paintcare@bill.com) and copy Brett Rodgers at

brodgers@paint.org. The "To:" space on the invoice should be addressed to PaintCare Inc., 901 New York Ave NW, Suite 300 West, Washington DC, 20001. In the space for purchase orders please write "6369 Communications: Other, Joint Projects." See sample invoice below.

**{SAMPLE INVOICE}**

Environmental Services Program

Washington County  
123 Government Way  
Anytown, State 55776

June 24, 2021

Invoice: 2452187

Purchase Order: 6369 Communications: Other, Joint Projects

Outreach Department  
PaintCare Inc.  
901 New York Ave NW #300W  
Washington DC, 20005

Description:

- Newspaper ad promoting one day event held in Anytown on May 1, 2021
- Three 5x5 ads ran on April 13, 2021 in the County Journal
- Total invoices from newspapers: \$1,487.00
- Invoice and copy of one ad are attached
- Per prior discussion, PaintCare agreed to reimburse county for \$750
- Contact person: Marie Chen, 202-555-1212

Invoice Amount: \$750.00

Remit to:

Environmental Services Program  
Washington County  
123 Government Way  
Anytown, State 55776

## Reuse Programs - Compensation & Reporting

Updated — May 2021



PaintCare encourages household hazardous waste programs, reuse stores, and others to operate paint reuse programs (i.e., swap shops or exchanges). Reuse programs return good quality, unused paint to the local community at low or no cost. Reuse is a preferred method of waste management.

To encourage reuse, PaintCare will compensate paint drop-off sites operating a reuse program under a contract with PaintCare.

### Operating a Reuse Program

Any PaintCare products (qualifying paint, stain, and varnish as defined by PaintCare – please see [www.paintcare.org/products-we-accept](http://www.paintcare.org/products-we-accept)) that are distributed through reuse programs must be in their original container, have an original label, and be in good physical and aesthetic condition. Contents must be liquid and relatively new. Containers should be closed securely before being placed in the reuse storage area.

Customers must sign a waiver form explaining that the paint is taken “as is” with no guarantee of quality or contents. The customer is required to read, complete, and sign the form, and site staff members are required to verify and record what has been taken by the customer. If a reuse facility does not use a waiver form, the facility accepts the liability for the materials. The staff must record the number of containers taken by each participant and the total estimated volume on the log.

### Track and Report by Volume (gallons)

- Containers may contain any amount of paint in them
- The site must determine and report the total gallons of latex paint and the total gallons of oil-based paint distributed for reuse
- Compensation is provided at \$1.60 per gallon

The site must track and report the actual volume of paint in the containers using an internal methodology (e.g., weigh the cans on a scale, estimate weight by hand, do visual inspection). The methodology must be provided to PaintCare upon request.



*Reuse room at the Household Hazardous Waste Facility at the Yolo County Central Landfill in Woodland, CA.*

## Appendix D



# 2022 Annual Consumer Survey Results

*prepared by*

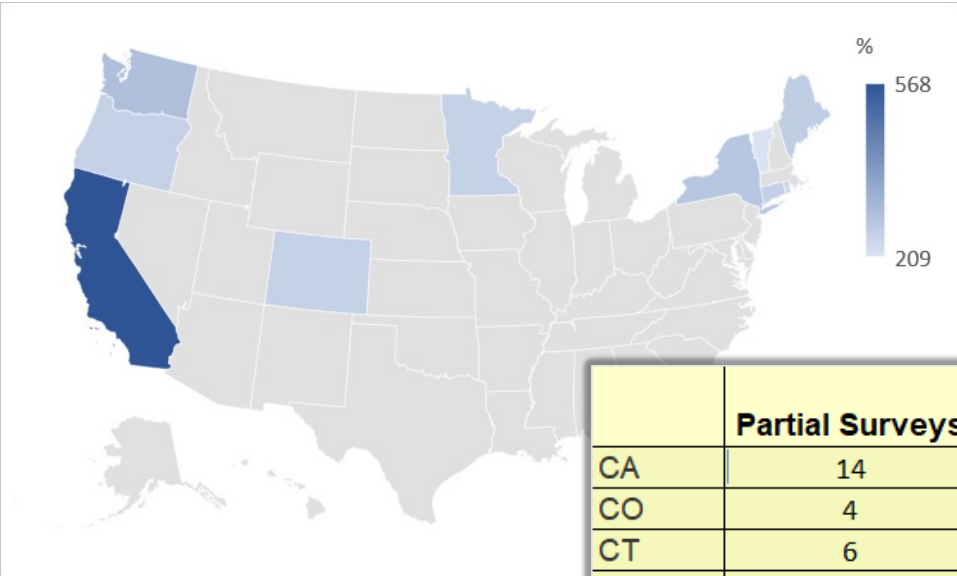


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# Response Summary

- ❖ 3,136 surveys were conducted in 10 states plus the District of Columbia in October 2022.
- ❖ Panel research methodologies were applied to attain distribution of results by gender, age, ethnicity, and income. Surveyed consumers were all over the age of 18.



	Partial Surveys	Full Surveys	Total Completes	Margin of Error*
CA	14	548	562	+/-3%
CO	4	250	254	+/-5%
CT	6	251	257	+/-5%
DC	7	259	266	+/-5%
ME	14	250	264	+/-5%
MN	4	250	254	+/-5%
NY	9	269	278	+/-5%
OR	4	250	254	+/-5%
RI	8	234	242	+/-5%
VT	4	205	209	+/-6%
WA	6	290	296	+/-5%
<b>Total</b>	<b>80</b>	<b>3056</b>	<b>3136</b>	

\* at a 90% level of confidence

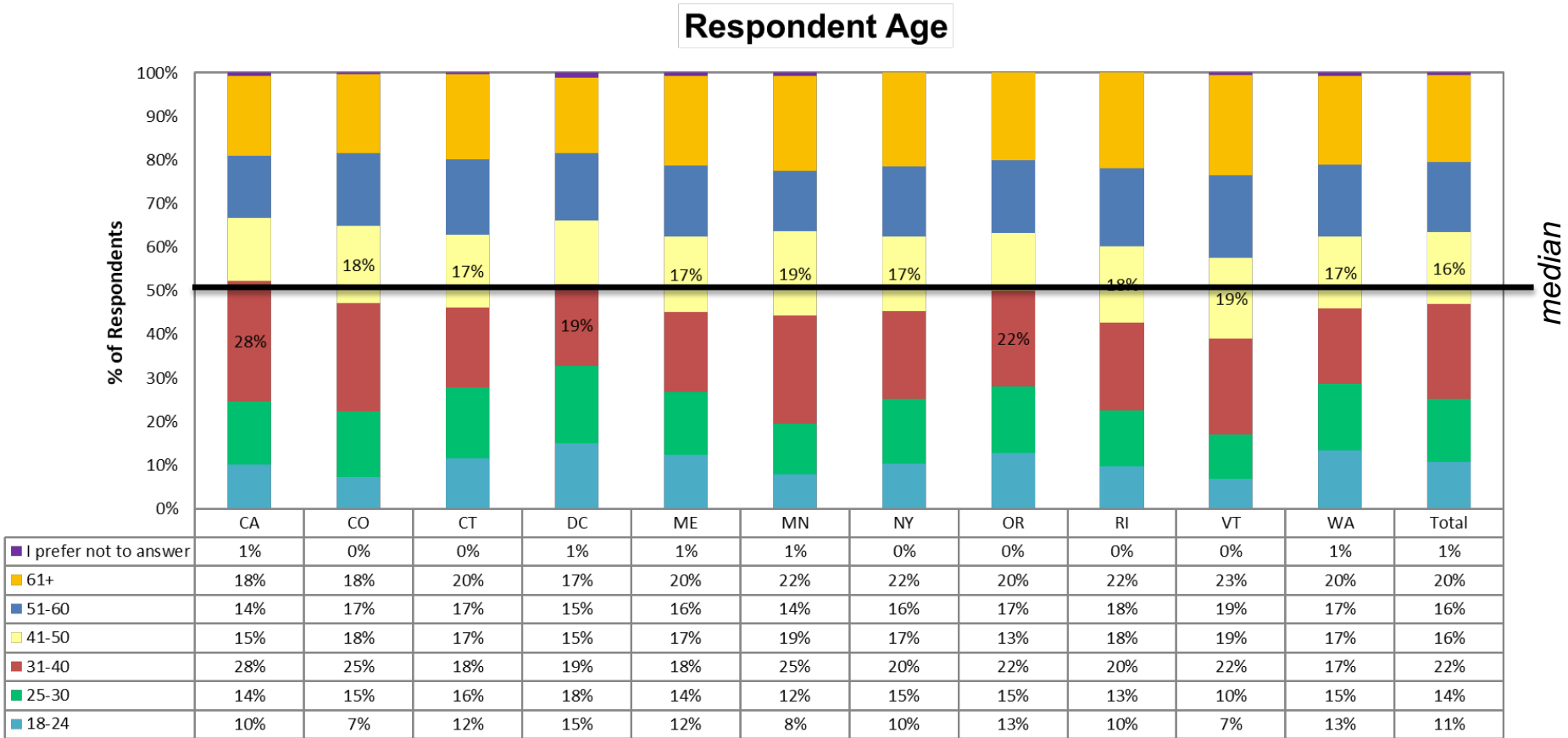




# RESPONDENT PROFILES

# Profile of Respondents - Age

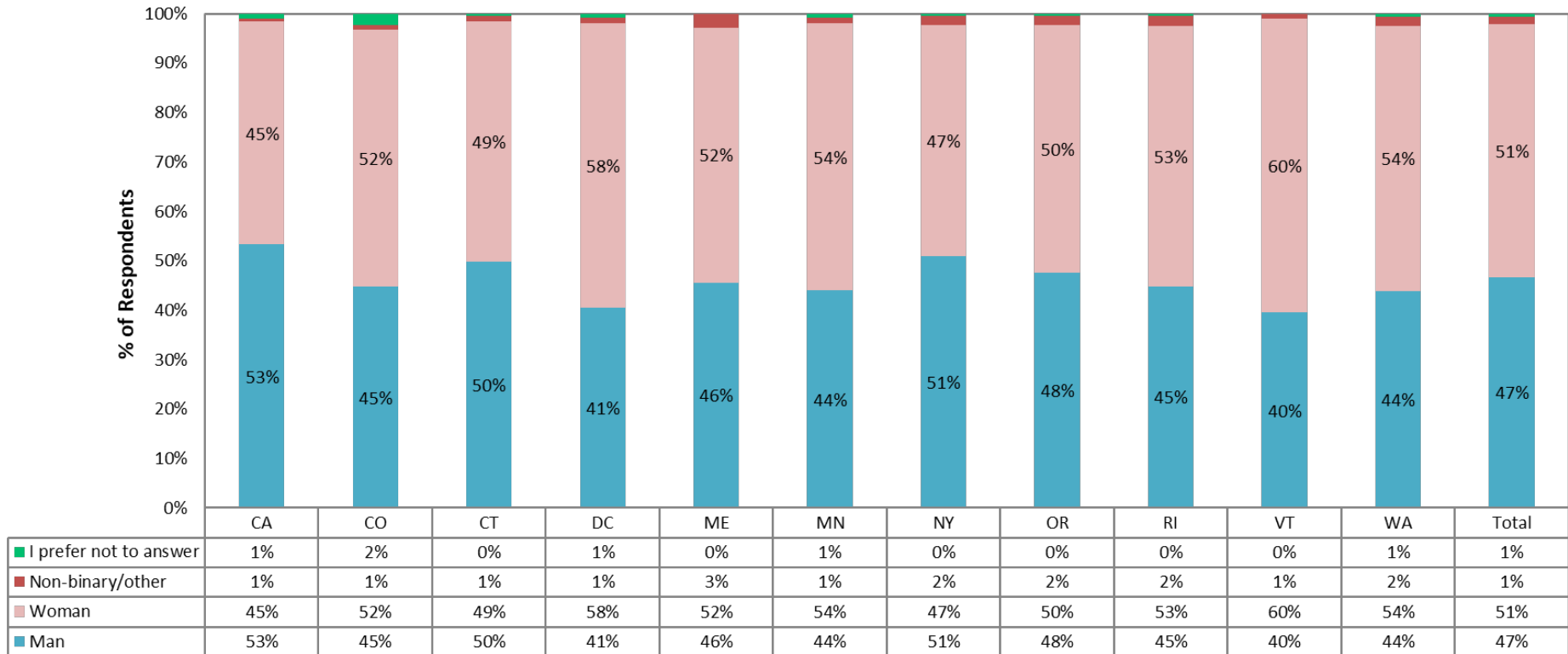
- ❖ A good mix of age ranges was represented in each state's/district's sample.
- ❖ The median age was 41-50 overall and in most states/the district (as was the case last period).
- ❖ Variances can be attributed to state characteristics and sample availability.



# Profile of Respondents - Gender

- ❖ Overall, results were fairly evenly split between men and women. Results varied by state, but the split was no greater than 40%-60% in any state/district (same as last period).

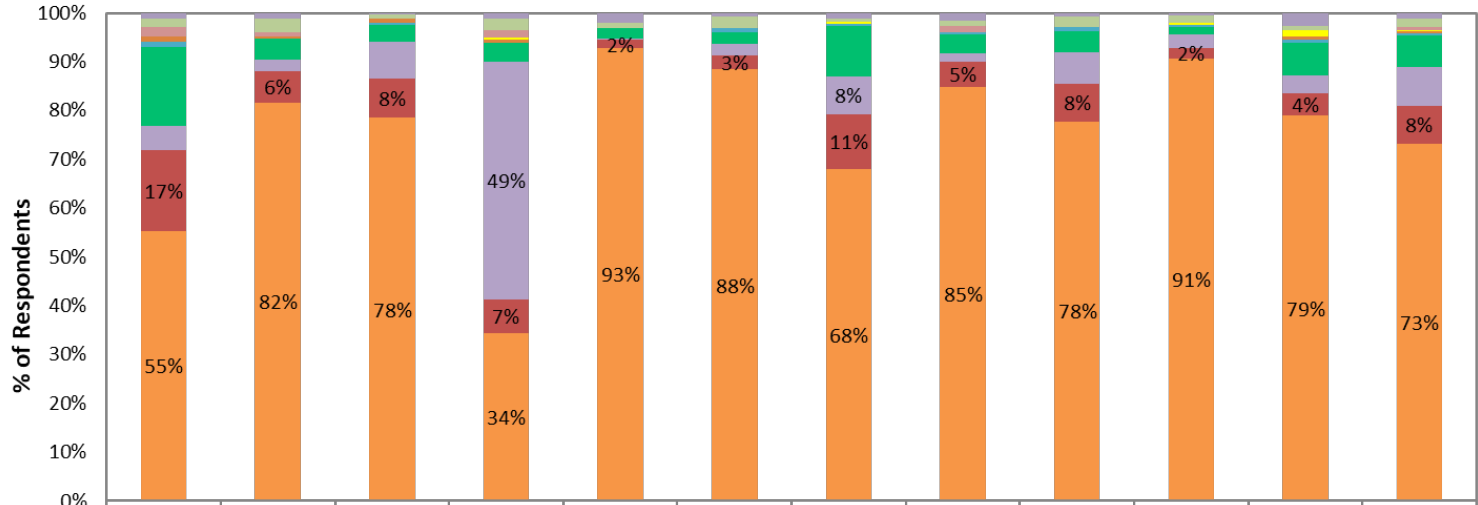
## Gender Identity



# Profile of Respondents - Ethnicity

- ❖ 73% of all respondents identified themselves as white (exactly the same as in last period).
- ❖ However, there were variances within states/the district. Consistent with census data, D.C. had the highest proportion of Black/African American respondents; California and Colorado, Hispanic/Latino respondents; California and New York, Asian respondents.

## Respondent Ethnicity



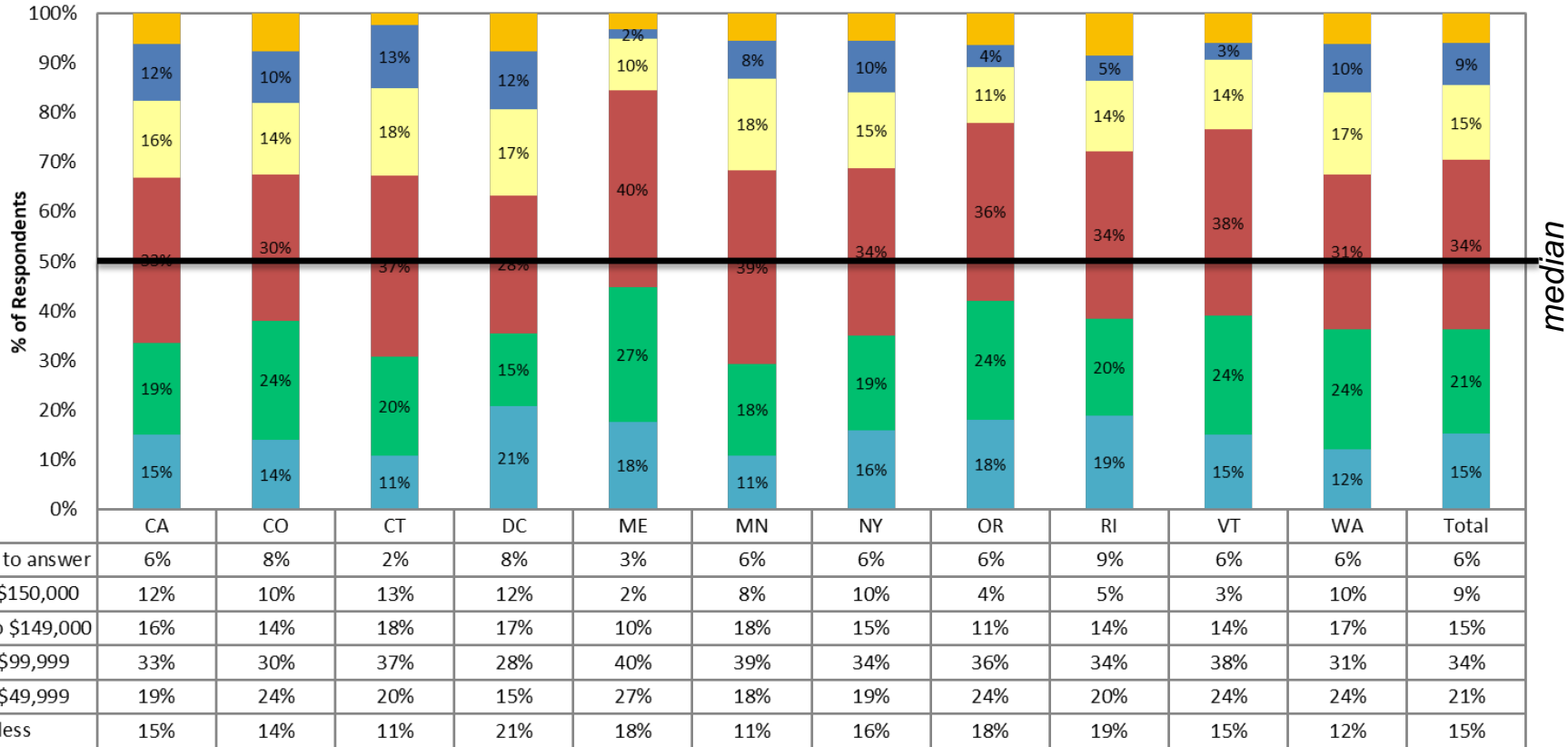
	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
Other*	1%	1%	0%	1%	2%	1%	1%	2%	1%	0%	3%	1%
I prefer not to answer	2%	3%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%
Some other race, ethnicity or origin	2%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	1%
Native Hawaiian or Other Pacific Islander	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Middle Eastern or North African	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%
American Indian or Alaska Native	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%
Asian	16%	4%	4%	4%	2%	2%	10%	4%	4%	1%	7%	7%
Black or African American	5%	2%	8%	49%	0%	2%	8%	2%	6%	3%	4%	8%
Hispanic, Latino or Spanish origin	17%	6%	8%	7%	2%	3%	11%	5%	8%	2%	4%	8%
White	55%	82%	78%	34%	93%	88%	68%	85%	78%	91%	79%	73%

\*Other Ethnicities: African, Mixed Race, Biracial, Human, Mexican, Italian, Native American, Korean, Portuguese, European American

# Profile of Respondents - Income

- ❖ The median household income level for respondents in each state/the district was \$50-99K (same as last period).

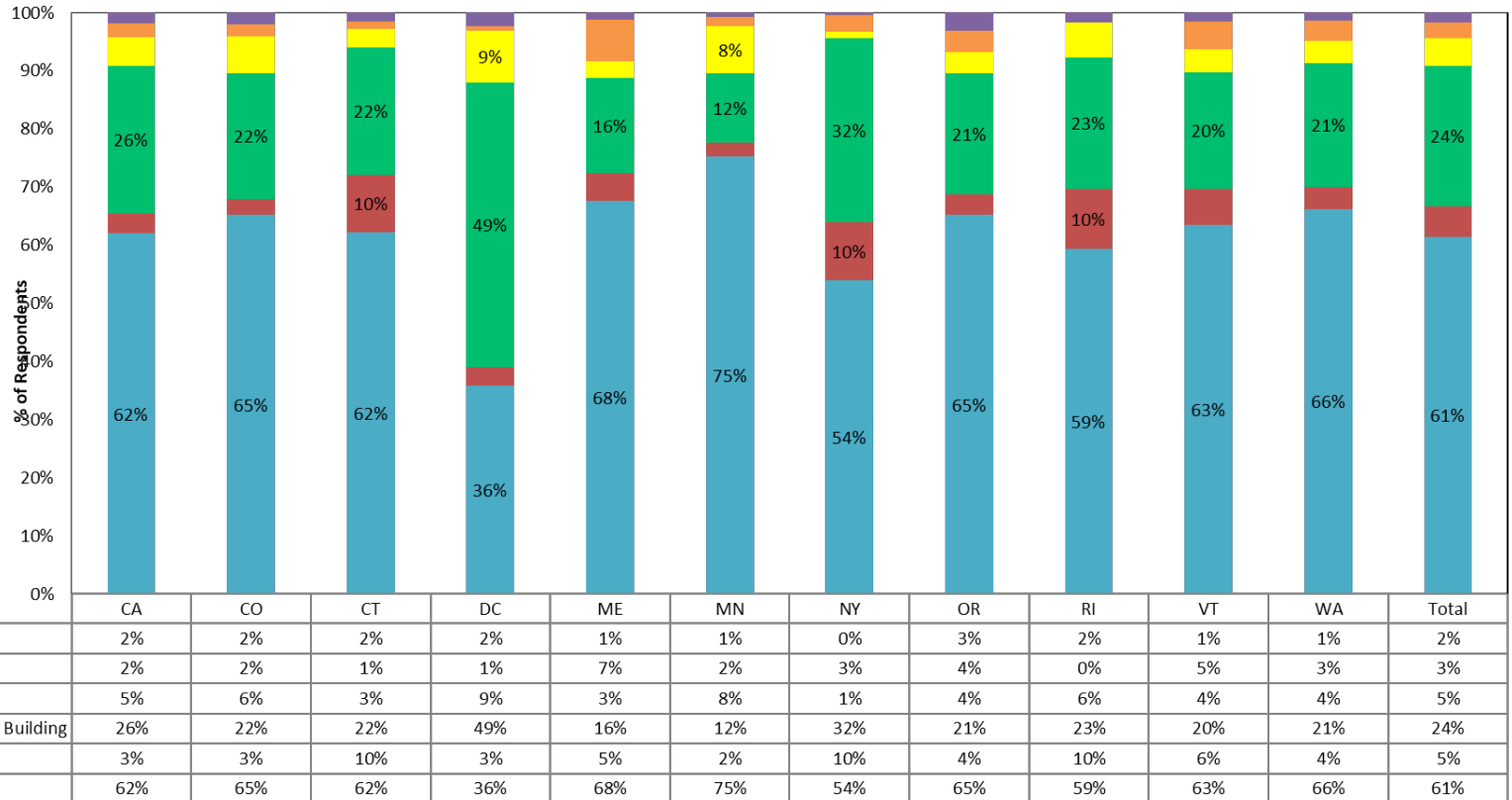
## Respondent Annual Household Income



# Profile of Respondents – Dwelling Type

- ❖ 61% of respondents live in a single-family home (exactly the same as in last period).
- ❖ Condominium/apartment living was more predominant in D.C. and New York.

## Respondent Dwelling Type

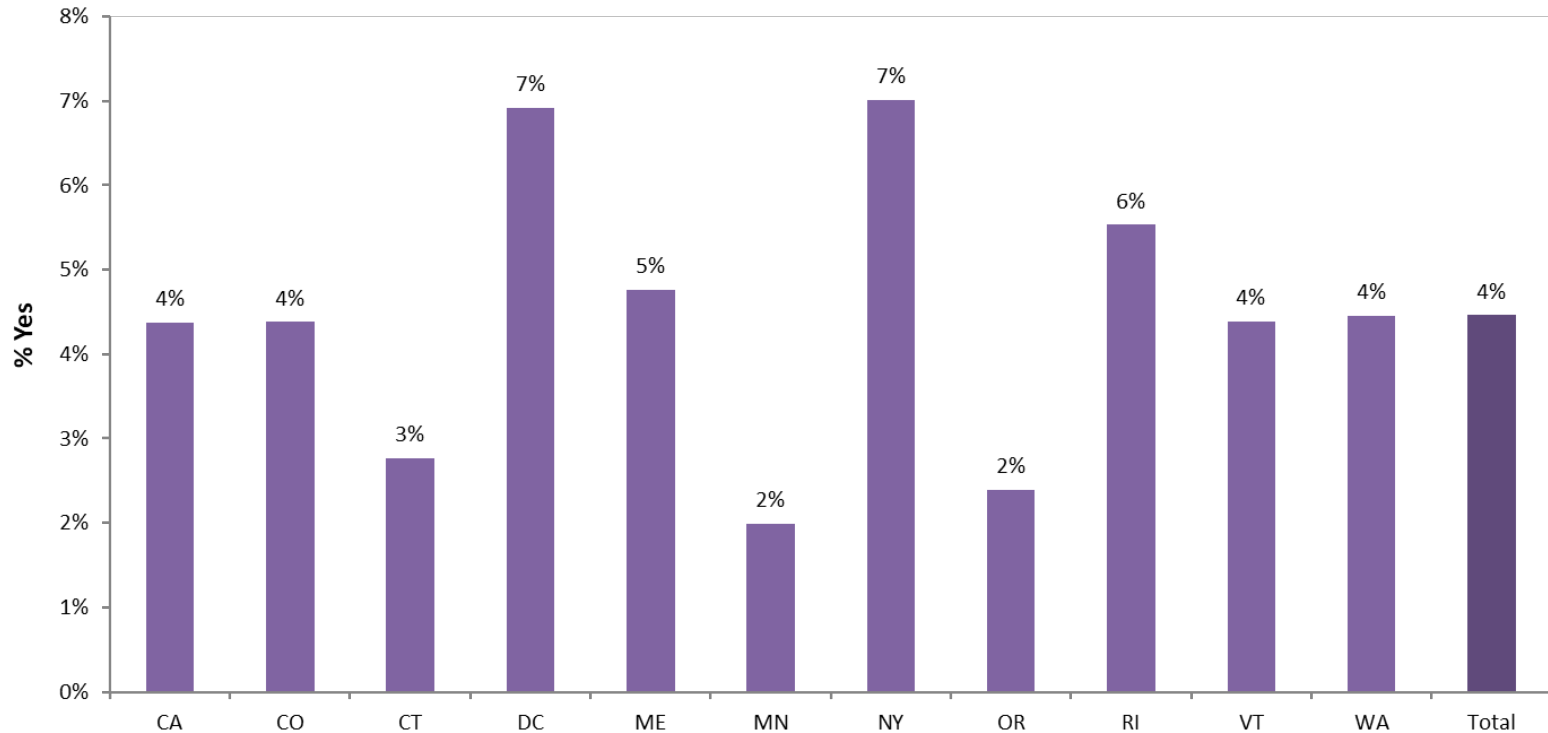


*\*Other Dwelling Types: 2-apartment house, car, dorm, duplex, forest, in-law apartment, homeless, hotel, manufactured home, motel, motor home, nomadic, shack, parents' house, cabin, tiny home*

# Profile of Respondents – Paint-Related Professions

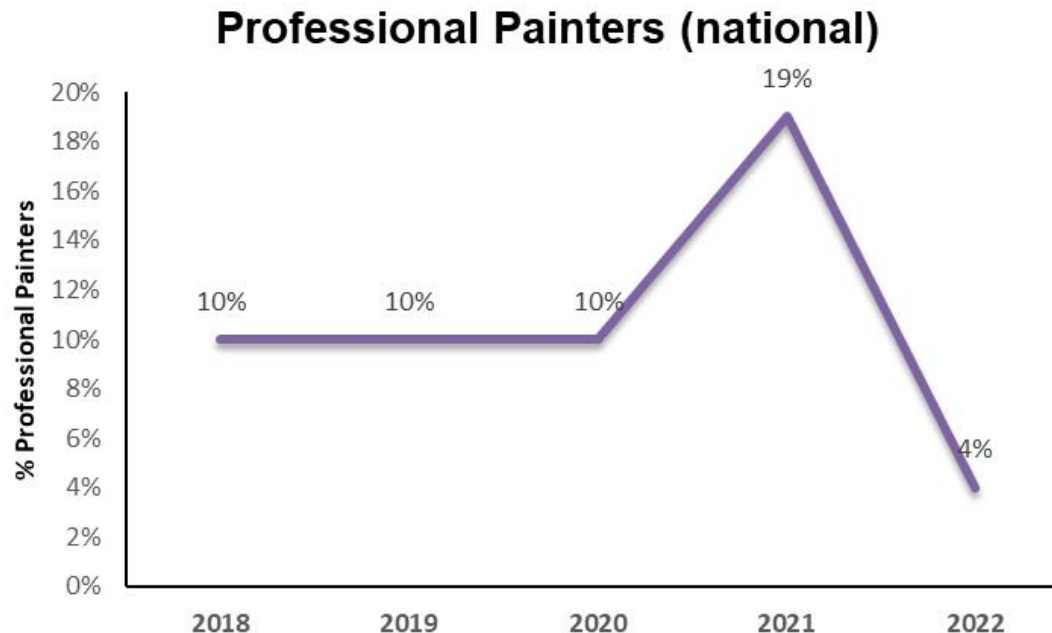
- ❖ 4% of all respondents identified as professional painters, the lowest percentage since survey inception.
- ❖ The greatest percentages of professional painters were in DC and New York.

## Do you paint professionally (NOT as an artist)?



## TREND: Paint-Related Professions

- ❖ From 2018 to 2020, 10% of respondents said they were professional painters. That spiked to 19% in 2021 and has declined significantly this year.
- ❖ The spike in professional painters in 2021 could have been a result of pandemic job shifting.
- ❖ The drop in professional painters in 2022 might represent a post-pandemic market shift back to other types of employment. For example, a strong demand for workers may be drawing paint laborers (back) into home construction.
- ❖ Or, it may be that professional painters are currently so busy that they are not responding to surveys.

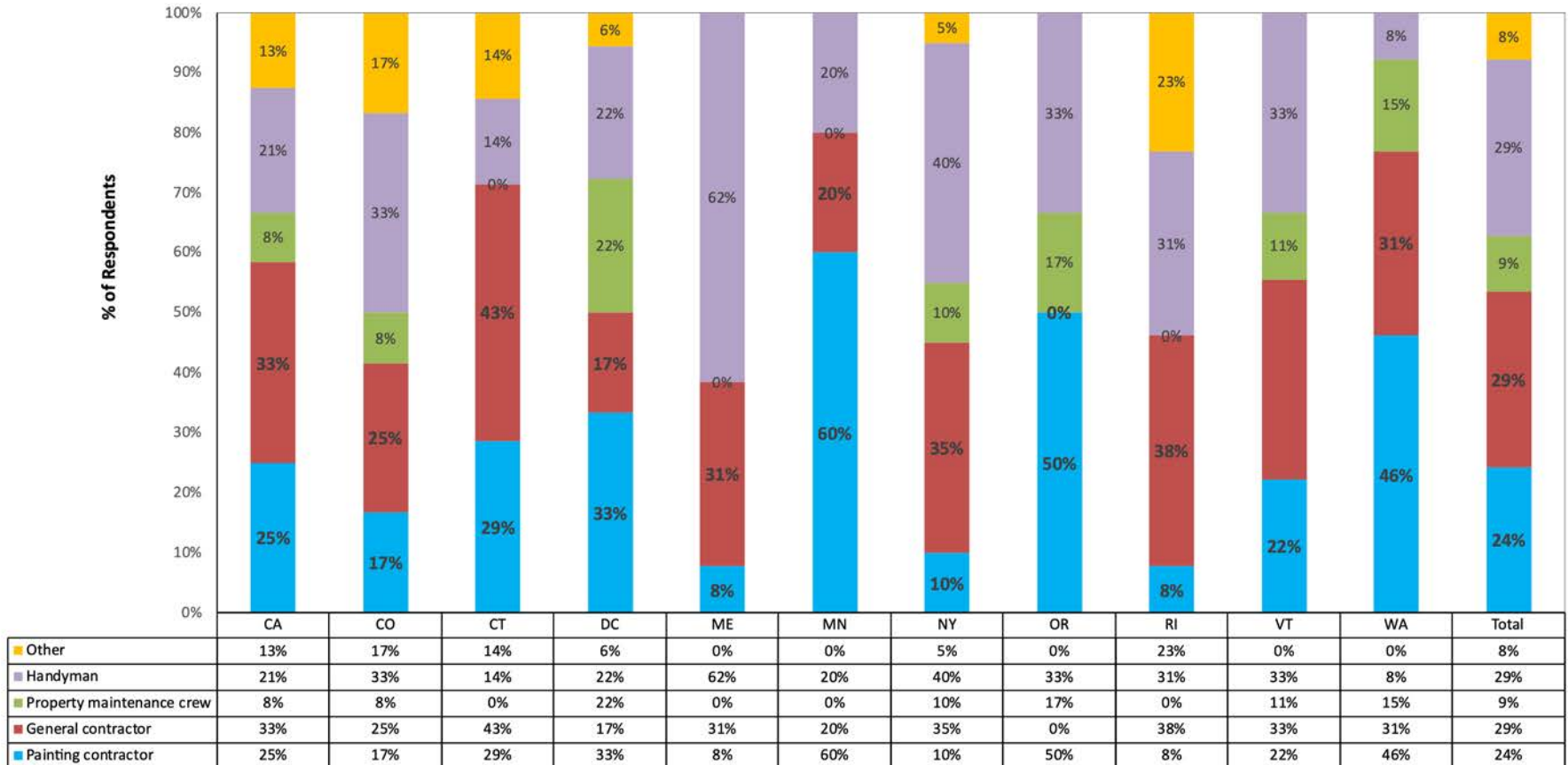




# Profile of Respondents – Painter Types

- ❖ The types of professional painter respondents were fairly evenly split between painting contractors, general contractors and handymen.
- ❖ Results varied by state/district. The highest percentage of dedicated painting contractors were in Minnesota and Oregon; the lowest, in Maine, New York and Rhode Island.

## What type of professional painter are you?



\*Other Professions: Furniture restoration, work along side a contractor when needed

N=CA 548;CO 250;CT 251;DC 259;ME 250;MN 250;NY 269;OR 250;RI 234;VT 205;WA 290;TOTAL 3056

## TREND: Painter Types

- ❖ The composition of professional painters is quite different in 2022 than in 2021.
- ❖ The percentage of dedicated painting contractors dropped from 53% to 24%.
- ❖ We have 3X the handymen in the response base than we had in 2021.
- ❖ Demographic characteristics of professional painter respondents have changed since last year as well.
- ❖ Median income, \$50-\$99K, is lower than in 2021.
- ❖ The ethnic mix is quite different as well, with more Hispanic/Latino and Asian respondents, and fewer white respondents.

Type of Painter	2020	2021	2022	
Painting contractor	37%	53%	24%	<i>much lower</i>
General contractor	29%	29%	29%	<i>similar</i>
Property maintenance crew	16%	8%	9%	<i>similar</i>
Handyman	14%	9%	29%	<i>much higher</i>
Other*	4%	2%	8%	

	2020	2021	2022	
Median Income	\$50K-99K	\$100K - 149K	\$50K-99K	
Median Age	31-40	31-40	31-40	
Men	69%	69%	70%	<i>similar</i>
Women	29%	28%	28%	<i>similar</i>
White	62%	66%	52%	<i>lower</i>
Black	12%	17%	17%	<i>similar</i>
Hispanic/Latino	13%	9%	18%	<i>higher</i>
Asian	9%	4%	8%	<i>higher</i>

## Implications of Respondent Profiles on 2022 Analysis

- ❖ The demographic profiles of respondents in 2022 were similar to those in prior years (i.e., age, gender identity, ethnicity, income, dwelling type), usually good for trending.
- ❖ However, the percentage of professional painters has changed dramatically.
- ❖ The types of professional painters has also changed dramatically.
- ❖ We know that results differ dramatically for professional and non-professionals (see Appendix 2 cross-tabulations).
- ❖ We know that results differ dramatically based on the type of professional painters (See Appendix 2 cross-tabulations).
- ❖ As a result, overall performance trends will be inflated/deflated based on the proportion of painters and types of painters in the mix.
- ❖ Therefore, 2022 analysis includes a breakout of non-professionals (end-consumers) to reduce the impact of respondent mix on overall results.
- ❖ For trending purposes, all results from 2018-2021 have also been recalculated to break out non-professionals.
- ❖ State/district breakouts of professional painter results are not possible given low sample sizes by state. However, their impacts are reflected in overall trends.

2022 Sample Sizes	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
Professional Painters	24	11	7	18	12	5	19	6	13	9	13	137
Non-Professionals (End Consumers)	525	240	246	242	240	246	252	245	222	196	279	2933

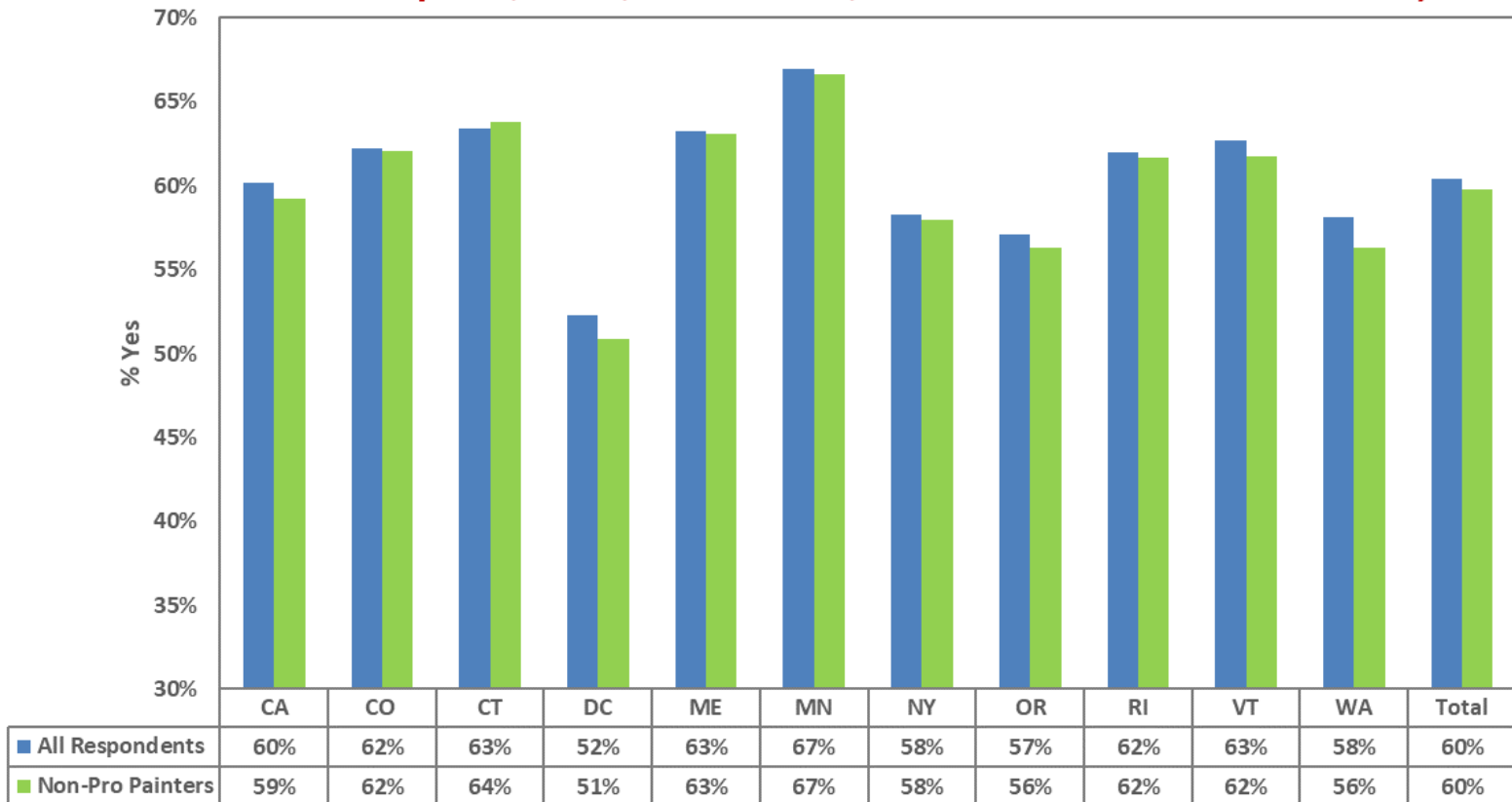


# **CONSUMER BEHAVIOR, PAINT PURCHASING AND DISPOSAL**

# Recency of Paint Purchases

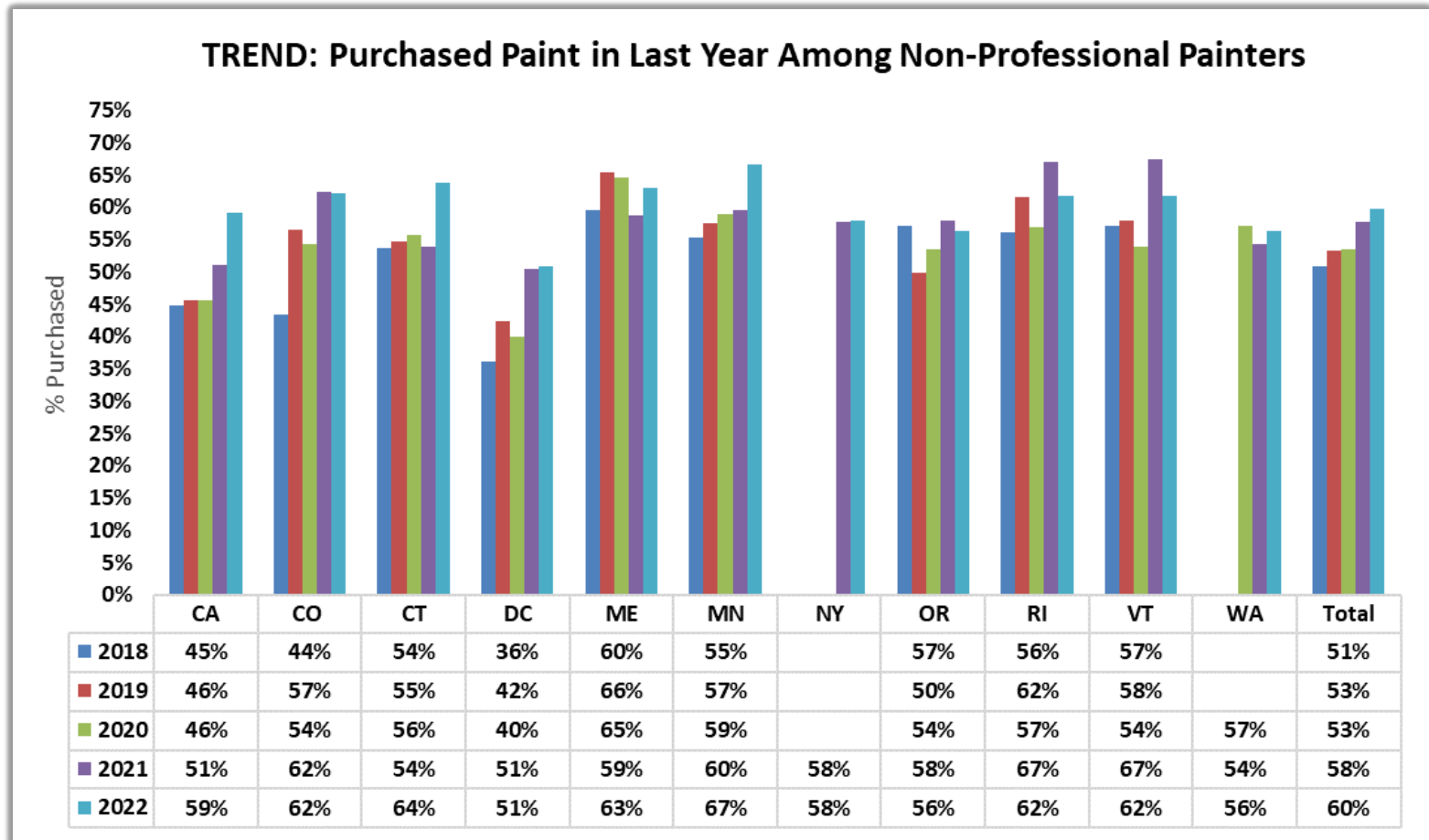
- ❖ 60% of respondents bought paint in the last year, both overall and among non-professionals (end consumers).
- ❖ The gap between all respondents (blue) and non-professional painters (green) can be explained by the fact that 85% of professional painters nationally bought paint in the past. Note that data is not shown for professional painters for individual states due to low sample sizes.

**Have you purchased paint in the last year? (primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish)**



# TREND: Recency of Paint Purchases Among End Consumers

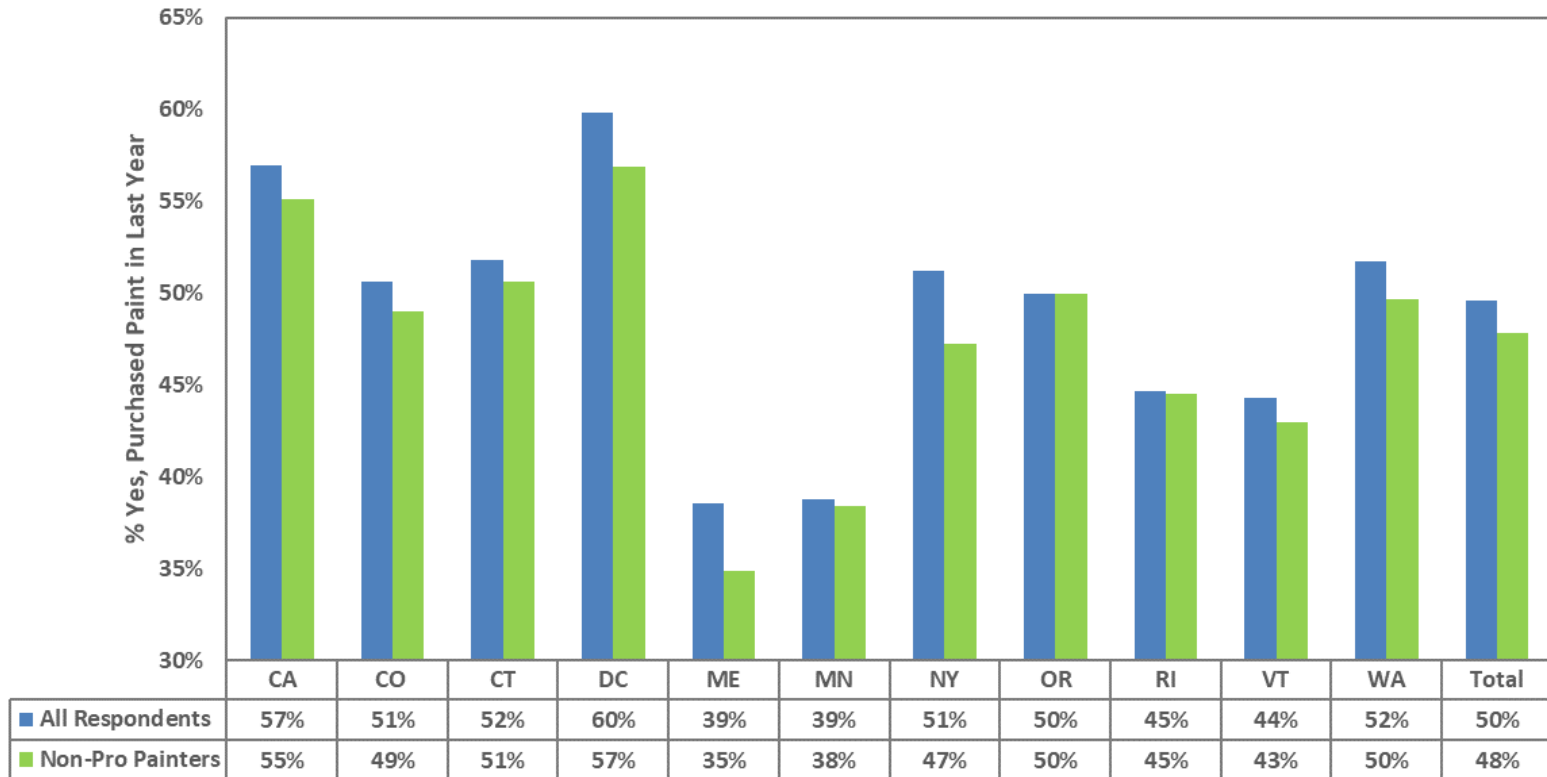
❖ Overall, paint purchases continued to rise in 2022 among non-professionals.



# Measurements Prior to Paint Purchases

- ❖ Half of respondents who purchased paint in the last year measured ahead of time to determine paint needs before buying.
- ❖ End consumers were less likely to measure than professional painters as evidenced by the gap between overall results and non-pro painter results. 76% of professional painters measured\*.

**Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?**

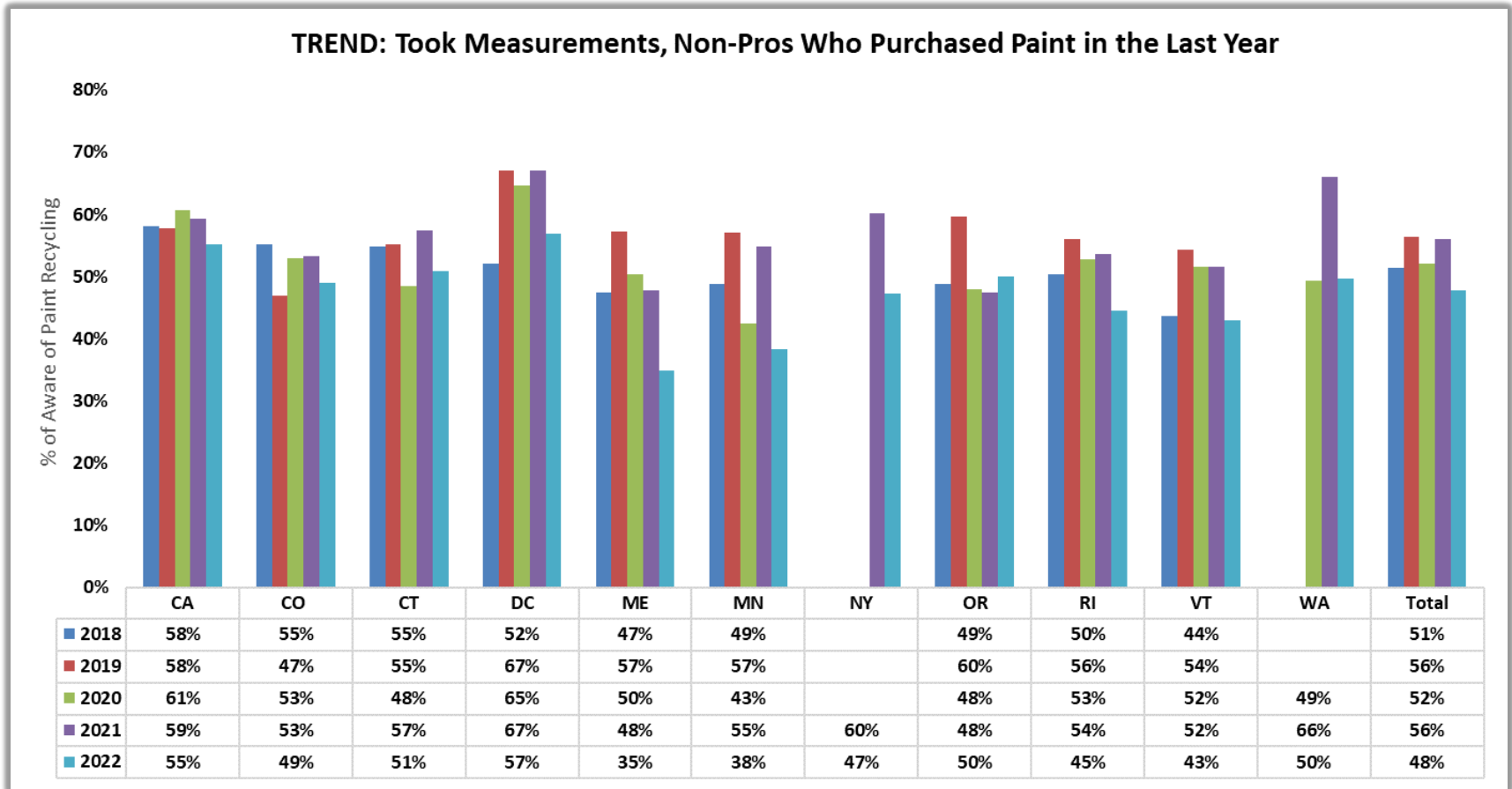


*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 337;CO 158;CT 164;DC 137;ME 166;MN 170;NY 162;OR 144;RI 150;VT 131;WA 172;TOTAL 1891*

# TREND: Measurements Prior to Paint Purchases, End Consumers

❖ Among non-professionals, pre-project measurements dropped from 2021.

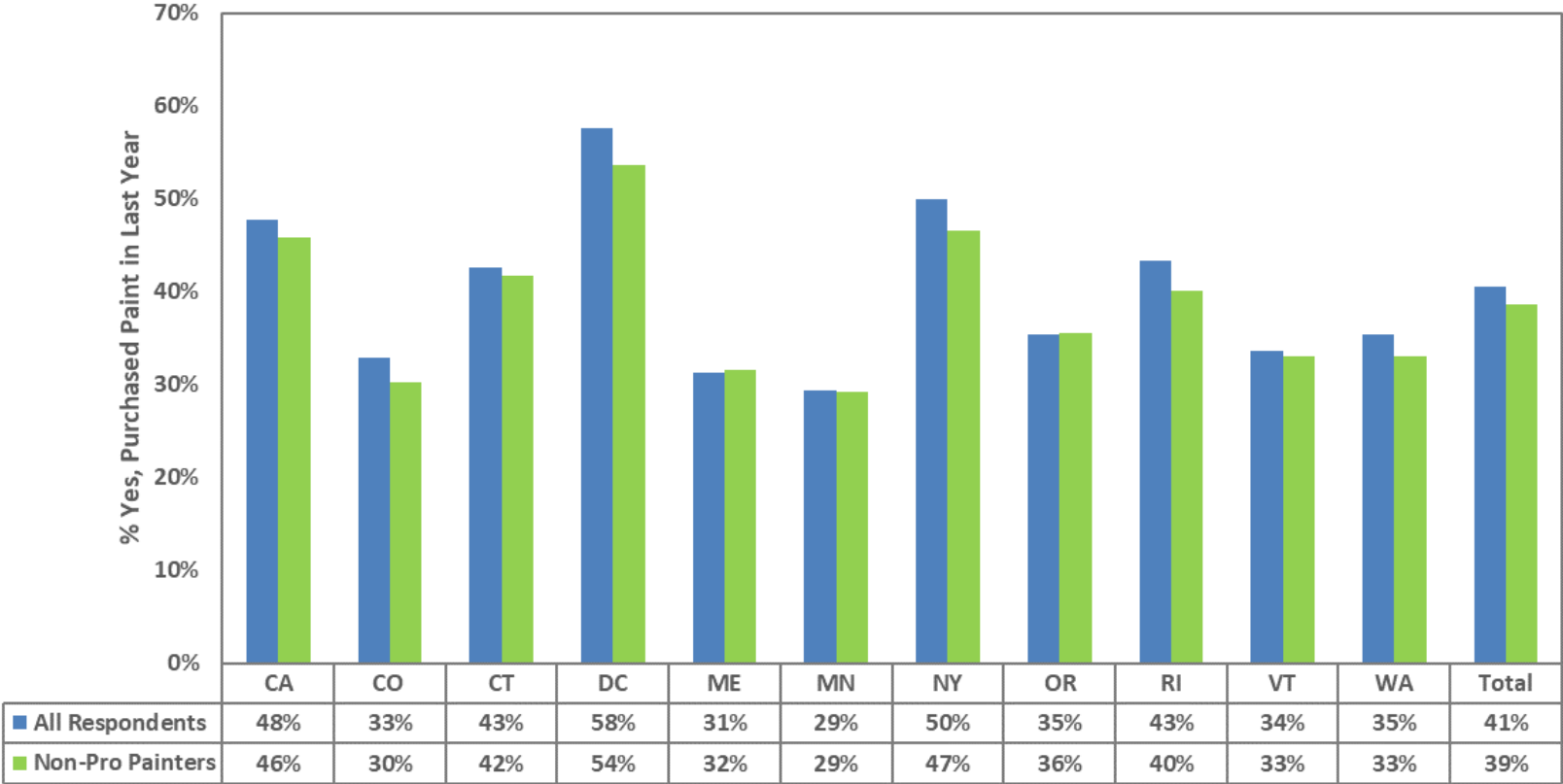




# Paint Store Assistance

- ❖ 41% of purchasers said the paint store staff assisted them with determining paint needs.
- ❖ Once again, professionals were more likely to receive help (67%) than non-professionals (39%)\*.

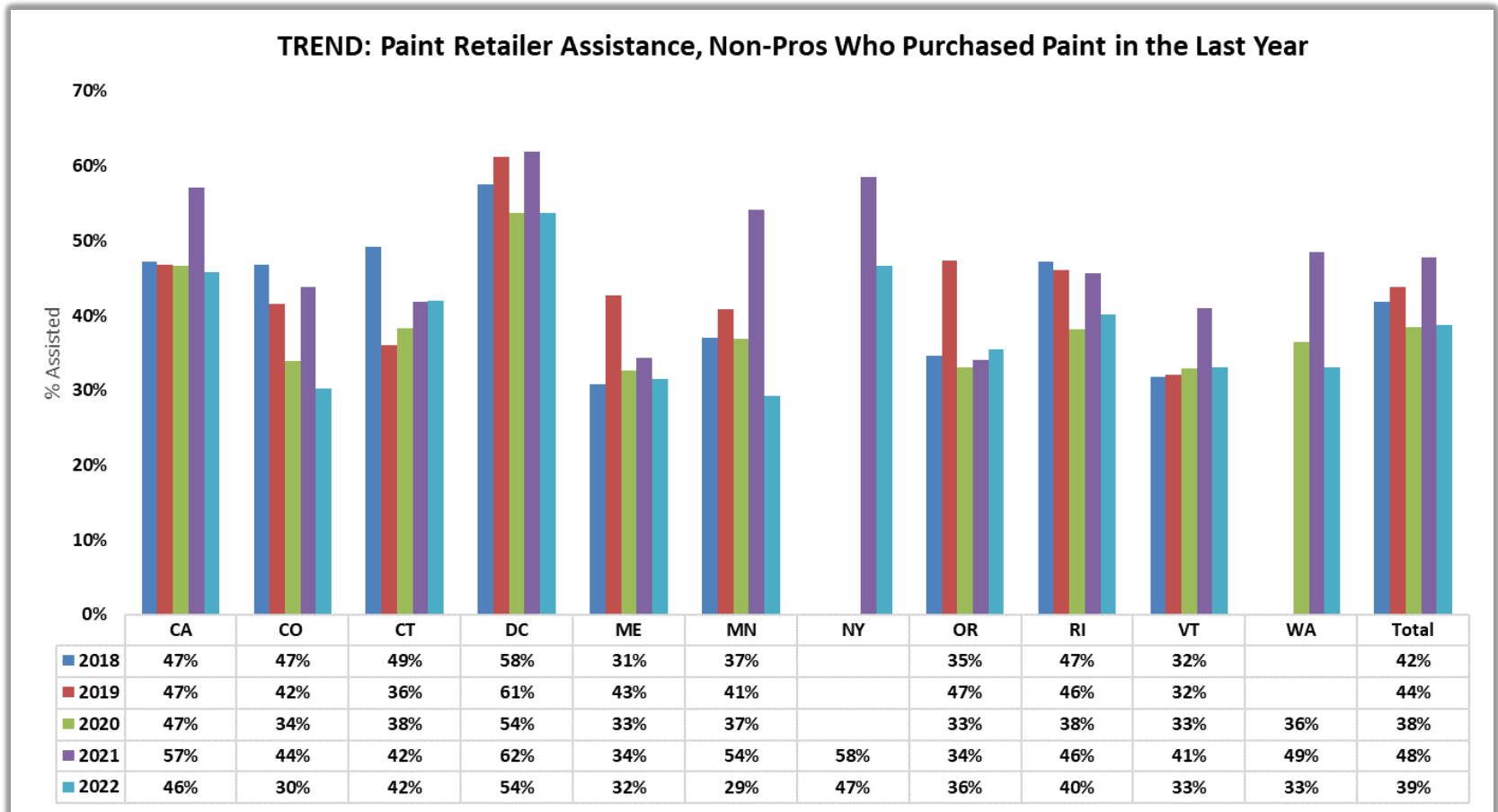
**Did the staff at a paint retailer assist you with figuring out exactly how much paint you needed for your specific project?**



\*Data is not shown for professional painters in individual states due to low sample sizes.

# TREND: Paint Store Assistance, End Consumers

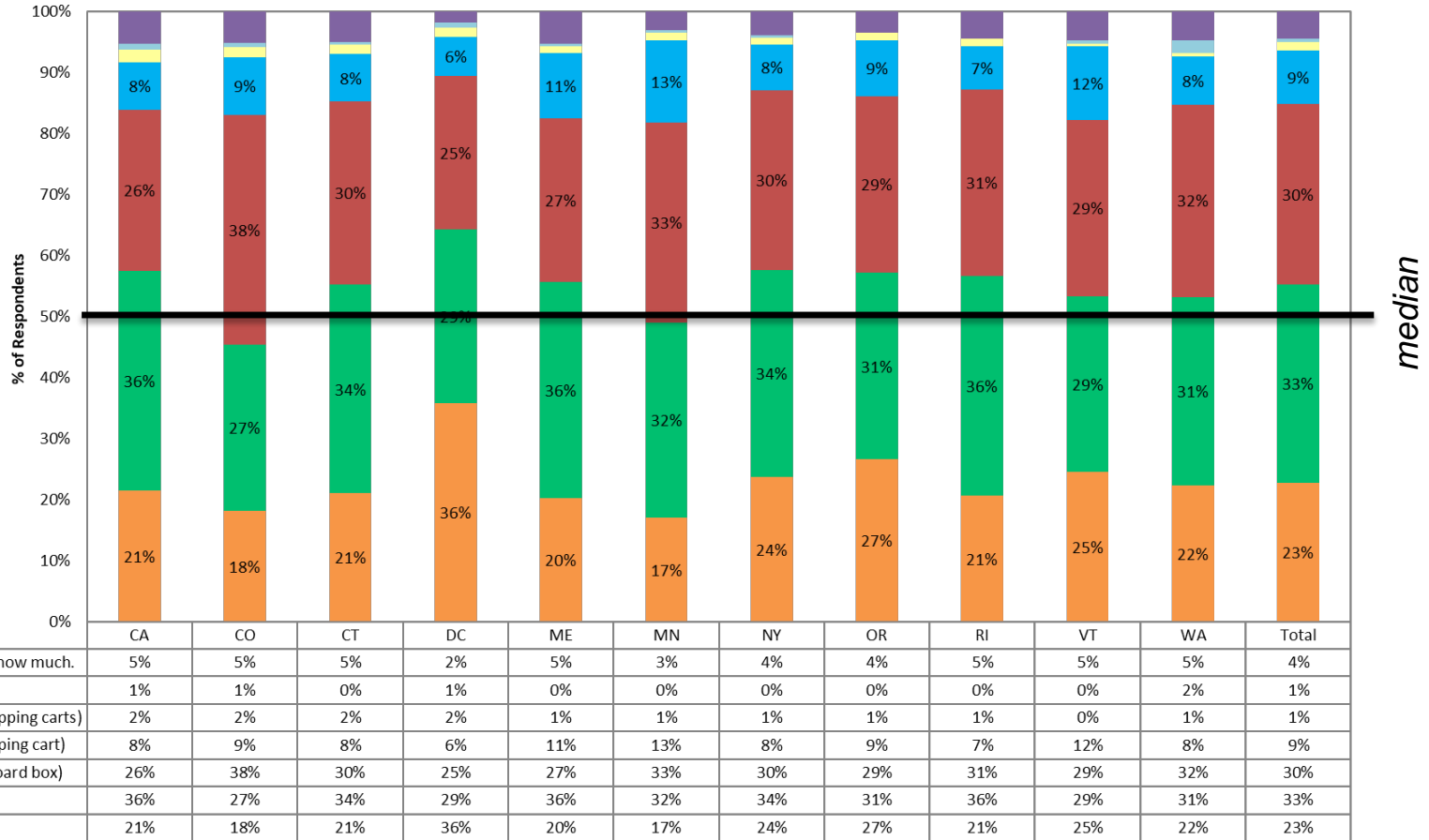
- ❖ Among end consumers who purchased in the last year, store assistance to determine the amount of paint needed declined overall in 2022, from 48% to 39%.



# Leftover Paint Storage

- ❖ The median amount of paint stored at home/business was “less than a gallon,” overall and in most states/the district.
- ❖ Colorado and Minnesota were the only two states where the median amount stored was 1-5 gallons.

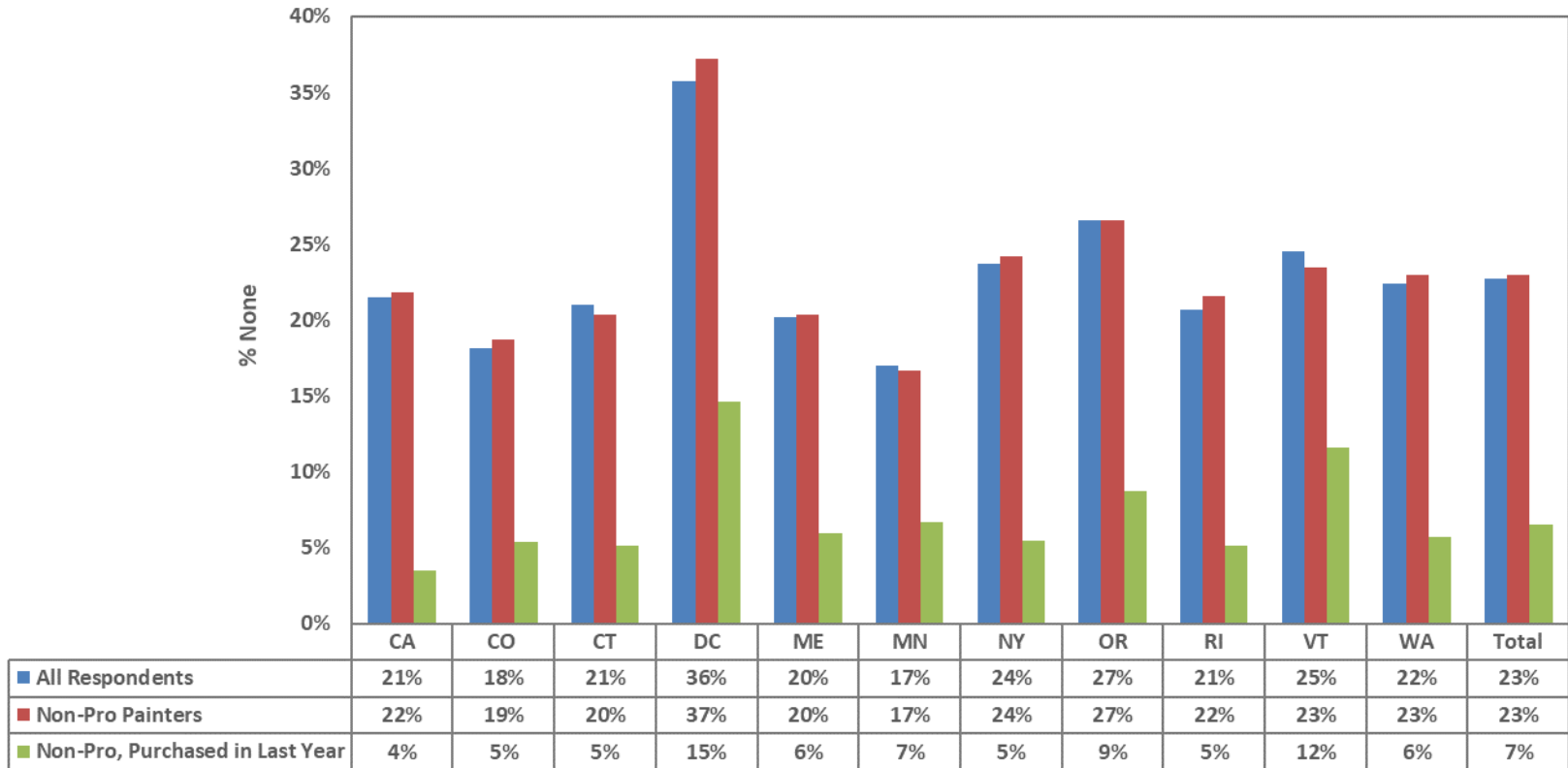
**How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?**



# Leftover Paint Storage

- ❖ To consider the impact of recency, results are shown three ways hereafter: 1) all respondents, 2) non-professionals, and 3) non-professionals who purchased paint in the last year.
- ❖ Recency makes a big difference in paint storage. Those who purchased paint in the last year were significantly more likely to be storing paint now. This suggests some delay in disposal after purchase.

**How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?**

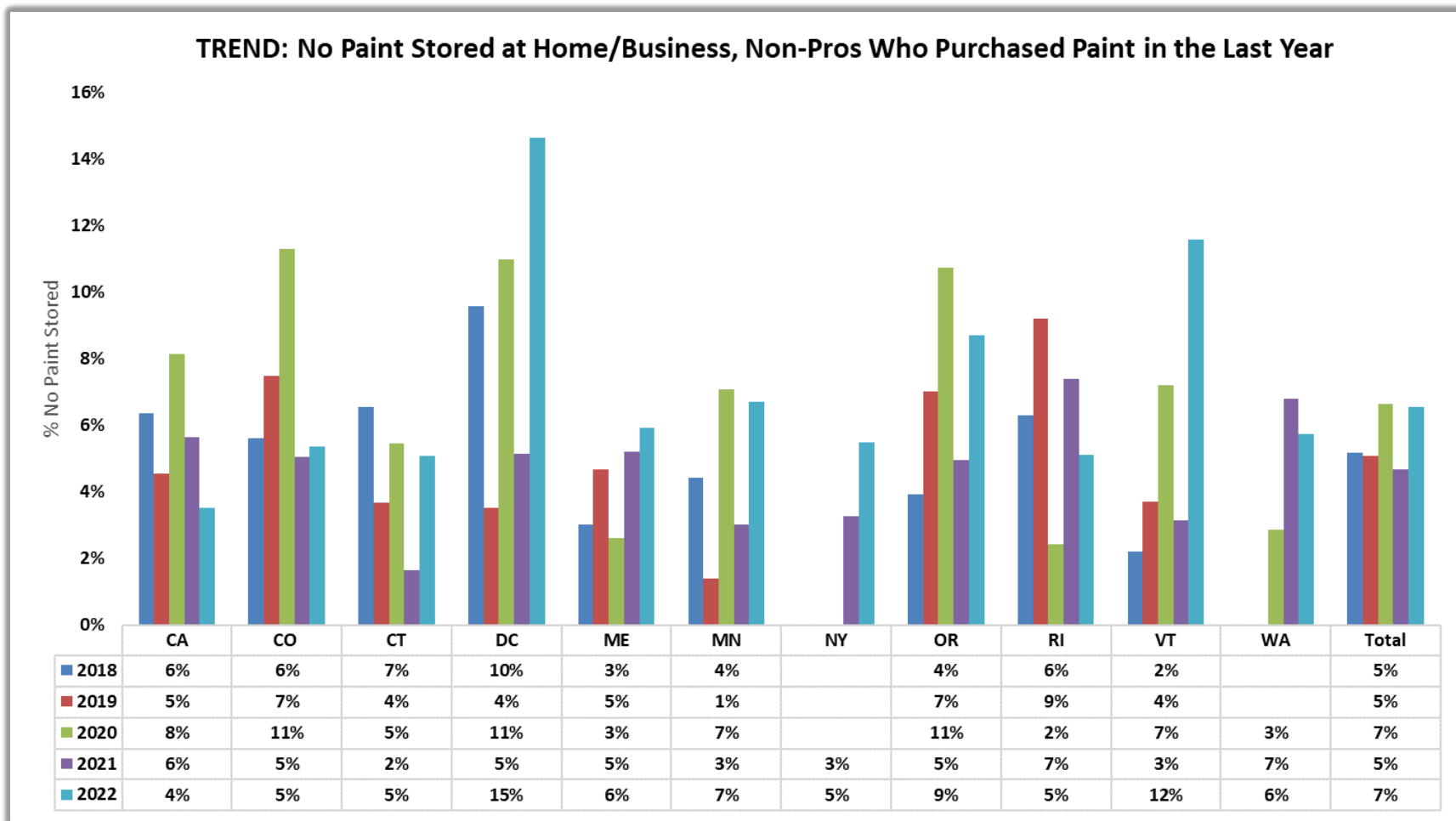


*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 559;CO 253;CT 257;DC 263;ME 262;MN 253;NY 278;OR 252;RI 242;VT 208;WA 295;TOTAL 3122*

# TREND: No Paint Storage, Recent End-Consumer Purchasers

- ❖ All trends hereafter are shown as a percentage of end-consumers who purchased in the last year.
- ❖ In general, end consumers have less paint on hand in 2022 than they did in 2021.



## Reasons for Paint Storage

- ❖ As was the case in prior years, the top 2 reasons (highlighted in yellow) that respondents stored paint are the same in all states/the district: leftovers from their own paint job or from a contractor's paint job.

<i>What is the main reason you have the leftover paint currently in your home/business?</i>												
Reason	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
I did some painting myself and I had some leftover paint when I was done.	57%	53%	61%	53%	58%	60%	58%	54%	69%	59%	57%	58%
I intentionally bought paint for future touch-ups.	22%	26%	25%	15%	27%	22%	19%	27%	17%	22%	26%	23%
I hired someone to paint, and they left it behind.	11%	9%	6%	14%	3%	5%	11%	5%	8%	6%	3%	8%
I found the paint in my home or business when I moved in.	5%	7%	4%	10%	5%	7%	3%	10%	2%	5%	8%	6%
I am a professional painter or contractor, and it is from one or more of my jobs.	1%	1%	1%	2%	1%	0%	2%	1%	1%	2%	0%	1%
I don't remember where the paint came from.	1%	2%	1%	4%	3%	3%	4%	1%	2%	3%	3%	3%
Other*	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%
<b>Sample Size</b>	<b>437</b>	<b>207</b>	<b>203</b>	<b>169</b>	<b>205</b>	<b>209</b>	<b>211</b>	<b>184</b>	<b>192</b>	<b>156</b>	<b>229</b>	<b>2402</b>

Shown as a percentage of all respondents

## “Other” Reasons for Storage

Bought extra, Neighbors gave me their old paint and there was paint left behind when I moved in	I purchased for accent walls so i will keep leftovers for touchup
did painting myself. not done yet, and will use most of it, save a little for touchups.	I usually buy more paint than I need so that I will have left over paint for touching-up marks and scratches or painting closets to match with the room I'm painting.
Given to me	It was left over from when my parents was having the house remolded
Had paint leftover after my living room was painted	It was leftover from the construction of our new house.
Haven't done the painting yet	Just in case to wipe out graffiti or vandalism
Haven't had a chance to take it to the proper disposal place due to covid.	kept paint to do do touch up work.
I bought it to paint my house but ended up putting on new siding	Leftover paint from rental unit
I bought paint for art and continue to use it	Leftover paint since i graduated college, and never used it for anything else
I bought paint samples to test wall colors	My dad has paint from painting the rooms.
I bought the house new and the builders left the paint in the garage.	My husband bought the paint to touch up our living room and to paint a navy wall in the bedroom
I did the painting myself and yes I had left over paint. Why would I dispose of it? I can use it for touching up spots in the future!	My husband has it
I guess on the amount, I bought to much	My Husband purchased the paint, used what was necessary and has leftover paint.
I have a family member whos is a painter and from time to time gives me paint thats leftover from his gigs	My landlord painted my home before I moved in and they left it so I could touch up spots if needed.
i have it left over from many different paint projects from over the years	My mom painted her salon a long time ago and left the paint in the bathroom
I have more painting to do.	Needed less than the smallest amount we could buy
I have not yet finished my project.	New construction house. Left over paint.
I have to paint the door on my barn.	Tend to buy extra for touch up or cosmetic purposes.
I keep them a year or two,so I can remember colors to match at a later time. For touch-up also	The painter messed up and had to buy more because of the mistakes
I never painted the project i purchased the paint for	The store is 30 minutes away from my home and I didn't want to run out of sealer while I was sealing my driveway. I can return the leftover gallon not used.
I painted my living room and had some leftover.	Was gifted leftover paint
We have more painting to do	We bought a pallet of mixed unwanted paint lol

# Past Paint Disposal Methods

- ❖ Similar to those surveyed in prior years, most didn't dispose because they intended to use it someday.
- ❖ Disposing at a HHW facility/event or the dry-then-trash methods were next most common.
- ❖ There were some variances by state (top 2 reasons highlighted in yellow below).

***In the past, which has been your preferred method to dispose of leftover or unwanted paint?***

Method	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
Stored it in the basement, garage, or a closet because I intended to use it someday	34%	33%	31%	30%	33%	35%	32%	29%	43%	28%	32%	33%
Took it to a household hazardous waste facility/event or transfer station	18%	14%	24%	8%	19%	24%	11%	16%	11%	32%	19%	18%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	13%	10%	9%	18%	10%	9%	13%	12%	8%	10%	16%	12%
Dried it out and put it in the trash	6%	12%	9%	8%	12%	11%	13%	10%	11%	9%	9%	10%
Gave it away to family, friends, or a community organization	7%	6%	3%	9%	5%	4%	7%	10%	3%	9%	4%	6%
Took it to a paint, hardware, or lumber store	7%	8%	9%	3%	4%	4%	3%	7%	8%	3%	4%	6%
I don't remember what I did with the leftover or unwanted paint.	6%	5%	5%	9%	5%	3%	7%	6%	6%	3%	4%	5%
Left it behind when I moved	3%	6%	4%	4%	3%	2%	3%	5%	1%	2%	3%	3%
Put cans of liquid paint in the trash	2%	4%	2%	5%	2%	2%	6%	2%	3%	0%	3%	3%
Mixed it with hardener or kitty litter and put it in the trash	2%	2%	3%	2%	5%	4%	4%	1%	2%	1%	4%	3%
Other*	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	0%	1%
Poured paint down the drain	1%	0%	0%	2%	0%	0%	0%	0%	1%	1%	1%	1%
<b>Sample Size</b>	<b>553</b>	<b>252</b>	<b>255</b>	<b>263</b>	<b>258</b>	<b>251</b>	<b>276</b>	<b>251</b>	<b>239</b>	<b>207</b>	<b>294</b>	<b>3099</b>



## “Other” Disposal Methods

dried it out and recycled the gallon container.	My husband takes care of this.
Dropped off at a hazardous waste sight.	Not sure bevsuse my husband disposed of the leftover paint
Dupster	Paint pickup services
Found a way to use it all up	Still have
Garbage	Still have it
gave it to our transfer station for proper disposal	The community have these events where you can drop off leftover paint
Had painter take it	Took it to recycle center
I donated it to habitat for humanity	Took it to recycled place for proper disposal
I gave it to my Superintendent.	Took to recycle
I hang on to it until I need it or decide to mix them together and then use them for some project	took to Sherwin WILLIAMS
I haven't gotten rid of any...	Took to the dump
I never painted	Trash
I still have the paint	Tried to use it for another project
I took it to a recycling paint area.	use as a sub-coat for whatever I paint next
I try to use the paint up in another project or as a base coat for something else, if possible	Used for art projects
I usually give it away	Used for diy art projects
I went to recycle event for paint leftover.	Used it on a different project
It's in the garage	We have a local paint recycler, and we took it there.
Kept it	When I no longer need it I wait till my trash pickup has a special day to pick up paint ant things of that nature
kept it available for possible touch-ups	

# Past Paint Store Disposal Preference

- ❖ Paint take-back service is the top reason people would go to a store vs. a HHW facility/event.
- ❖ Proximity was the number two reason for recycling at retail stores across most states/the district.
- ❖ *Note: results should be interpreted only directionally as sample sizes are low.*

**What is the main reason you would take paint to a paint/hardware/lumber store instead of a household hazardous waste facility/event or transfer station?**

Reason	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
The paint/hardware/lumber store has a paint take-back program in place.	28%	50%	45%	50%	45%	44%	33%	50%	44%	57%	54%	43%
The paint/hardware/lumber store is close.	33%	30%	23%	13%	9%	11%	44%	17%	28%	29%	38%	26%
We don't have any local hazardous waste facilities/events or transfer stations.	21%	20%	18%	25%	18%	33%	22%	11%	11%	0%	8%	17%
Paint/hardware/lumber stores are open more often.	15%	0%	14%	13%	27%	11%	0%	6%	17%	14%	0%	11%
Other*	3%	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%	2%
<b>Sample Size</b>	<b>39</b>	<b>20</b>	<b>22</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>18</b>	<b>18</b>	<b>7</b>	<b>13</b>	<b>174</b>

\*Other Reason - Paint Store

I have done it for 43 years

I wasn't aware I could take it to facility/transfer station

More convenient

The store has and knows proper options to dispose

# Household Hazardous Waste Facility/Event Preference

- ❖ Lack of knowledge of retail store take-back services was the top reason people chose HHW facilities/events in the past.
- ❖ Proximity also plays a big role in HHW facility/event selection across most states/the district.
- ❖ In Minnesota, New York and Colorado, the need to dispose other chemicals was important.

**What is the main reason you would take paint to a household hazardous waste facility/event or transfer station instead of a paint/hardware/lumber store?**

Reason	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
I wasn't aware paint/hardware/lumbers stores took back paint	60%	71%	50%	77%	52%	65%	55%	54%	48%	48%	59%	57%
The household hazardous waste facility or transfer station is closer.	14%	9%	23%	14%	17%	8%	17%	20%	19%	17%	21%	16%
I have other chemicals to dispose of that paint/hardware/lumber stores don't accept and want to get rid of it all at the same time.	9%	9%	17%	0%	13%	23%	17%	10%	15%	15%	14%	13%
We don't have a paint/hardware/lumber store that takes back paint in our area.	10%	6%	2%	9%	15%	0%	7%	15%	15%	14%	2%	8%
Other*	4%	0%	7%	0%	2%	2%	3%	0%	0%	5%	2%	3%
I have more paint than the paint/hardware/lumber stores would take.	3%	6%	2%	0%	2%	2%	0%	2%	4%	2%	2%	2%
<b>Sample Size</b>	<b>99</b>	<b>35</b>	<b>60</b>	<b>22</b>	<b>48</b>	<b>60</b>	<b>29</b>	<b>41</b>	<b>27</b>	<b>65</b>	<b>56</b>	<b>542</b>

**\*Other Reason - HHW**

better place to go	It was the only option I was aware of
Big corporations dump enough chemicals into our environment	it's the environmentally sound way to dispose of unwanted paint
environment	It's the safest way to dispose of it
Family and environment friendly	Recycle it
figured was right thing to do	That's where you take it.
I want to be conscientious of our environment and dispose of the paint properly.	The transfer station does not charge me.
It seemed like the right thing to do.	Town runs waste facility for taking back paints and other household products.
It was convenient	

# Future Paint Disposal Intentions

- ❖ Disposing at a HHW facility/event was the top future disposal intention in all states/the district.
- ❖ The next most prevalent reason varied by state, between taking it to a hardware store, giving it away, and drying it out/putting it into the trash.
- ❖ Very few said they would pour liquid paint down the drain or put liquid paint straight into the trash.

***If you wanted to get rid of unwanted paint in the near future, what would you most likely do with it?***

Method	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
Take it to a household hazardous waste facility/event or transfer station	30%	25%	33%	23%	27%	38%	20%	31%	26%	35%	31%	29%
Take it to a paint/hardware/lumber store	20%	20%	20%	13%	14%	19%	10%	17%	19%	16%	13%	17%
Give it away to a family member, friend, or community organization	16%	15%	11%	23%	13%	16%	17%	21%	11%	18%	16%	16%
Dry it out and put it in the trash	11%	18%	14%	11%	17%	12%	13%	10%	19%	12%	18%	14%
I don't know	14%	13%	13%	16%	14%	9%	20%	11%	15%	9%	11%	13%
Mix it with hardener or kitty litter and put it in the trash	3%	4%	2%	6%	8%	4%	9%	2%	3%	3%	6%	5%
Put cans of liquid paint in the trash	3%	3%	3%	4%	4%	1%	8%	4%	3%	4%	4%	4%
Other*	1%	2%	3%	2%	2%	2%	2%	4%	2%	2%	0%	2%
Pour paint down the drain	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%
<b>Sample Size</b>	<b>553</b>	<b>252</b>	<b>254</b>	<b>263</b>	<b>256</b>	<b>251</b>	<b>276</b>	<b>251</b>	<b>238</b>	<b>206</b>	<b>294</b>	<b>3094</b>

# “Other” Future Disposal Intentions

Smix it with saw dust, Let it harden and put in garbage	If paint already opened, I would save some for touch-ups as needed. If unopened and not needed, I would donate it. If not much paint left and don't plan to use, I would dry out and put in the trash.
Ask pro painter for advice	It depends on the type of paint, I dry it or drop it at the hazardous waste place.
Bring to work	Keep it
Donate it to habitat.	LET IT DRY OUT AND HARDEN AND DISPOSE DURING ANYTHING GOES DURING CLEAN-UP WEEK
Donated to a Habitat for Humanity Restore or similar charity resell store.	Let my husband take care of it
Don't buy paint	Look.up how to dispose of it properly.
Dry it out and put it in the trash, Take it to a paint/hardware/lumber store	Not sure. But I will make sure it is disposed properly not down the drain or trash.
either bring it to a paint store/hardware store now that I know they take it back OR turn it at the transfer station because they turn it into shades of paint for sale as well.	paid a fee when bought to get rid of it, but store and sttte doesnt have a place where we can bring it for free to dispose of
Find something to paint	Possibly find an artist that needs paint.
Give it away	Post it for free on a community sales page on social media.
Give it to family or friends.	Put it in the recycle bin
Give it to my Superintendent so he can finish using it. Or dispose of it.	Recycle
Google to find out the appropriate way to dispose of it	Research best option
Google where I can dispose of it safely	Research the best way to dispose of paint causing the least environmental impact.
Have it picked up by hazardous waste disposal company.	return to seller
have never painted with any	same, dry it out and recycle the container.
Hold onto it	Save for touch up.
I don't throw paint out, I save it just in case	save it for future use
I generally just horde it in my basement	Search online what to do with it
I only get enough paint for what I need to paint	Set it out by the Pickup dumpsters for my Recycling and reclamation provider to deal with.
I search recycle leftover paint stuff... then found recycle event... then took there.	Store in the garage
I usually use it all.	STORE IT FOR A LATTER DATE
I wait until my town has a special pick up day for that type of thing	Take it to a paint store that recycles paint.
I would probably do an internet search and find a local place to take it.	Take it to the paint recycling area. They make new paint out of old paint.
I would store it and not get rid of it	take it to the recycling center
I would take it to a paint/hardware/lumber store IF a financial incentive were offered, otherwise I'd continue taking it to household hazardous waste collection	Take to waste management for disposal
I wouldn't, I'd use it all	Use it again.
I've looked it up where to take in my town but I have never done it	Use it up on another project
If it was enough to use again I store it. If its old or just a small amount I put kitty litter in in and when dry take to dump	Would try to find a CONVENIENT place to recycle it, as long as there was enough to be concerning.

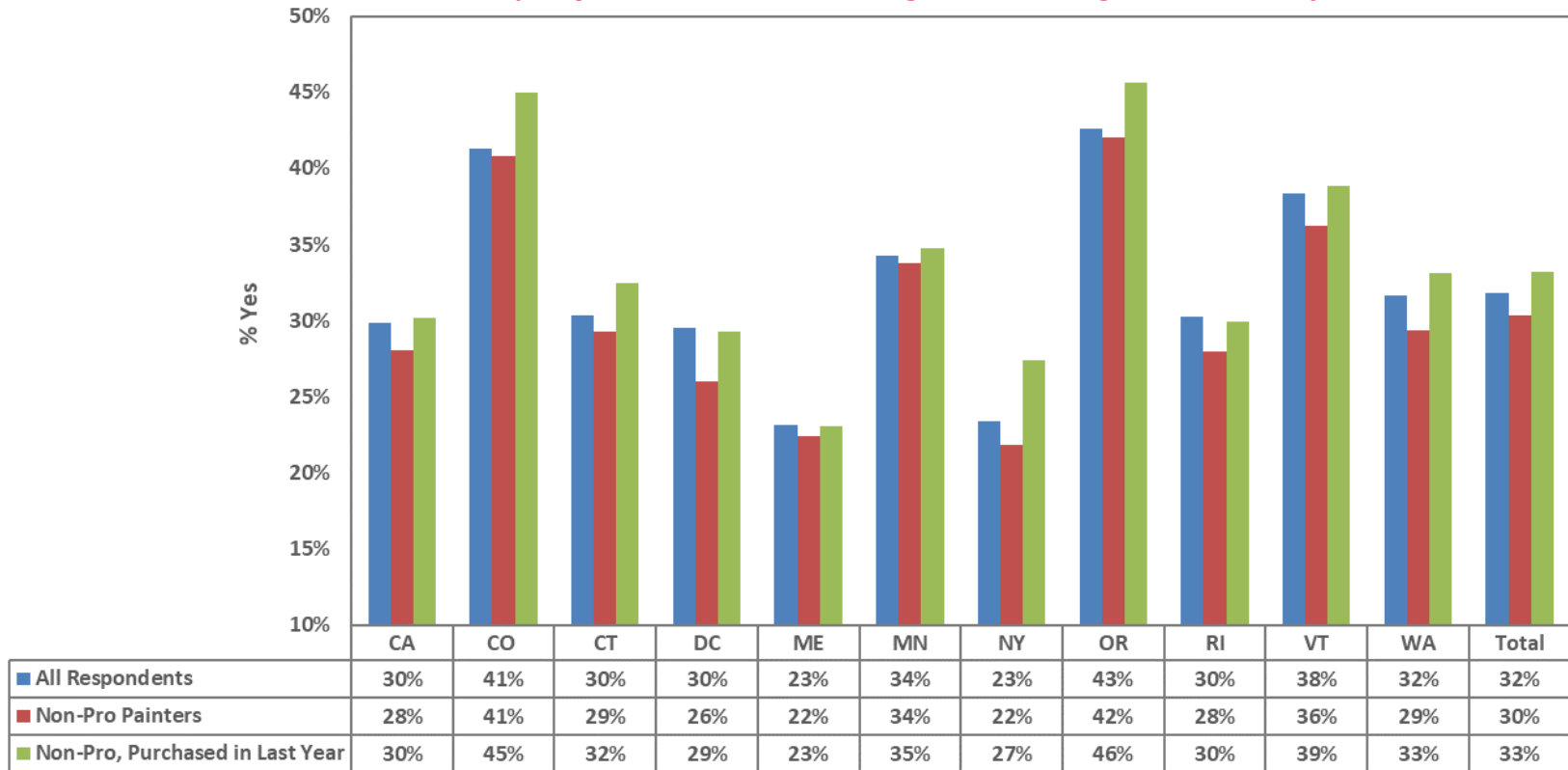


# **PAINT RECYCLING/DISPOSAL AWARENESS**

# Awareness of Paint Recycling

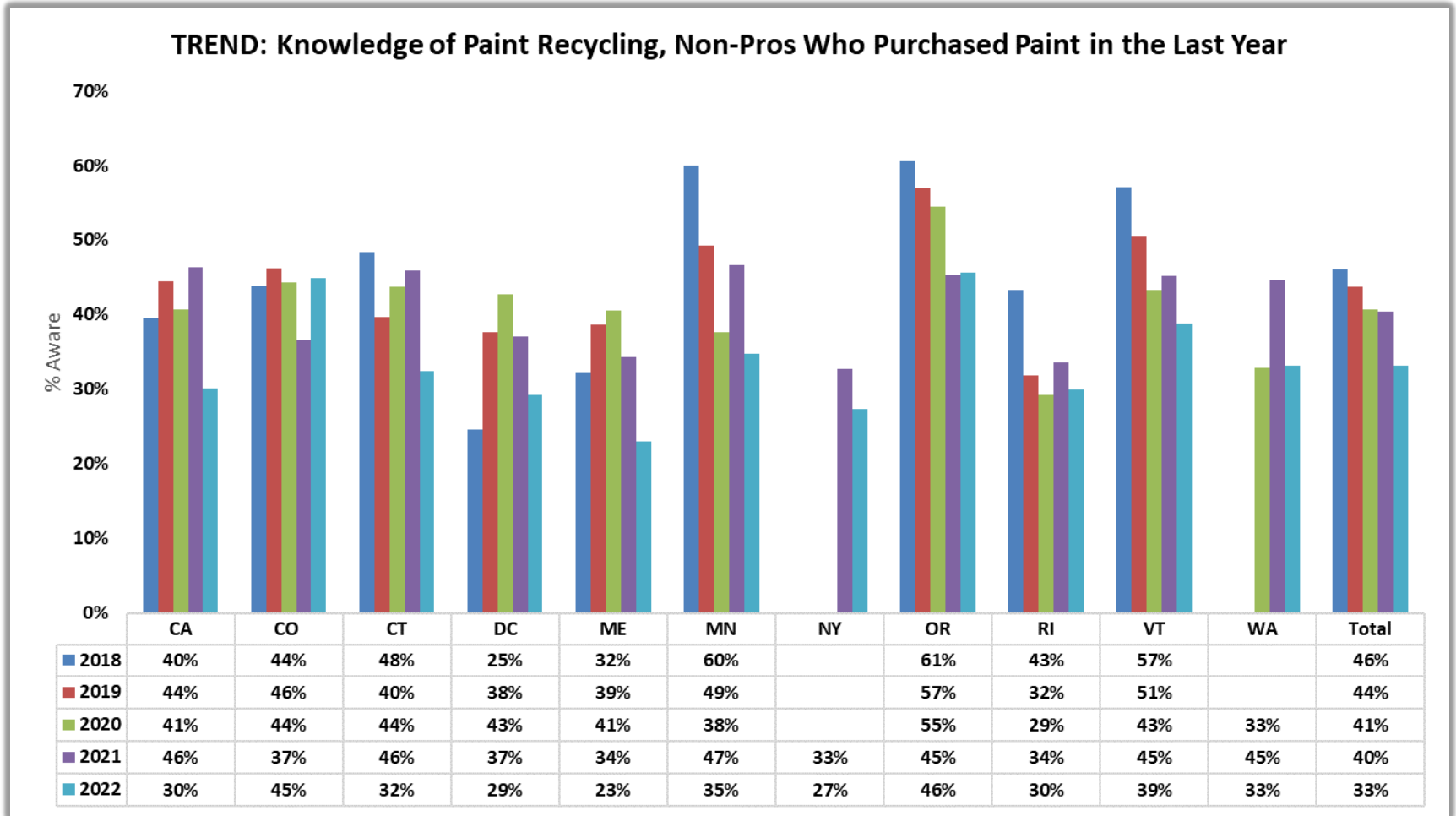
- ❖ 32% of all respondents said they knew that paint can be recycled.
- ❖ Fewer (30%) of end consumers knew that paint could be recycled. 64% of professionals were aware\*.
- ❖ End consumers who purchased paint more recently were more likely to know that it can be recycled. This supports the idea that recent store interactions are having an impact on awareness.

**Prior to this survey, did you know that paint can be recycled (disposed in such a way that it may be re-used)?**



*\*Data is not shown for professional painters in individual states due to low sample sizes.*

# TREND: Paint Recycling Awareness, Recent Consumer Purchasers

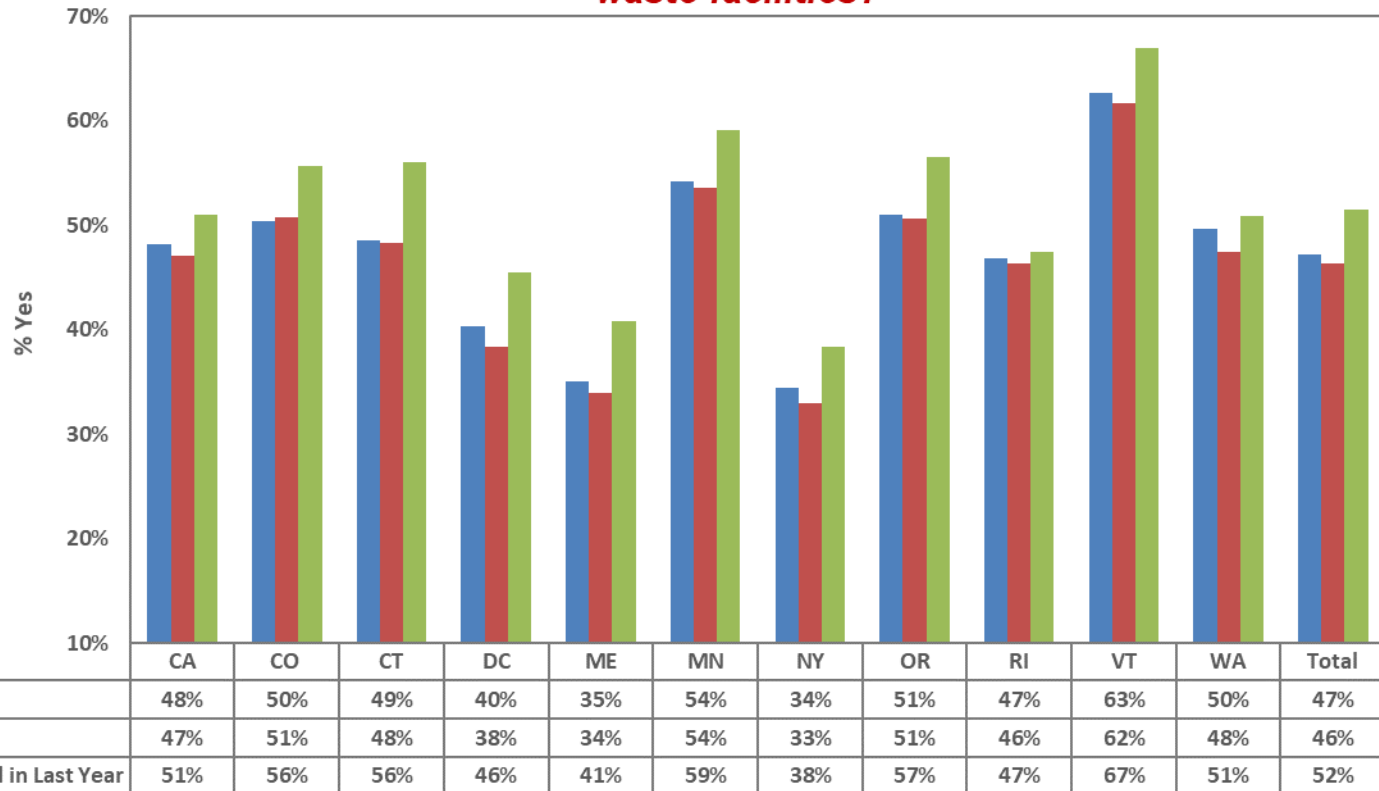




# Awareness of Paint Disposal Opportunities in State/District

- ❖ NEW IN 2022, this question was added to discern between recycling knowledge and drop-off knowledge.
- ❖ 47% of all respondents were aware of paint disposal opportunities in their state, comprised of both professionals (69% aware) and end consumers (46% aware).
- ❖ That percentage was significantly higher among those who purchased in the last year than within the broader groups (52%).

**Prior to this survey, were you aware of paint disposal opportunities in your state, such as drop off locations at paint stores and household hazardous waste facilities?**



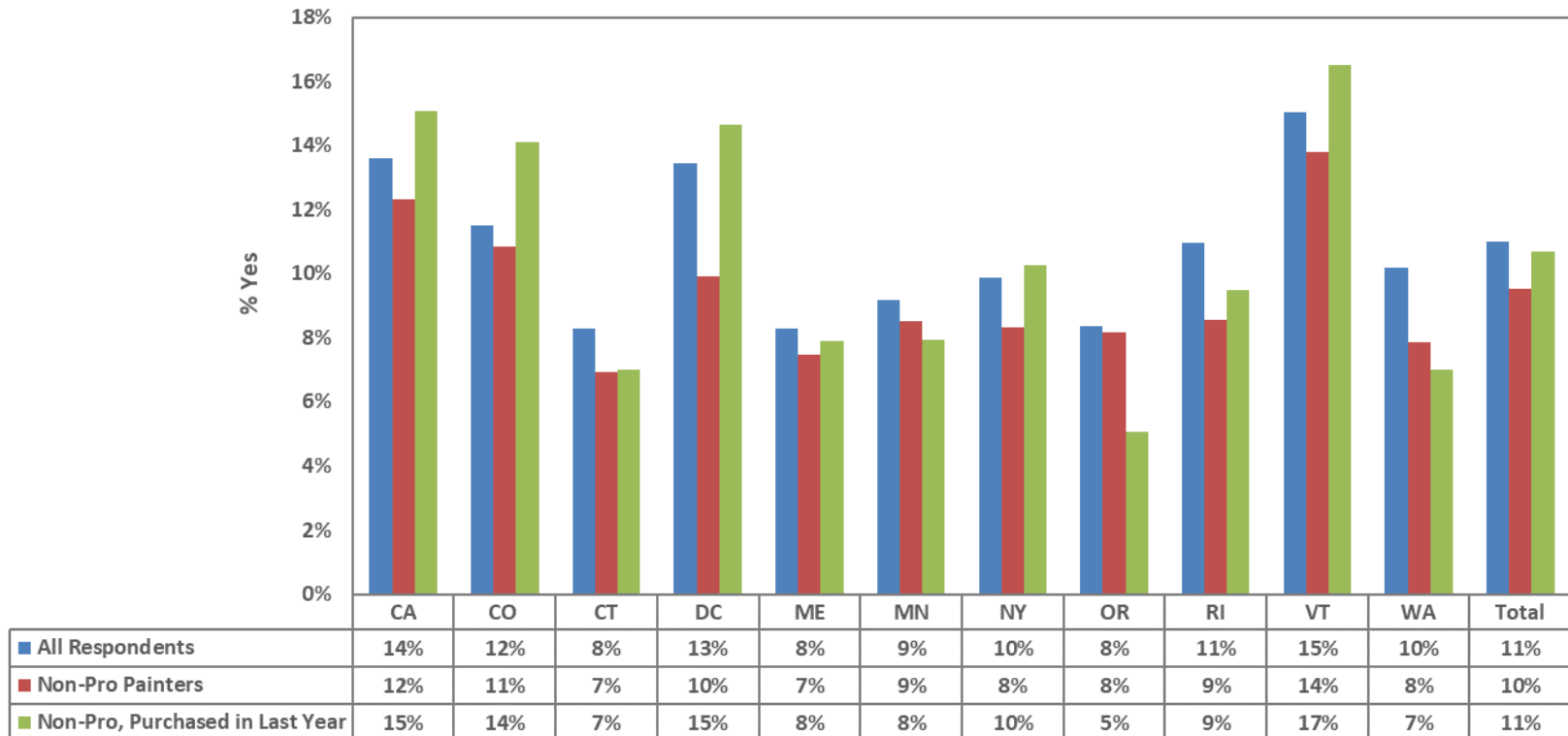
*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 552;CO 252;CT 253;DC 260;ME 254;MN 251;NY 273;OR 251;RI 237;VT 206;WA 294;TOTAL 3083*

# Awareness of Free Onsite Pickup Services

- ❖ NEW IN 2022, this question was added to measure awareness of onsite pickup services.
- ❖ 11% of all respondents knew that 100+ gallons could be picked up for free. 43% of professional painters were aware; 10% of non-professionals.
- ❖ Recency made a small difference among non-professionals. Those who purchased in the last year were slightly more aware of pick-up services (11%).

**Prior to this survey, were you aware there is a free on-site pickup service available to households, professional painters, businesses and organizations with 100 gallons or more of leftover paint?**



*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 552;CO 252;CT 253;DC 260;ME 254;MN 251;NY 273;OR 251;RI 237;VT 206;WA 294;TOTAL 3083*



# **AWARENESS MATRICES**

# Knowledge About Recycling/Disposal Not a “Funnel” but a Matrix

- ❖ Originally, we expected that those familiar with paint recycling would be a subset of those familiar with disposal opportunities (a “funnel”).
- ❖ However, what we learned was that there are many who know about paint recycling who do not know about disposal opportunities in the state, and vice versa.
- ❖ The following “matrix” breaks down the entire respondent base given both subjects.
- ❖ 47% didn’t know about either topic; 26%, both; the rest, one or the other.\*

**Knows Paint Can Be Recycled  
(Disposed in Such a Way it Can Be Re-  
used)**

		Yes	No
Knows About Paint Disposal Opportunities in State/District	Yes	26%	21%
	No	6%	47%

*\*Implication: need for balanced marketing and communications if we are to get both points across.*

# Awareness Matrices – By Professional Painter Status

- ❖ As expected, professional painters were much more likely to know about both aspects, paint recycling and disposal opportunities.
- ❖ In fact, more than twice as many professionals knew about both as non-professionals (end consumers).

## ALL END CONSUMERS

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	25%	22%
	No	6%	48%

## ALL PROFESSIONAL PAINTERS

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	58%	11%
	No	7%	25%

# Awareness Matrices – By Recency of Consumer Paint Purchase

- ❖ Non-professionals were slightly more aware of both aspects, drop-off opportunities and paint recycling, if they had purchased paint in the last year.

## ALL END CONSUMERS

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	25%	22%
	No	6%	48%

## END CONSUMERS BOUGHT IN LAST YEAR

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	28%	24%
	No	6%	43%

# Awareness Matrices – By State Among Recent Consumer Purchasers

**CA**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	25%	26%
	No	5%	44%

**ME**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	19%	22%
	No	4%	55%

**RI**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	24%	23%
	No	6%	47%

**CO**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	36%	19%
	No	9%	36%

**MN**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	31%	28%
	No	4%	37%

**VT**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	37%	30%
	No	2%	31%

**CT**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	26%	30%
	No	6%	38%

**NY**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	23%	16%
	No	5%	57%

**WA**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	27%	24%
	No	6%	43%

**DC**


		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	23%	23%
	No	7%	48%

**OR**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	37%	20%
	No	9%	35%

**ALL END CONSUMERS**

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	28%	24%
	No	6%	43%



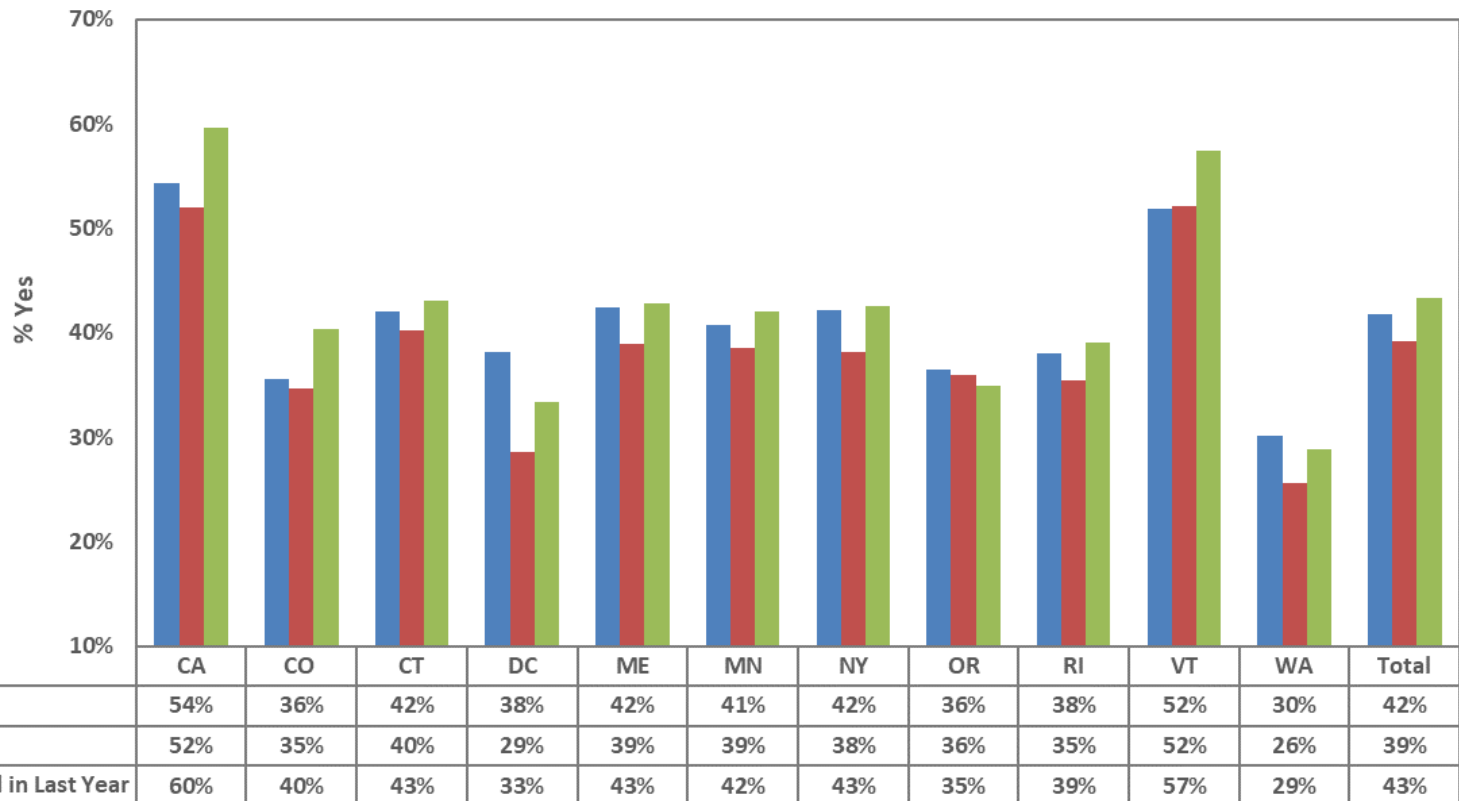
**RECYCLING PROCESS AWARENESS  
AND BEHAVIORS**  
**(among those who knew about paint  
recycling)**



# Awareness of Fee Among Those Who Knew About Recycling

- ❖ 42% of those who knew about paint recycling also knew about the recycling fee added to new purchases.
- ❖ There was a marked difference between professionals (69%) and non-professionals (39%)\*.
- ❖ Recency of paint purchases made a difference. Those who purchased in the last 12 months were most aware (43%).

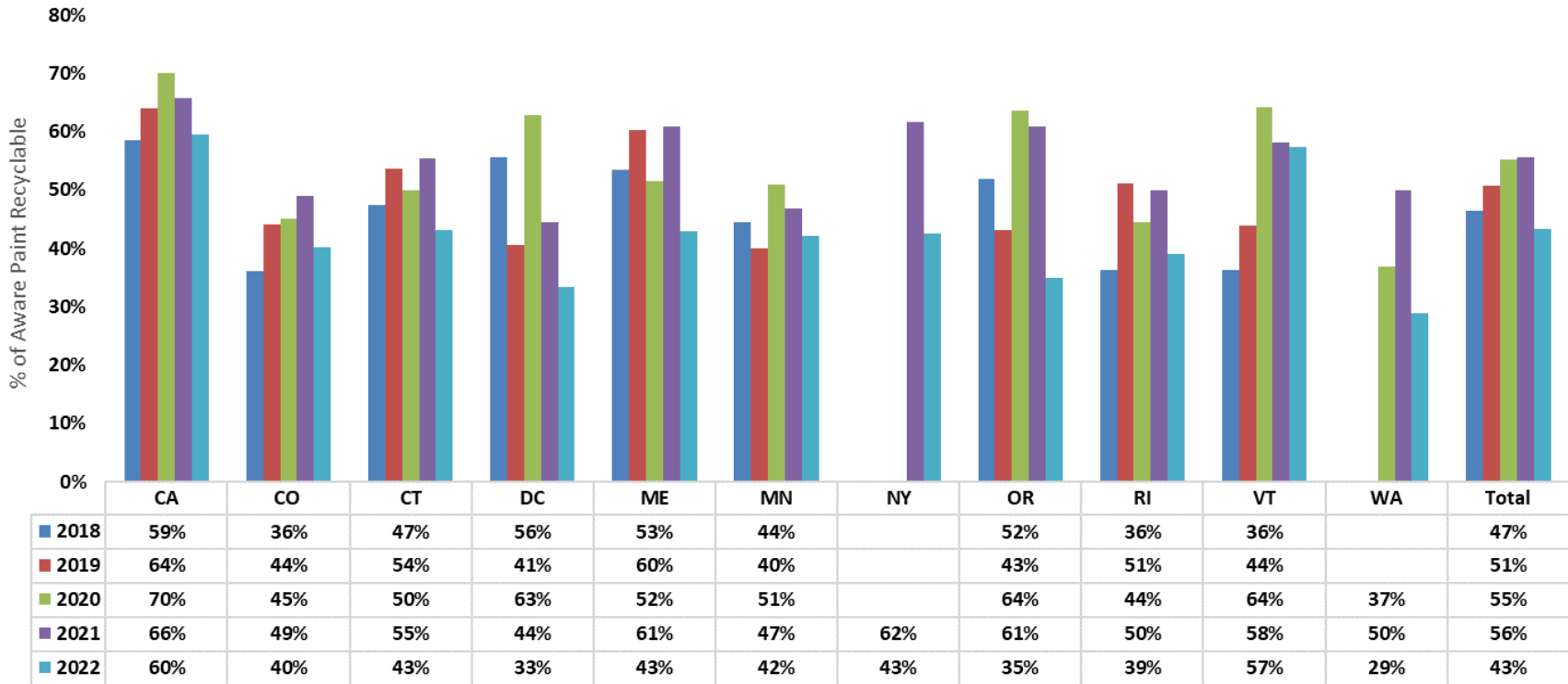
***Are you aware that when you buy paint in (STATE/DISTRICT), there is a small fee added to the price to pay for a program to recycle any leftover paint you have?***



*\*Data is not shown for professional painters in individual states due to low sample sizes.*

# TREND: Fee Awareness, Recent End-Consumer Purchasers

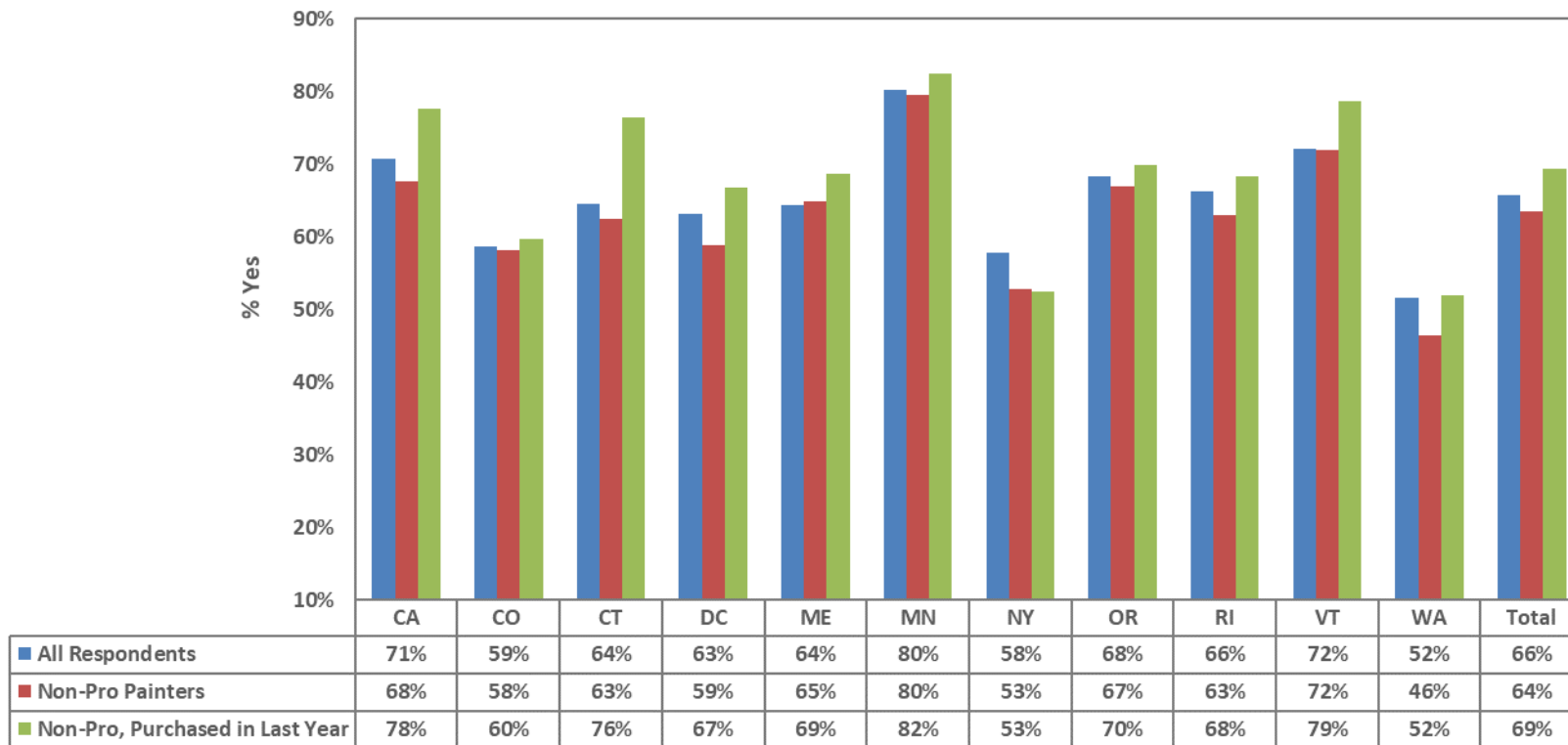
TREND: Aware of Fee, Non-Pros Who Purchased Paint in the Last Year



# Knowledge of Places for Recycling

- ❖ 66% of all respondents who knew that paint can be recycled also knew where to go to do so.
- ❖ As with other results, all non-professionals' awareness was lower (64%) than professionals' (86%)\*; those who purchased in the last year, higher (69%).

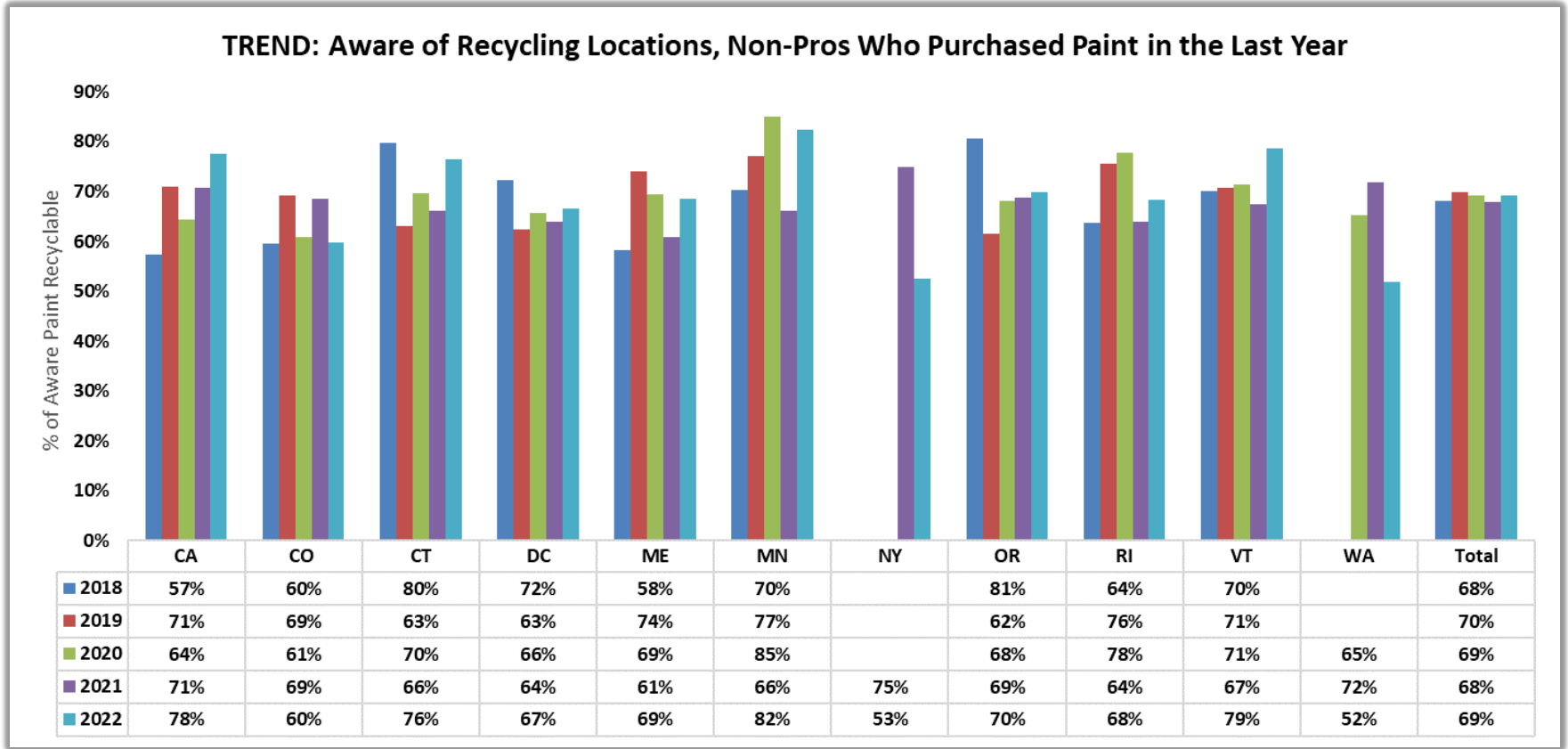
***If you wanted to take paint somewhere to be recycled, do you know where to take it?***



*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 164;CO 104;CT 76;DC 76;ME 59;MN 86;NY 64;OR 107;RI 71;VT 79;WA 93;TOTAL 979*

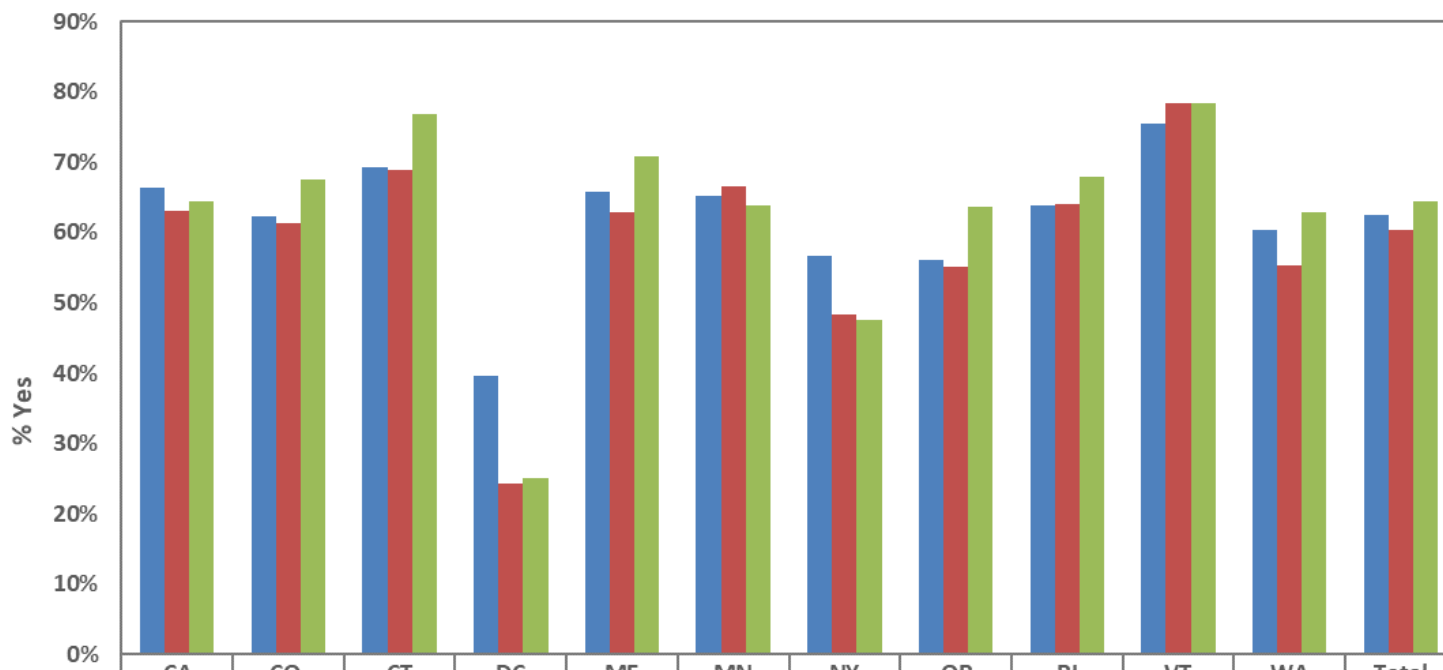
# TREND: Knowledge of Where to Recycle, Recent Purchasers



# Past Recycling Behaviors Among Those That Knew About Recycling

- ❖ 63% of those who said they were aware that paint can be recycled said they had done so in the past.
- ❖ Non-professionals (60%) are less likely to have recycled in the past than professionals (78%)\*.
- ❖ End consumers who purchased in the last year are more likely to have done so (64%).

## Have you ever taken paint somewhere to be recycled?

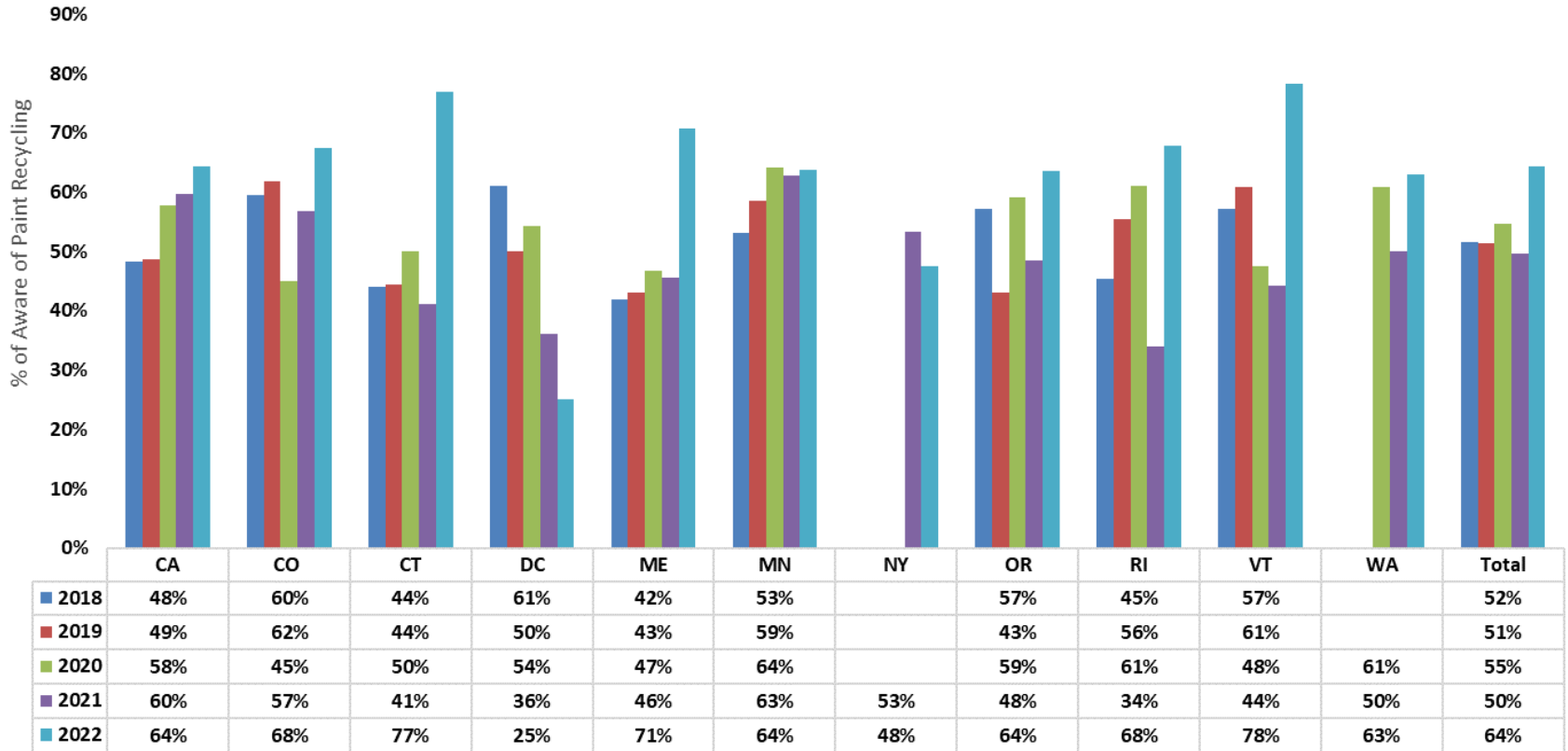


■ All Respondents	66%	62%	69%	40%	66%	65%	57%	56%	64%	75%	60%	63%
■ Non-Pro Painters	63%	61%	69%	24%	63%	67%	48%	55%	64%	78%	55%	60%
■ Non-Pro, Purchased in Last Year	64%	68%	77%	25%	71%	64%	48%	64%	68%	78%	63%	64%

\*Data is not shown for professional painters in individual states due to low sample sizes.

# TREND: Past Recycling, Recent End-Consumer Purchasers

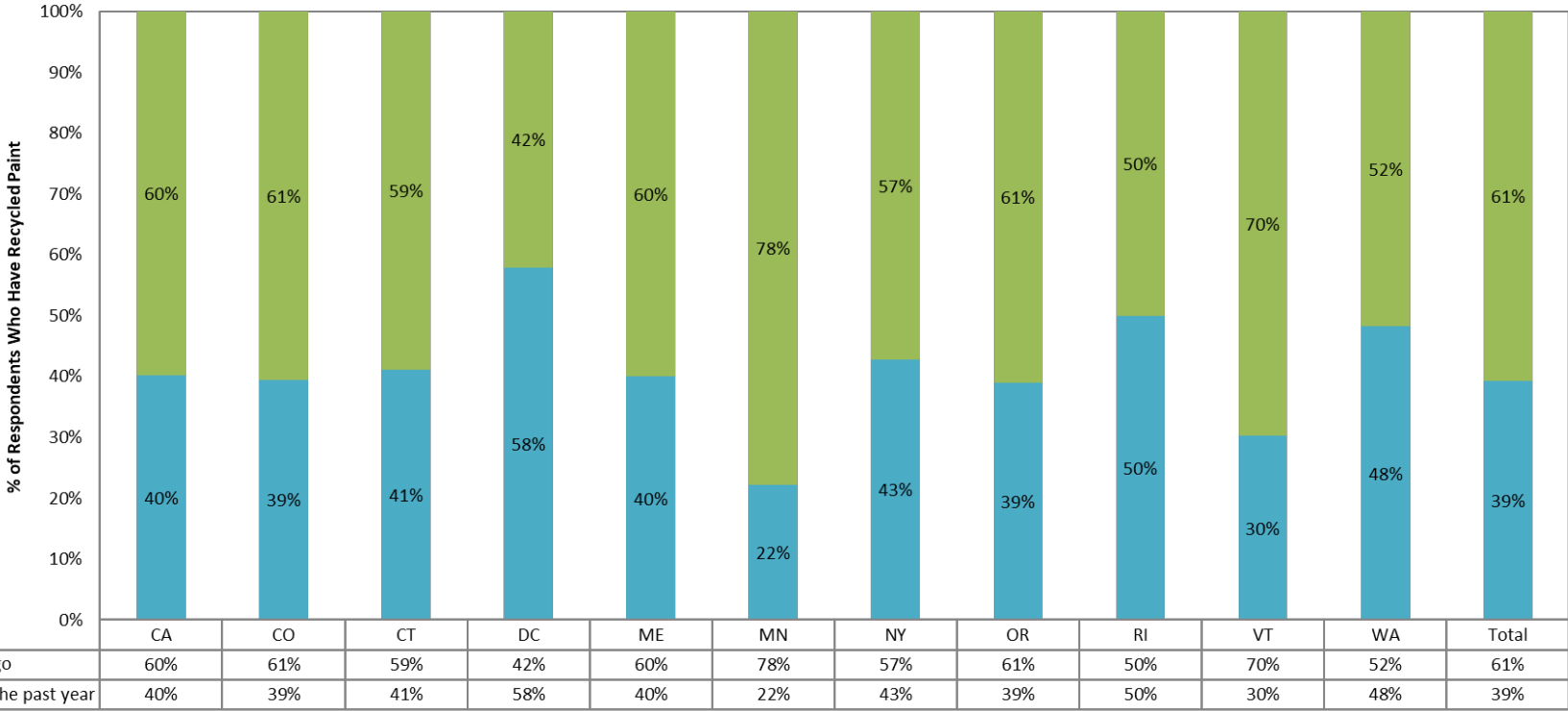
TREND: Recycled in the Past, Non-Pros Who Purchased Paint in the Last Year



# Recency of Paint Recycling

❖ 39% of those who said they had recycled paint in the past said they had done so in the last year.

**When was the most recent time you have taken paint somewhere to be recycled?**

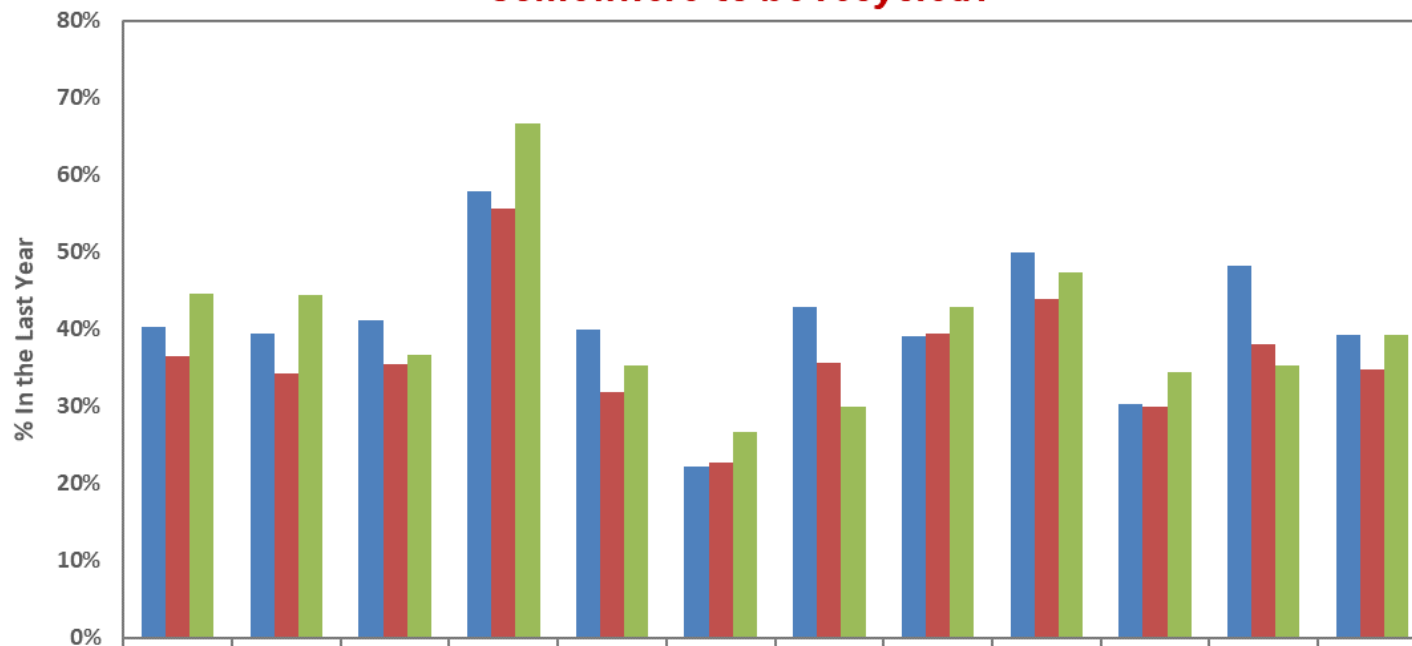


N=CA 77;CO 38;CT 34;DC 19;ME 25;MN 45;NY 21;OR 41;RI 30;VT 43;WA 29;TOTAL 402

# Recycled Paint in the Last Year

- ❖ Recycling rates among non-professionals (35%) was lower than in the full respondent base (39%)\*.
- ❖ More recent purchasers (39%) had recycled paint more often than less recent purchasers (logical).
- ❖ D.C. had the highest rates (where a big proportion live in apartments/condos and have less space to store paint and are likely to get rid of it quicker).

## When was the most recent time you have taken paint somewhere to be recycled?



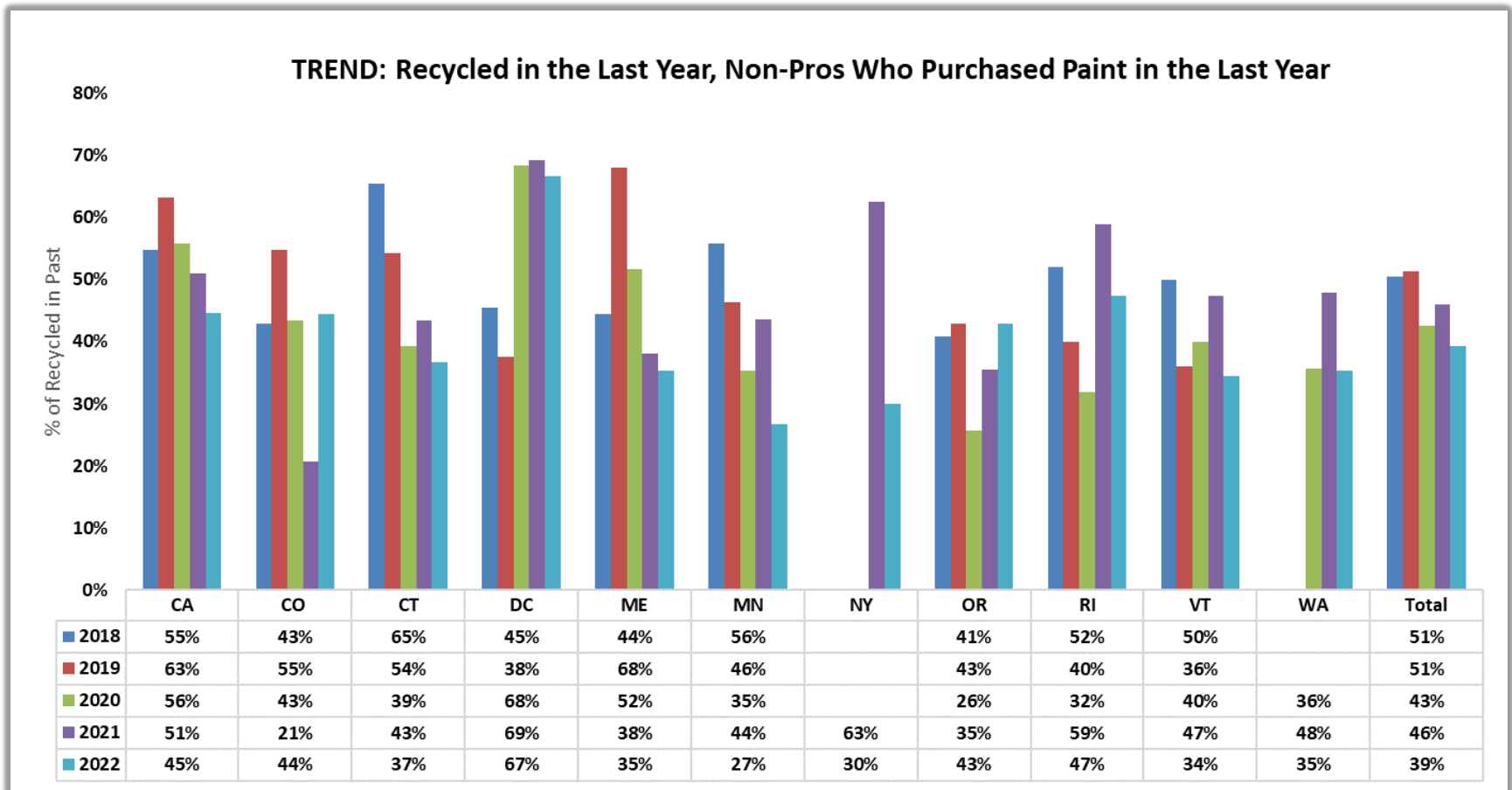
	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
All Respondents	40%	39%	41%	58%	40%	22%	43%	39%	50%	30%	48%	39%
Non-Pro Painters	37%	34%	35%	56%	32%	23%	36%	39%	44%	30%	38%	35%
Non-Pro, Purchased in Last Year	45%	44%	37%	67%	35%	27%	30%	43%	47%	34%	35%	39%

\*Data is not shown for professional painters in individual states due to low sample sizes.

N=CA 77;CO 38;CT 34;DC 19;ME 25;MN 45;NY 21;OR 41;RI 30;VT 43;WA 29;TOTAL 402



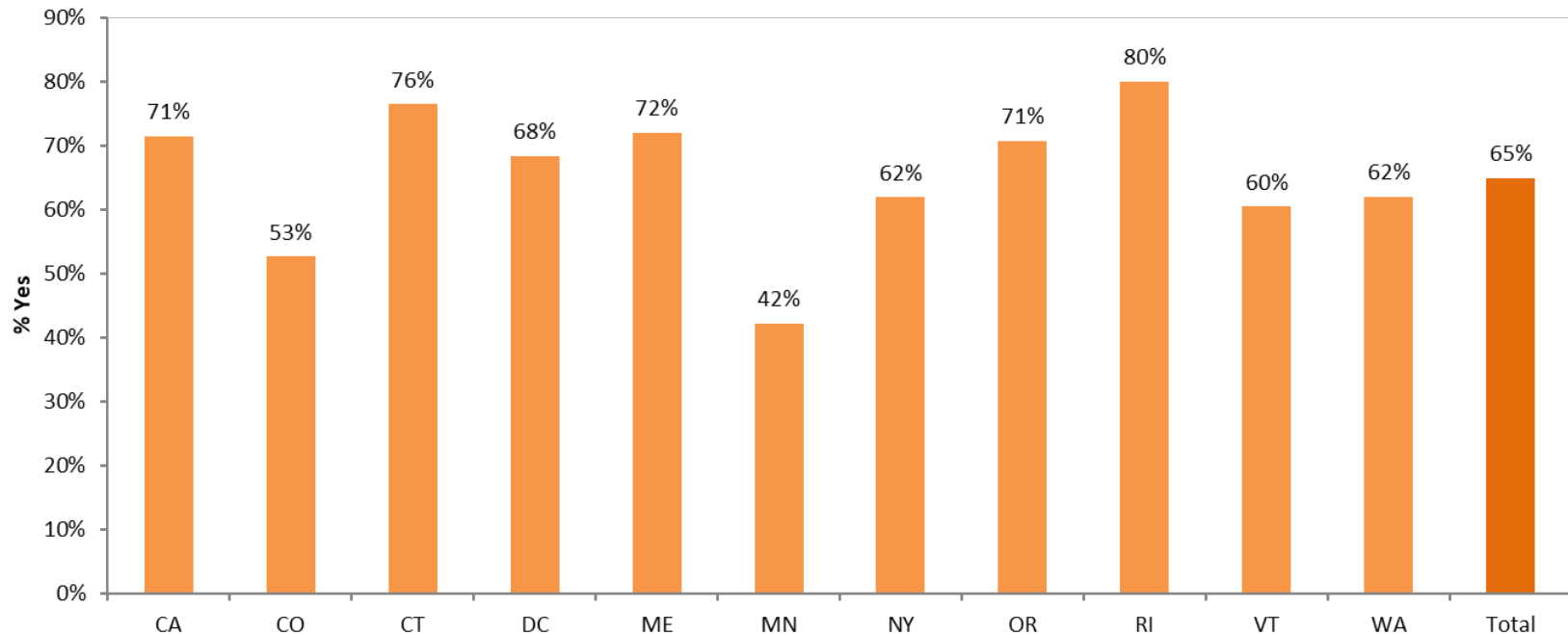
# TREND: Recycled Paint in the Last Year, Recent Purchasers



# Consistency of Paint Purchasing and Recycling

- ❖ Generally, the person who brought the paint to be recycled was typically the same person who had purchased the paint.

***Was the person who physically took the paint to be recycled the same person who bought the paint?***



N=CA 77;CO 38;CT 34;DC 19;ME 25;MN 45;NY 21;OR 41;RI 30;VT 43;WA 29;TOTAL 402

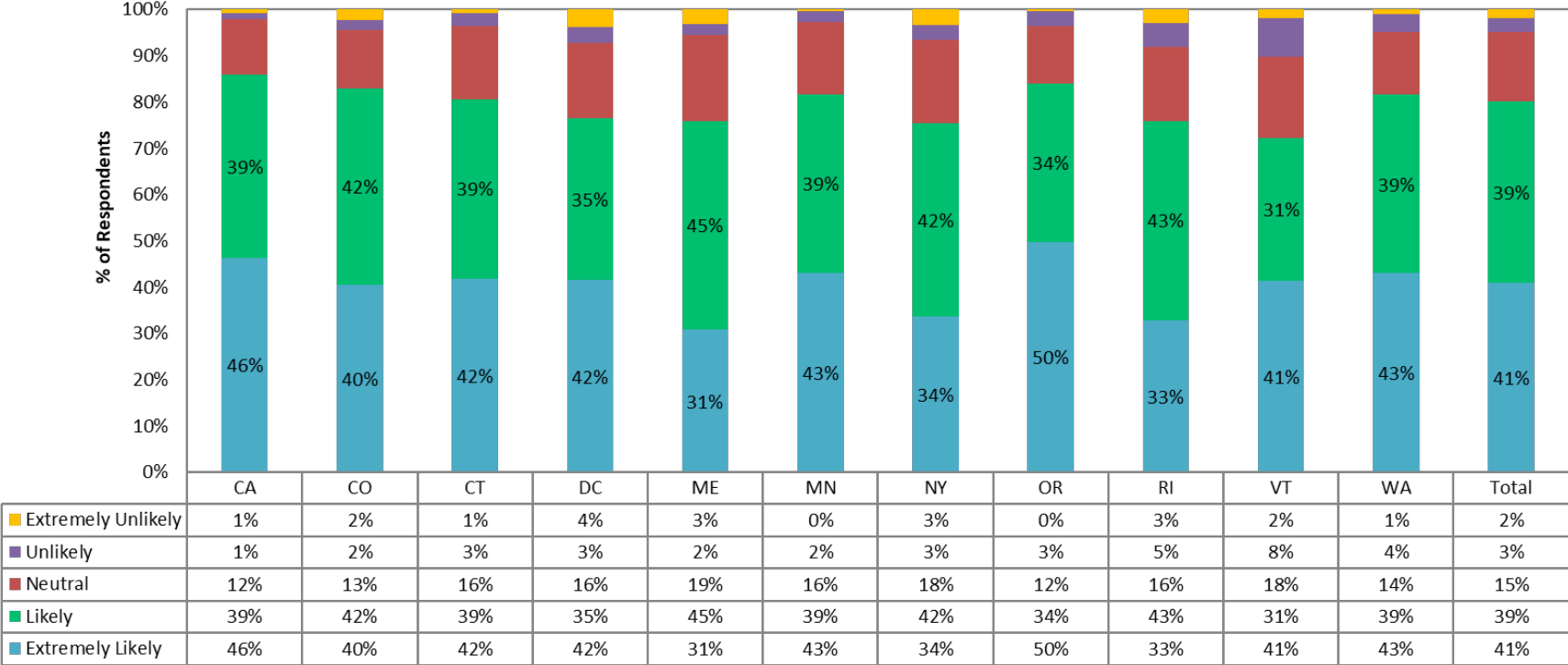


## **PAINT RECYCLING FUTURE INTENTIONS**

# Likelihood for Future Paint Recycling

❖ 80% of all respondents said they were “extremely likely” or “likely” to recycle the next time they had paint to dispose, about the same as last year (81%).

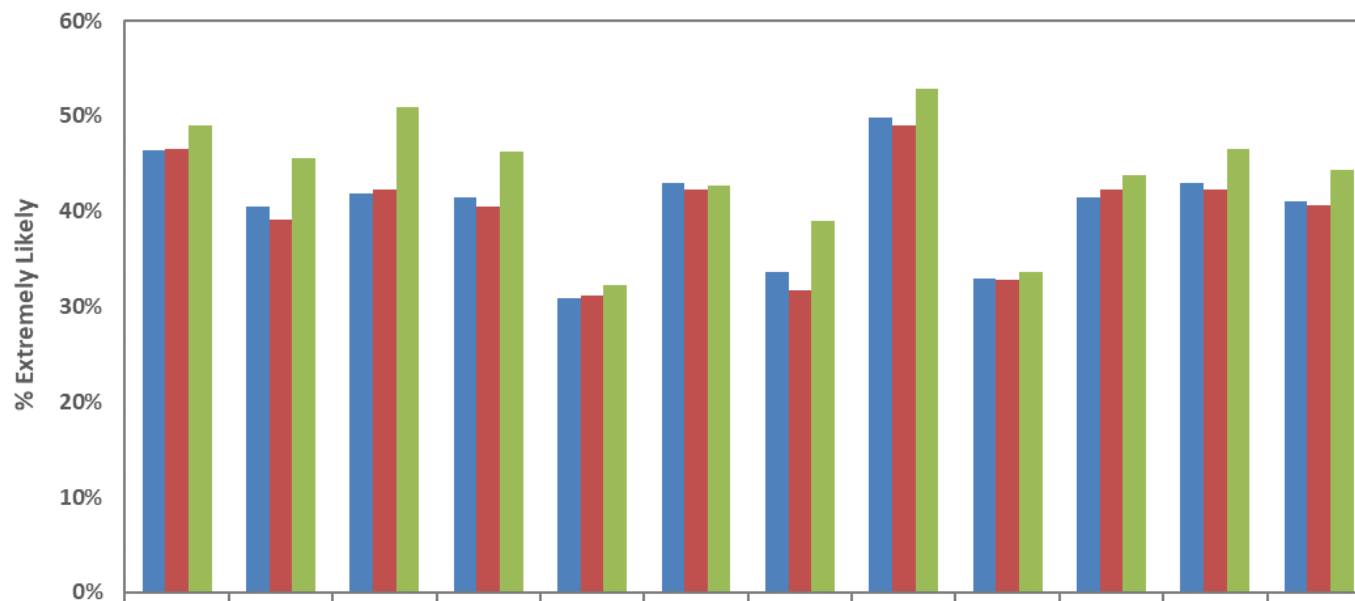
*How likely will you recycle next time you have paint to dispose?*



## Future Paint Recycling Intentions – Extremely Likely

- ❖ 41% of all respondents said they were “extremely likely” to recycle next time they had paint to dispose.
- ❖ Results were similar for the non-professional subset, suggesting that intentions were similar between professional painters and end consumers.
- ❖ Recency plays a stronger role in driving recycling intentions—those who had purchased paint in the last year were most likely to recycle in the future.

**How likely will you drop it off for recycling next time you have paint to dispose?**

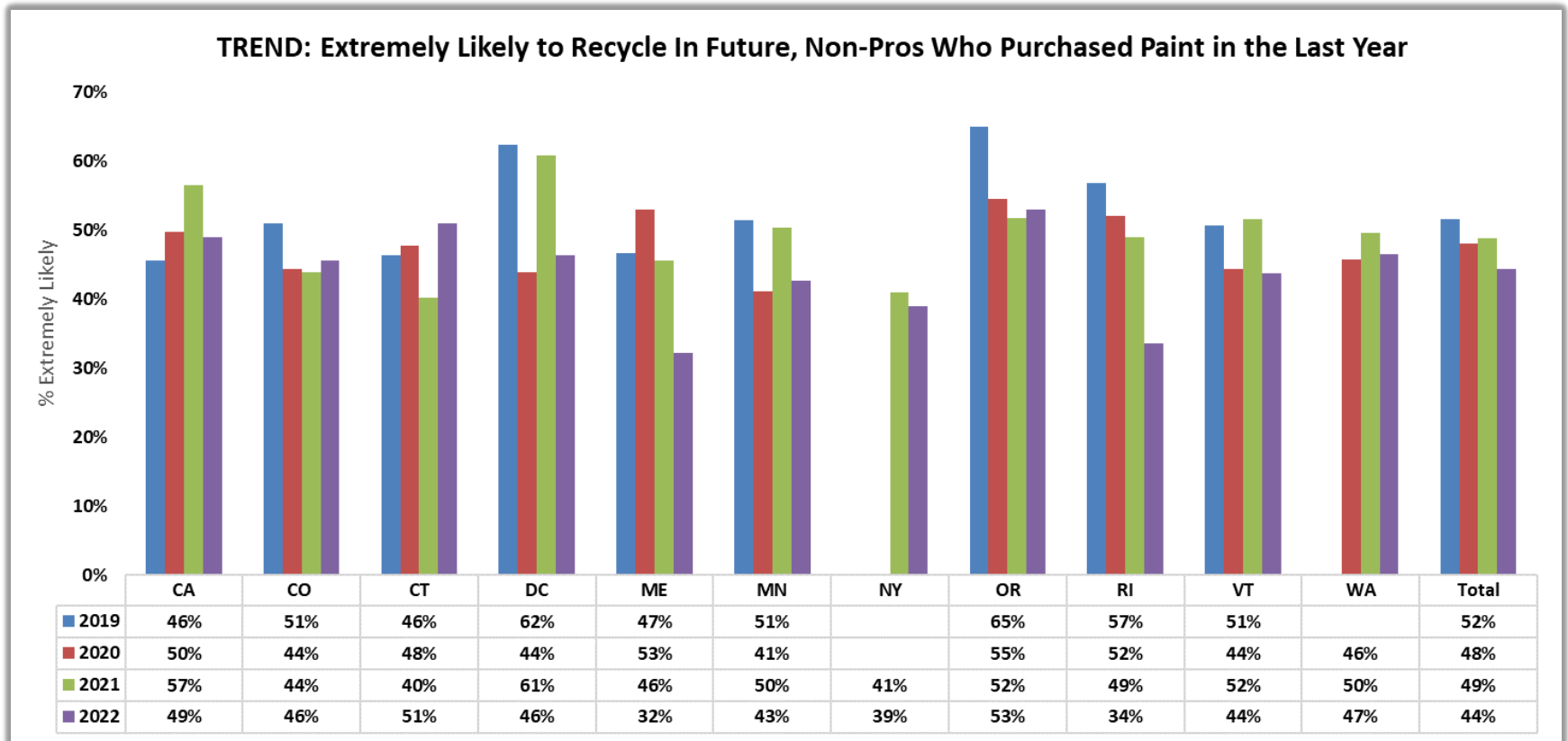


	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
All Respondents	46%	40%	42%	42%	31%	43%	34%	50%	33%	41%	43%	41%
Non-Pro Painters	46%	39%	42%	41%	31%	42%	32%	49%	33%	42%	42%	41%
Non-Pro, Purchased in Last Year	49%	46%	51%	46%	32%	43%	39%	53%	34%	44%	47%	44%

*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 552;CO 252;CT 253;DC 260;ME 253;MN 251;NY 273;OR 251;RI 237;VT 205;WA 293;TOTAL 3080*

# TREND: Extremely Likely to Recycle Paint, Recent Purchasers





# Sample Comments – Environmental Motivations

## Sample Comments - Environmental Reasons

Can save the environment from contamination

Environmental. I hate the idea of paint and cans filling up landfills unnecessarily

GETting rid of the paint responsibly in a way that is good for the environment.

i care about sustainability and saving the planet

I dont want to damage the environment with my negligence so'll take the extra step of looking for a paint recycling center.

I don't want to do anything that could potentially harm the environment.

I don't like polluting the earth.

I don't want it poisoning our eco system

I think this would be more respectful towards the environment

I usually keep my leftover paint, but would recycle if I needed to cause it's better for the planet.

I want to get rid of it in a safe fashion that is not harmful to the environment

I would like to reduce impact on the living things and the environment in general.

Recycling is better for the environment. Think globally, act locally.

to be useful and try to have less waste provided in the world. every little step helps

to make sure it doesn't end up in the trash or the wrong place that might cause harm to the environment or animals

To stop getting the water polluted from paint that has chemicals

Keep the environment clean for the future generations.

To keep the environment clean of toxicity and keep water and everything clean.

Generally, when you spite mother nature, she takes her revenge and I'm not one to mess with fate or forces that I cannot fully comprehend, so I have to do my part in respecting the place that allows me to breathe.

I care about what happens to the world, and I know piling things in land fills cant be healthy for the planet; so I will try to act on any opportunity to recycle

Now that I know this is an option I would be happy to make my community more green and sustainable by safely recycling my old paint.

To help reduce waste that will pollute the planet for hundreds of years, if not longer.

To protect the environment and habitats. I think more work needs to be done to create awareness that paint can be recycled.

I didn't know beforehand that there was a place that you can recycle paint. I'm going to start doing this so I can do my part and be eco friendly

Like most hazards, try to limit amount of toxins and contaminates in our environment.

well i didn't know we could if i can keep harmful chemicals away from environment and its free why the hell not

I am careful of the environment and I don't want the paint or varnish or stain to sit in a landfill or run off in the sewer.

Paint is leading chemical mixed use. If we don't pay attention then disaster will happen to our earth and local environment. Doomsday is coming if we don't know how to recycle.

I don't want water pollution. Paints might be hazardous to flora and fauna and cause environmental imbalance



# Sample Comments – Decluttering Motivations

## Sample Comments: Declutter/Get Rid of It

Cleaning out garage for more space

Get it out of my garage and have more space

GETTING IT OUT OF MY HOUSE

Getting the paint out of my storage unit

I don't want to add to bad environmental conditions. I also like that paint can be recycled and out of my house. I inherited my grandfathers house, which was also his house painting business and 150+ cans of paint. I'm still slowly getting rid of the paint responsibly, and like to keep up with leftover paint I have as I redo the home.

I don't want to have a lot of paint laying around the house. Recycling is always the best option.

I would just want to get rid of it from my garage

If possible, I'd sooner see my leftover paint be reused in some form, rather than simply languishing in some disposal facility, or sitting in storage for decades.

Just to get it out of the house let alone. But knowing they have a specific way to get rid of it properly sounds much more appealing then just drying it out for however long and throwing away.

Keeping the paint out of my house, helping the environment by discarding sensibly

Knowing that it's not going to sit around my house and that it's probably taken care of

My personal motivation would be to make more room

otherwise it sits in the garage for years

So it doesn't sit in my garage for another 10 years

So that it doesn't sit in my basement or closet

Stop home clutter

They can recycle the paint and I don't have to store it anymore

to clean out old paint that has been stored

To free up space in my garage and to also safely dispose of the paint instead of throwing it in the trash.

To have more space for storage for other things.

To keep paint from ending up in my garage and gets misplaced or overlooked next time I decide to paint.

To make sure I do it right away. I don't want any clutter in the garage

To not have any leftover old paint taking up space in the basement

To simply get it out of my possession.

Would not want it to just be sitting around the house

# Sample Comments – Right Thing To Do

## Sample Comments - Right Thing To Do

The right thing to do.

Because it's the right thing to do to save the planet

Disposing of it properly

Doing the right thing. I dont always know how to dispose of items, but always try to find out the proper way when I have a need.

environmentally responsible thing to do

Guilt

I believe anything that can be recycled should. People can be careless as consumers - I want to be mindful.

I feel like the safest place to recycle paint is at a hazardous waste station. If I have no use for it anymore, I believe in disposing of it properly

If there were to a consequence by the HOA/ landlord for disposing of leftover paint in the wrong way. If there was a recycling fee to gain from the recycling center, I would make sure I recycled it properly.

Just like to see things being properly disposed of or used

Knowing it won't be disposed of improperly

my duty

My motivation is that I just want to dispose of paint correctly. I try to recycle everything that is supposed to be.

So it does not harm my community or others

That is the proper thing to do

To be responsible by disposing of it properly

I recycle anything I can. it's the responsible thing to do.

Environmental responsibility.

I recycle everything. I'm very environmentally responsible and cautious

Because recycling is something you should do.

I want to do the right thing

I think it's the right thing to do and it frees up space in my home. The paint store is a lot closer to my house than the hazardous waste site.

It seems like the right thing to do. We have taken it to a hazardous disposal event in past as well as letting smaller amounts dry out. This seems lke a better option

I don't want to harm the environment. There is so much waste being disposed of improperly when people can do the right thing and take care of it.

It's the right thing to do. I wouldn't want to improperly dispose of it and effect the environment.

I would hate for the paint to spill and harm the planet or animals. It's the responsible thing to do.

So I am not responsible for disposing of paint incorrectly or harming humans or wildlife.

# Sample Comments – Waste Reduction Motivations

## Sample Comments - Reduce Waste

Dont want to create waste

Help ptevent waste

I believe that recycling is good and I want to reduce waste whenever possible

I do not like to let things go to waste and I'm always actively seeking ways to improve the environment

I want whats best for the environment and that way we dont waste.

I would be motivated to make sure that I don't waste too much and leave a smaller footprint on the workd

It would left remove unnecessary waste from drains and trash places, it could also help with recycling.

keep harmful toxic waste from landfill

Less hazardous waste

Less waste, better for the environment

My Personal Motivation For Recycling Any Left Over Paint That I May Have In The Future, Would Be To Do My Part To Not Have Any Hazardous Waste Materials That Are Exposed And Continuing To Harm The Envionment That We Live In Because, Climate Change Is Already An Issue In Our Society Today And If I Can Simply Call A Business Or A Company That Will Either Pick Up My Unused Paint Or If I Have To Drop Of My Unused Paint Then At Least I Know That The Paint Will Not Be going To Waste And That I Will Be Doing My Part In Order To Help Protect The Environment.

Not wasting resources

So it does not end up in our water systems or landfills.

So that it doesnt end up in the dump

There are are many toxic things in landfills. One less thing like paint would be a better idea.

To keep paints out of landfills

To prevent the toxic chemicals in the paint from ending up in a landfill.

Waste not, want not

I feel bad that I've been wasting it and maybe hurting the environment when there has been other options out there

My personal motivation for recycling my leftover pain in the future would be for it to contribute to making new paint, and not wasting it or contributing to unnecessary damage to the environment.

I feel that at this point in time, there is a very high amount of waste being produced, and if I can do anything to aid in the reduction of harmful waste, I would more than gladly do it.

To minimize waste and reduce exposure raises for myself and others

Our town landfill is nearly full so if there is a safe way to dispose of it I'm willing to make the effort

My motivation would be to reduce the number of things I'm putting in the landfill.

A desire to prevent waste.

# Sample Comments – Reuse Motivations

## Sample Comments - Re-Use

I don't want to store or waste excessive levels of paint. I would rather someone else get use out of it

If it can be reused I would rather it be used.

Other people can use it for a better purpose than me

So it can be repurposed and used for a future projects.

someone else might be able to use it and also good for the environment

Now I know this is done, I will! I recycle and reuse as much as possible so this is good news!

I am a very "green" person. I recycle and reuse as much as I can. Being a lifelong Yankee, I try to help the environment and earth, by reusing, recycling or doing without.

I really hate to waste anything and want it to go to someone else who can use it

If i have left over paint and is can be used to serve someone else i wold like that

Although most negative environmental effects are caused by corporations and manufacturers, there is no reason for consumers to not do their part by reusing and recycling whenever possible. Paint as defined in this survey is most likely toxic and has a negative environmental impact so being able to dispose of it properly would make me feel better about buying and using it in the first place.

I believe it is best to use a product for all that it can provide. Reduce- Reuse - Recycle Keeps waste out of landfills.

I like to recycle things if I can. I think the more we re-use things instead of having them in the trash the better off we will be in the future. I did not know this was an option, but it is one I will look into in the future.

i would prefer that there be a place for someone else to use !

I like to think that paint can have a second (or third, or fourth, lol) life. It's cool to think that the space I'm opening up in my storage sheds will contribute to someone else being able to reuse the paint I didn't need.

My motivation, now I am aware you may recycle paint, is to have it be put to use whether giving it to another person or turning it in to be reused so the environment suffers less from the harsh chemicals used in paint.

I would like to give back the paint that was unused because a family or business would get use out of it. Helping others is important

I try to waste as little as possible: reduce, reuse, recycle! If there's a way to prevent something from going into the landfill, I will find it.

My personal motivation for recycling my leftover paint in the future would be so it doesn't go to waste and can be reused by someone else.

anything that can be reused or recycled so it doesn't end up in the landfil should be done

Better disposal and reusable. Not to waste.

I believe in reusing items

It can be reused.

keeps out of landfills and can be reused

Knowing that it will still be reused

# Sample Comments - Other Recycling Motivations

## Sample Comments - All Other Categories

A sign on the paint label web address and 800 number to call

bad smell

Better future

Cash back

cash refund

Coupon or discount

Didnt know a facility was available

Discounts for future purchas. Immediate money such as recycling bottles

Even though I usually intend to use it again I rarely do

For as far back as I can remember, I have always recycled paint just like my car oil.

Getting some credit for future use or tax back perhaps.

health of the family

I didn't know this was possible, but I am glad to know that unused paint will be used for this purpose.

I like to recycle as much as I am able to in general, so if paint can be recycled I would very much love to start doing that too.

I think that we need to recycle products whenever possible rather than throwing them in the trash.

I would be motivated if there was a nearby recycling center or a pickup service especially if it was fee-free.

My partner is my motivation

Never give up!

Recycling is something that I am passionate about

I don't like throwing things away, and it's nice to be a good steward of one's resources and make sure it gets used efficiently.

I don't want to be fined for putting something illegal in my trash. My trash company takes the stuff then bills later so I try to avoid that scenario. I know paint is toxic so when I have gotten rid of any in the past I have taken it to one of the free hazardous material drop off days.

I love the idea of recycling everything. As a collective we're a consume and destroy species so I like to help in any and every way I can, even if it seems insignificant or trivial.

My personal motivation for recycling my leftover paint in the future is this survey. This survey made me realize how important recycling can be in the future.

Probably convenience. The recycle place is a few miles away from where I live, but if some company will pick it up for free, I would do that.

Seems like a good idea putting it to some use rather than simply disposing of it

Curb side pick up if i could schedule for them to pick it up at church that would be amazing or have Sign in store that lets customers know where to bring paint they don't need

I will have to do more research about this as this is new to me

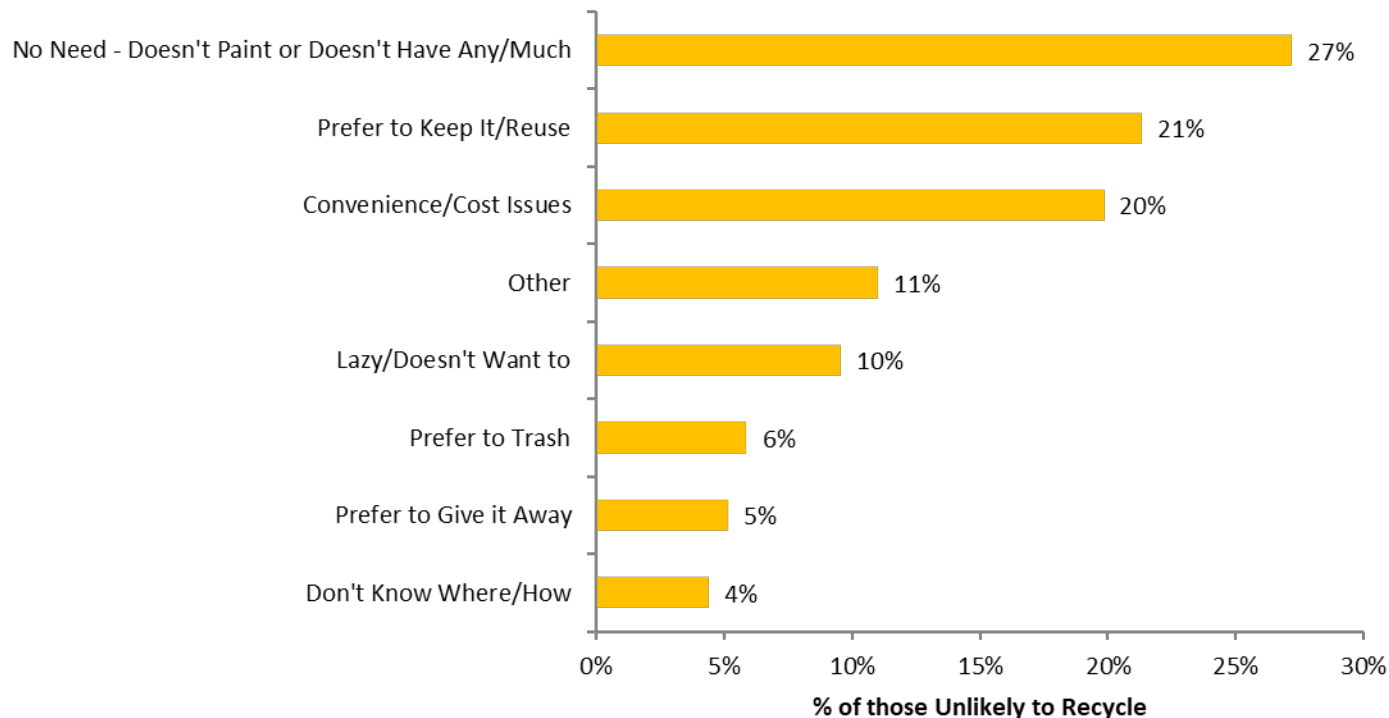
the process of "recycling" alone is the motivation

# Open-Ended Commentary: Recycling Obstacles

- ❖ Over a quarter said they wouldn't recycle paint because they didn't paint and/or wouldn't have any to dispose in the future.
- ❖ The most prevalent obstacle cited by those not likely to recycle in the future was the preference to keep paint for future needs.
- ❖ Next most common, 20% cited convenience/cost issues.
- ❖ 10% said they were too lazy to recycle or simply didn't want to.
- ❖ Others preferred other disposal methods or they didn't know how to recycle.

## COMMENT CATEGORIZATION

*Why are you unlikely to recycle leftover paint in the future?*



N=136

## Sample Comments – No Need

I use up my paint	I dont use paint
I don't have any	i dont have any to recycle
Because I live in an apartment building and am not responsible for painting	I don't paint
Because I use all my paint	I don't paint
cauze i never use paint	I don't use any of my own.
do not use paint	I hardly ever paint
Dont plan on painting soon	I have a contractor that paints and disposes of extra
dont have any	i live in an apartment and they paint it
Don't have any	I will not use it
Don't have any	I won't have enough to justify the trip to the recycler.
dont have paint	I would have less than a gallon
Don't own any	no need to
Don't plan on buying any paint.	None leftover
Don't plan on painting anymore	Not planning on painting in future.
don't use any paint	ont have any
I am a renter	The paint I recycled was left here by previous owner, I never have that much left over for my projects.
I am an old man with terminal cancer. I doubt I will be doing any painting	try to use up or have so little left that it's impractical to re-use
I dont buy paint	Use all of product
I dont really paint	

## Sample Comments – Convenience/Cost/Inconvenience Issues

The cost of driving to recycling areas, I may need it in future bc the recycling places are open such few hours, that a person has to sit in the car while it idles for up to an hour to snake thru the line to get to the recycling drop off point.	I don't have transportation.
Because I dont see anything that makes this process easy. There is no app with a big button. I cant leave it outside my door. I have to go through a website on a desktop computer like its 1990. Its not very easy to do so. I rather dry it out and let it go to a land fill.	I have no vehicle
Because thats too much work	I wouldnt drive to the place
Because when I have contacted the Recycling centers they tell me there is a Fee of \$50 for 5 gallon buckets, \$15 per gallon container or \$ 5 per spray can	It's an inconvenience
Hassle	It's not convenient
I can just trash it. I'm not getting paid for it. Why would i have someone else get paid I'll just trash it	It's just easier to horde it in my basement.
I dont have a car	Just easier to throw it
I dont want to have to take it there	long distance to site
I don't have a car so I have no way of taking the paint somewhere to be recycled.	no recycling centers near me
I don't have a car to transport the paint	No transportation
I dont have time to be doing that.	Single homeowner and landlord. Too much to do to also deal with that
i don't have transportation to drop off	Sounds like added work
The recycle place is 75 miles away from where I live.	the line is too long



## Sample Comments – Prefer to Keep/Re-use

Because I always find a way to use it	I typically keep extra paint to use in the future
Because I want to keep it for touchups.	I usually use all of my paint and whatever is left over is a very small amt and if more save for touch ups
Because I will more than likely keep it.	I will still use the leftover paint
Because I will use it somewhere.	I'd probably keep it to find another use for it.
Because it can usually be resied somewhere	If i end up with a lot, i mix it all together in a new pail and use it for random projects
Because you never know when you might need it	In case I need to touch up
dont know where and I always have a use for leftover paint	It will be used for something at some point
I always use it up eventually.	Keep for touch up
I keep to use later any left over paint.	Keep it for future use
I like to keep it just in case I need to use some again in the future	May need for future cover of damaged spots
I like to keep my leftover paint in case I need to touch up or repaint the area I painted	Might need it
I most likely will use it all or dry it out instead.	ONCE AGAIN after paying a very high price for the paint in the first place I'd hold onto it for future touch ups.
I only have a little leftover each time and I use it for touchups	We just keeping around will use it eventually
I re use it	I tend to keep it and use it later

## Sample Comments – All Other Obstacles

There's no place for that in my state	I would just give it to a family member
Because I am certain that a friend or family member can make use of it	I would try to drop it off to the center reuse
Because I have family and friends to give the paint to	I'd have it picked up for free by professionals.
because i like to give it away for free online to people who cant afford some	I'd probably forget about it
Because I'd rather give it to someone that can't afford to buy paint	I'd rather give it to someone I know Is going to use it
Because that's what the paint store does.	If it requires any effort on my part I mostly wont do it ever.
confirmed to home	It seems like so much work
Don't care to.	I like recycle leftover paint
dont feel like it	lazy
don't have more than 100 gallons	Lazy
I am lazy	maybe
I dont really care what happens to do it	Not sure where to bring it
I don't recycle anything	not worth time
I don't tend to have very much and prefer to let it dry out and dispose of it.	Nothing
I have family and friends who would love to have leftovers.	Take back to contractor store that deal with paint
I will give it to something.	The current method of drying and trashing it works just fine for me.
I will most likely give it to someone who needs the paint rather than recycling it.	To save whales n turtles
I will use one of the ways mentioned in this survey	too much of a hassel
I work for a company that produces paint. So whatever left over I can have my business discard it.	Too much of a pain to find a place
I work for a painters company	Trash can
We do not have a place in this whole county that accepts leftover paint.	Trash it
We have always just thrown it away	Unsure if recycling is available in my area for paint

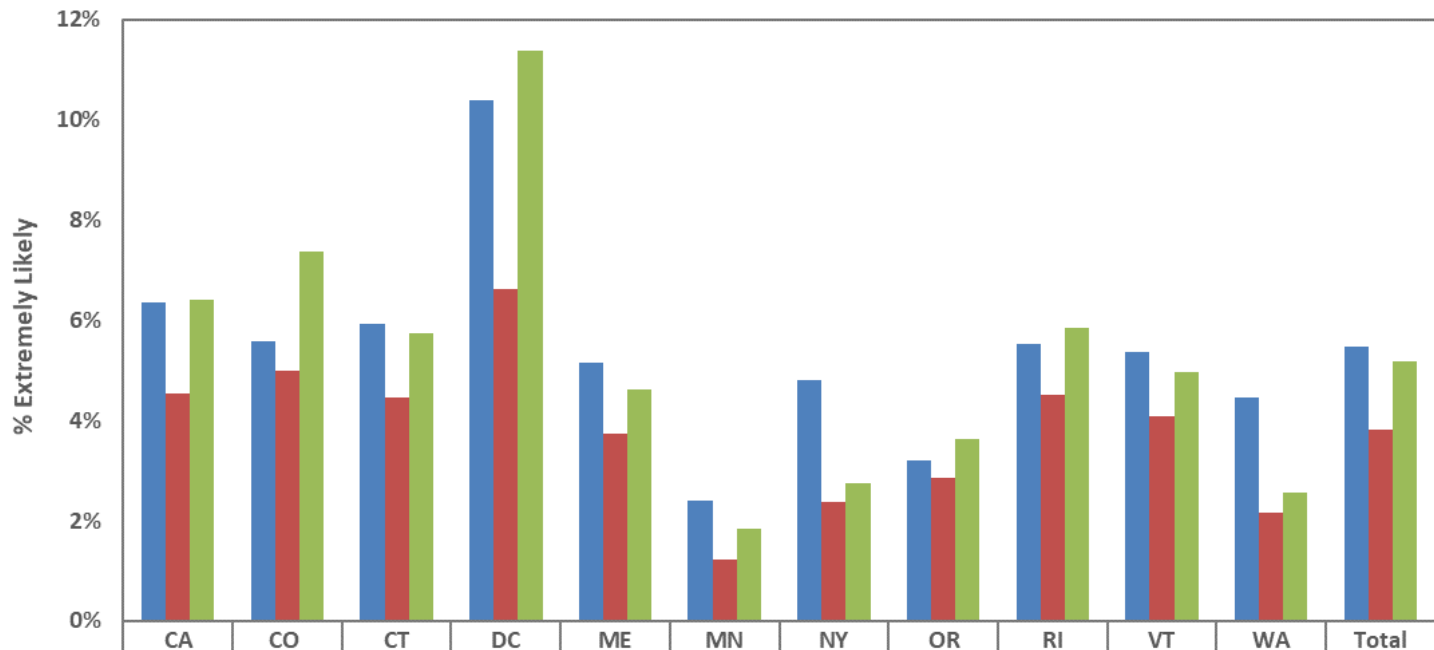


# **ADVERTISING AND MARKETING CONSIDERATIONS**

# PaintCare Awareness

- ❖ Overall, 5% of respondents said they had heard of PaintCare before.
- ❖ Awareness was lower among end-consumers (4%) than professional painters (41%).
- ❖ It was higher among end consumers who bought paint in the last year (5%).

**Have you ever heard of PaintCare, the program that sets up sites that take paint for recycling?**



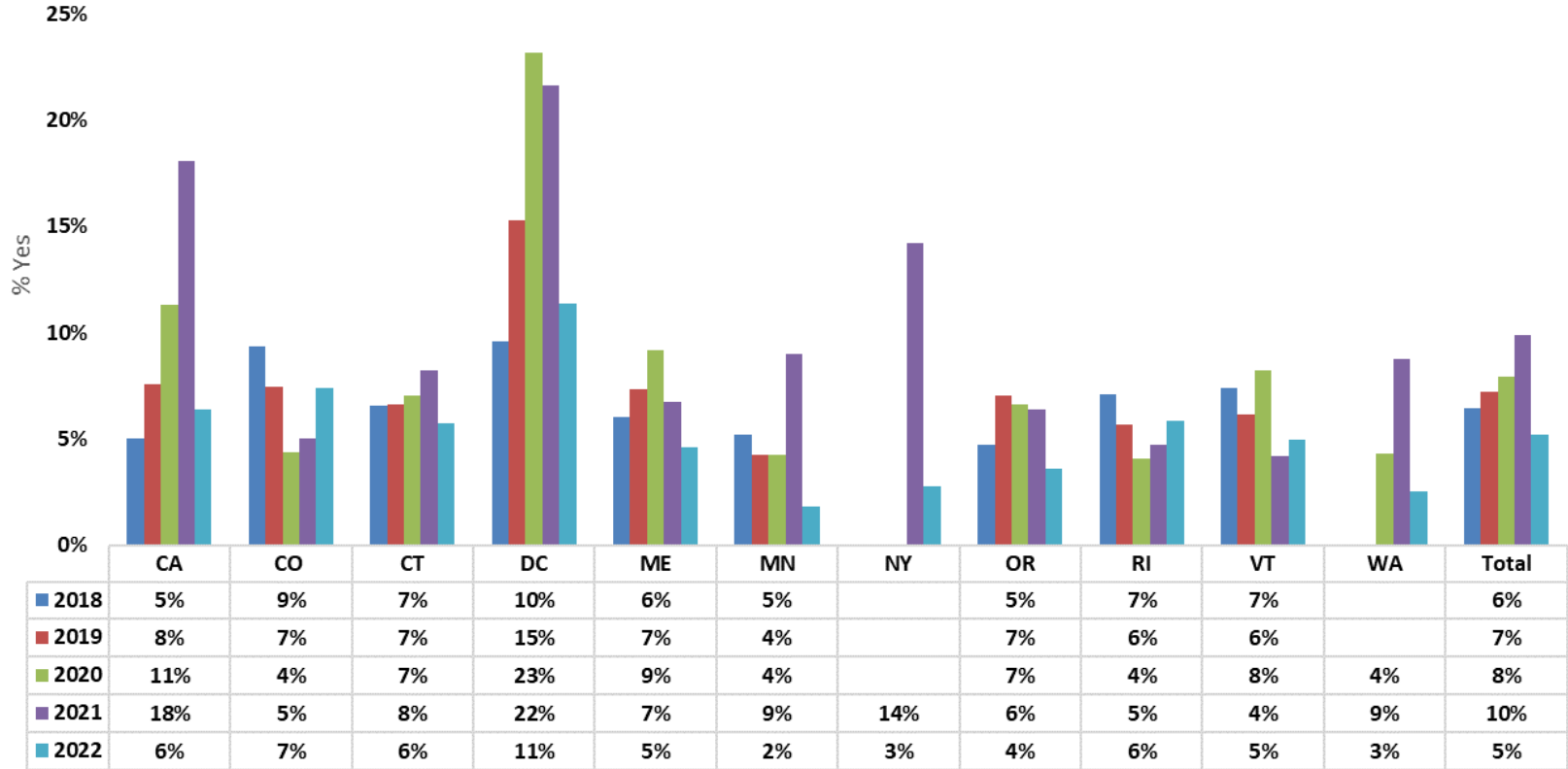
■ All Respondents	6%	6%	6%	10%	5%	2%	5%	3%	6%	5%	4%	5%
■ Non-Pro Painters	5%	5%	4%	7%	4%	1%	2%	3%	5%	4%	2%	4%
■ Non-Pro, Purchased in Last Year	6%	7%	6%	11%	5%	2%	3%	4%	6%	5%	3%	5%

*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 550;CO 251;CT 253;DC 260;ME 252;MN 251;NY 271;OR 251;RI 235;VT 205;WA 292;TOTAL 3071*

# TREND: PaintCare Awareness, Recent End-Consumer Purchasers

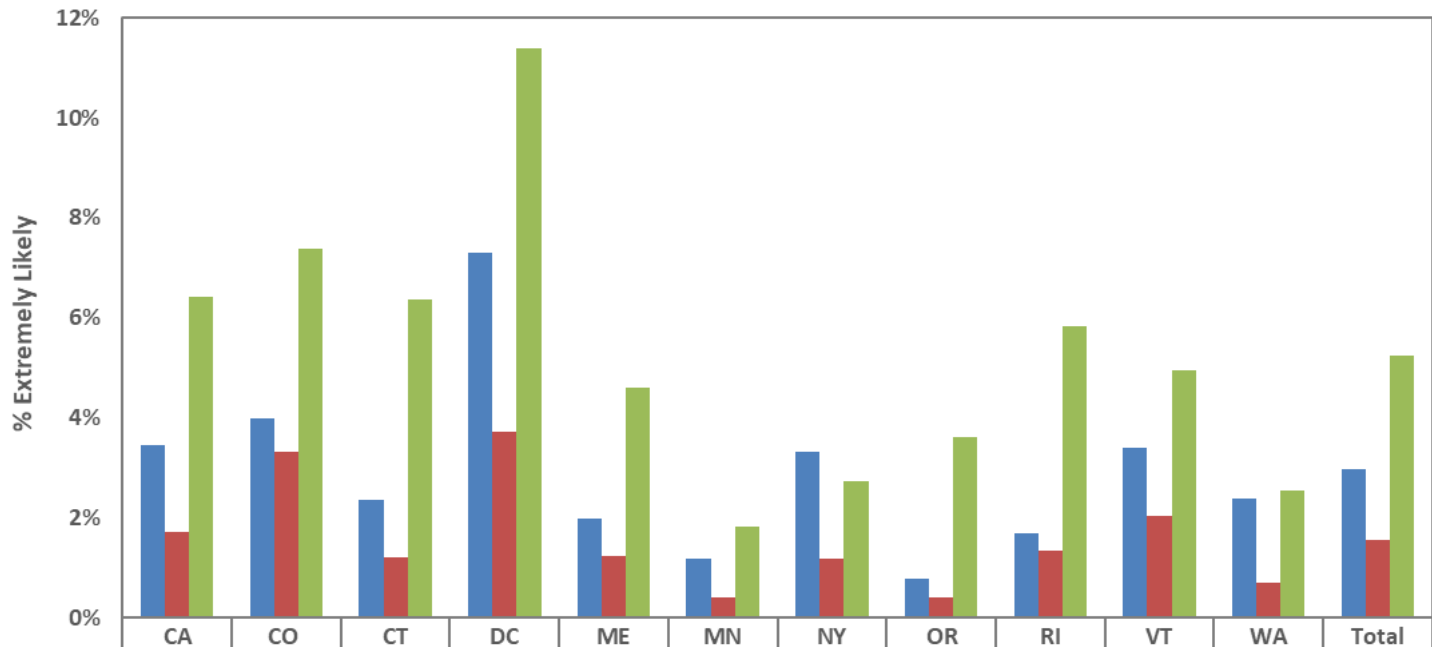
TREND: Heard of PaintCare, Non-Pros Who Purchased Paint in the Last Year



# Ad Recall – Among All Respondents

- ❖ 3% of respondents recalled a PaintCare ad.
- ❖ Non-professionals were much less likely to have encountered a PaintCare ad (2%) than professional painters (33%).
- ❖ Recent purchasers are much more likely to had encountered a PaintCare ad (5%) than other end consumers.

**Do you recall seeing or hearing an advertisement about paint recycling and/or PaintCare in the last several months?**



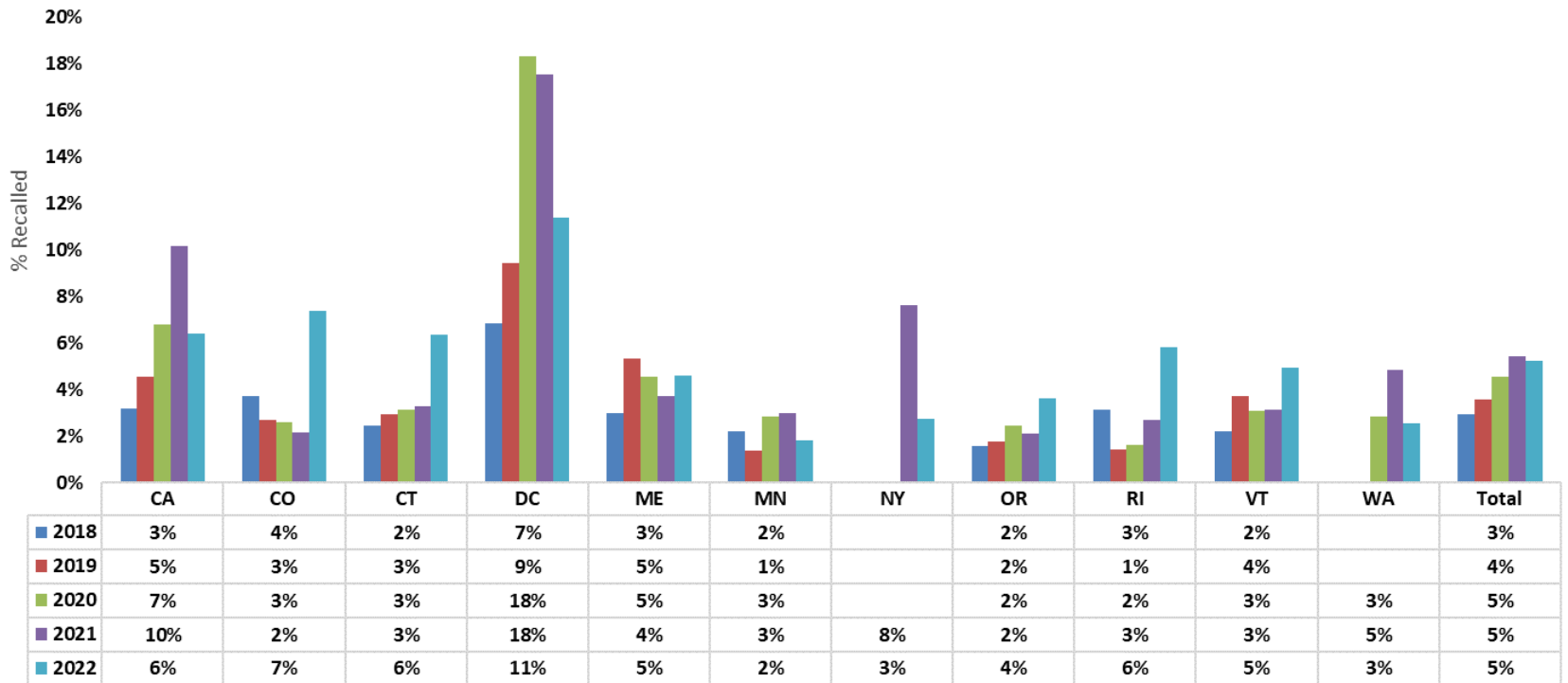
	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
All Respondents	3%	4%	2%	7%	2%	1%	3%	1%	2%	3%	2%	3%
Non-Pro Painters	2%	3%	1%	4%	1%	0%	1%	0%	1%	2%	1%	2%
Non-Pro, Purchased in Last Year	6%	7%	6%	11%	5%	2%	3%	4%	6%	5%	3%	5%

*\*Data is not shown for professional painters in individual states due to low sample sizes.*

*N=CA 550;CO 251;CT 253;DC 260;ME 252;MN 251;NY 271;OR 251;RI 235;VT 205;WA 292;TOTAL 3071*

# TREND: Ad Recall, Recent End-Consumer Purchasers

TREND: Advertising Recall, Non-Pros Who Purchased Paint in the Last Year



# Ad Recall Types

- ❖ TV was most frequently cited by respondents who remembered ads (typical response even when TV ads not running).
- ❖ Other common ad types varied by state, between newspaper, radio, online, billboard and mail.
- ❖ Note: sample sizes are small by state/the district; as such, results should be considered directionally.

***What type(s) of ad(s) do you recall? Choose all that apply.***

Type	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
TV	63%	50%	67%	47%	80%	67%	56%	0%	50%	29%	71%	55%
Radio	58%	20%	50%	16%	20%	67%	22%	0%	25%	43%	57%	35%
Newspaper	47%	20%	50%	32%	0%	67%	44%	0%	0%	43%	43%	35%
Online Advertisement	47%	30%	33%	26%	0%	67%	56%	50%	0%	29%	43%	35%
Billboard	32%	0%	33%	11%	20%	0%	33%	50%	25%	14%	29%	21%
Mailer sent to my home/business	21%	20%	17%	21%	0%	0%	0%	0%	25%	0%	14%	14%
Unsure	5%	20%	0%	11%	20%	0%	11%	0%	0%	0%	0%	8%
Sample Size	19	10	6	19	5	3	9	2	4	7	7	91



## Recall of Other Marketing Measures

- ❖ Among those who had heard of PaintCare, word-of-mouth communications was the most common source of information in most states.
- ❖ Brochures, cards, signs, displays and social media were all important methods as well.
- ❖ Note: sample sizes are small by state/the district; as such, results should be considered directionally.

***Do you recall hearing about paint recycling and/or PaintCare in any of the following other ways? Choose all that apply.***

Method	CA	CO	CT	DC	ME	MN	NY	OR	RI	VT	WA	Total
From a friend/relative/colleague	49%	36%	20%	33%	38%	67%	31%	50%	31%	36%	38%	38%
From my local hazardous waste center or transfer station	29%	29%	47%	26%	38%	0%	23%	13%	31%	36%	46%	30%
Brochure/card at a paint/hardware/lumber store	34%	29%	27%	22%	15%	0%	46%	0%	38%	18%	38%	27%
Facebook/social media	26%	29%	33%	33%	8%	33%	54%	25%	15%	27%	15%	27%
Sign/poster/display at a paint/hardware/lumber store	26%	14%	27%	19%	46%	50%	31%	13%	15%	9%	31%	24%
From my own online research (e.g. searched "how to get rid of paint")	20%	21%	33%	15%	8%	0%	0%	25%	23%	18%	15%	17%
At one of PaintCare's one-day paint collection events	14%	29%	20%	15%	8%	0%	15%	13%	38%	9%	8%	16%
Mailed information	20%	21%	20%	19%	23%	17%	8%	0%	0%	0%	0%	14%
None	11%	7%	13%	0%	0%	0%	8%	25%	15%	9%	8%	8%
Other*	3%	7%	0%	0%	8%	0%	8%	0%	0%	9%	8%	4%
Sample Size	35	14	15	27	13	6	13	8	13	11	13	168

### \*Other Methods

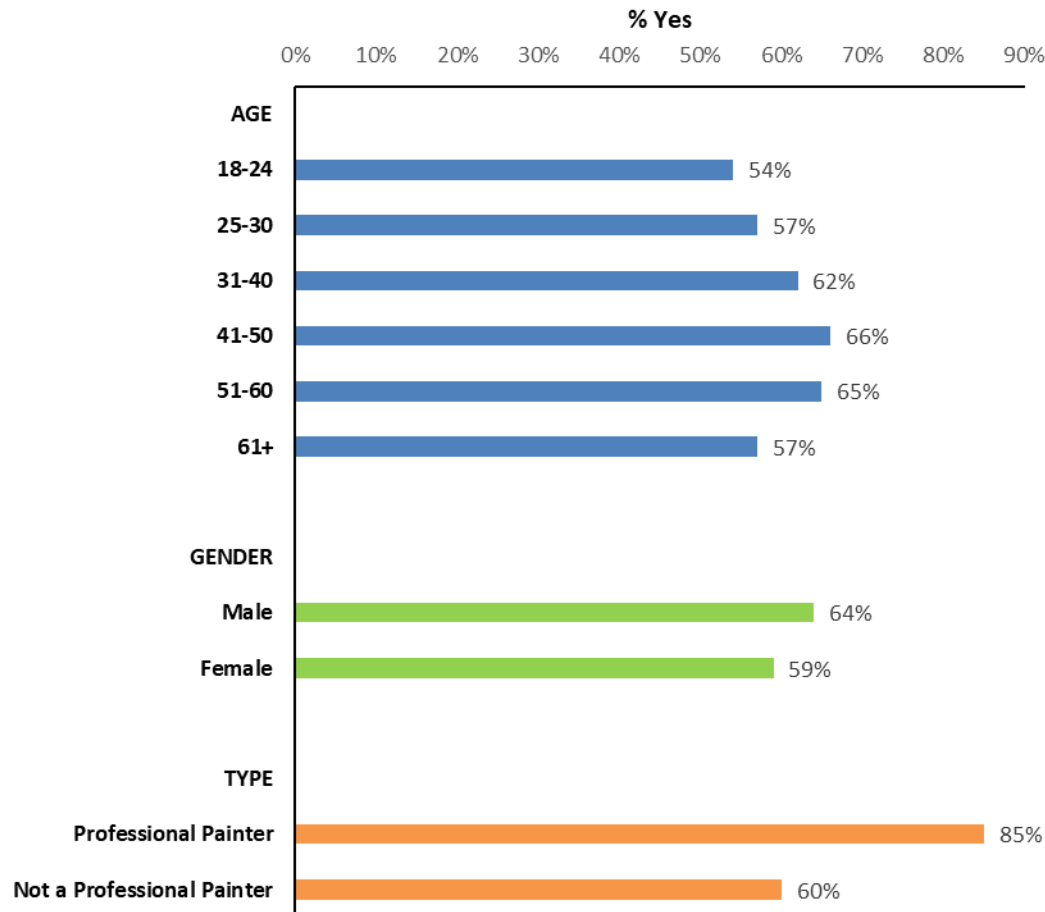
just now	Trade show
On YouTube	Tv show
Survey	



## **APPENDIX 1: IMPACT OF PROFILES ON RESULTS (Cross-Tabs, All Respondents)**

# Consumer Behavior Cross Tabulations – Paint Purchases

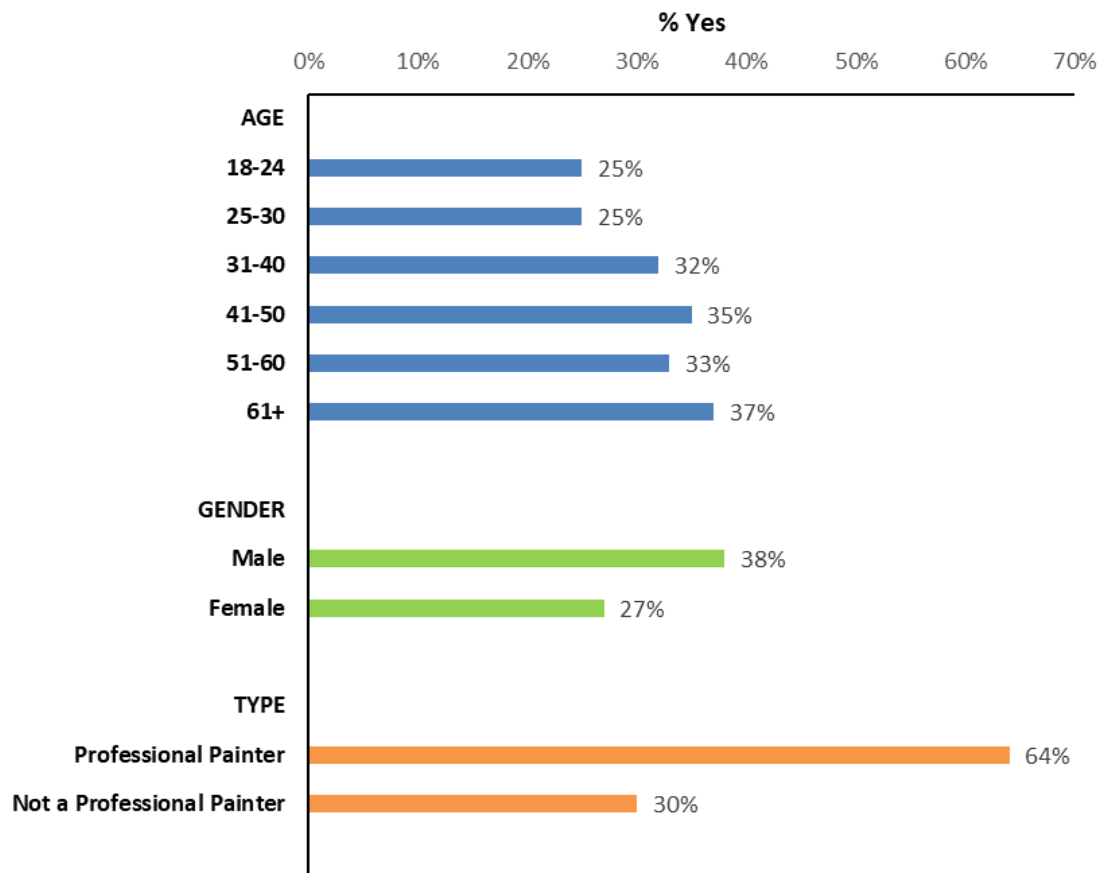
*Have you purchased paint in the last year?*



- ❖ Those in the 41-60 age range bought paint most often in the last year.
- ❖ Men and women purchased at a similar rate in the last year.
- ❖ As expected, professional painters purchased more often in the last year than non-professionals.

# Cross Tabulation – Recycling Knowledge

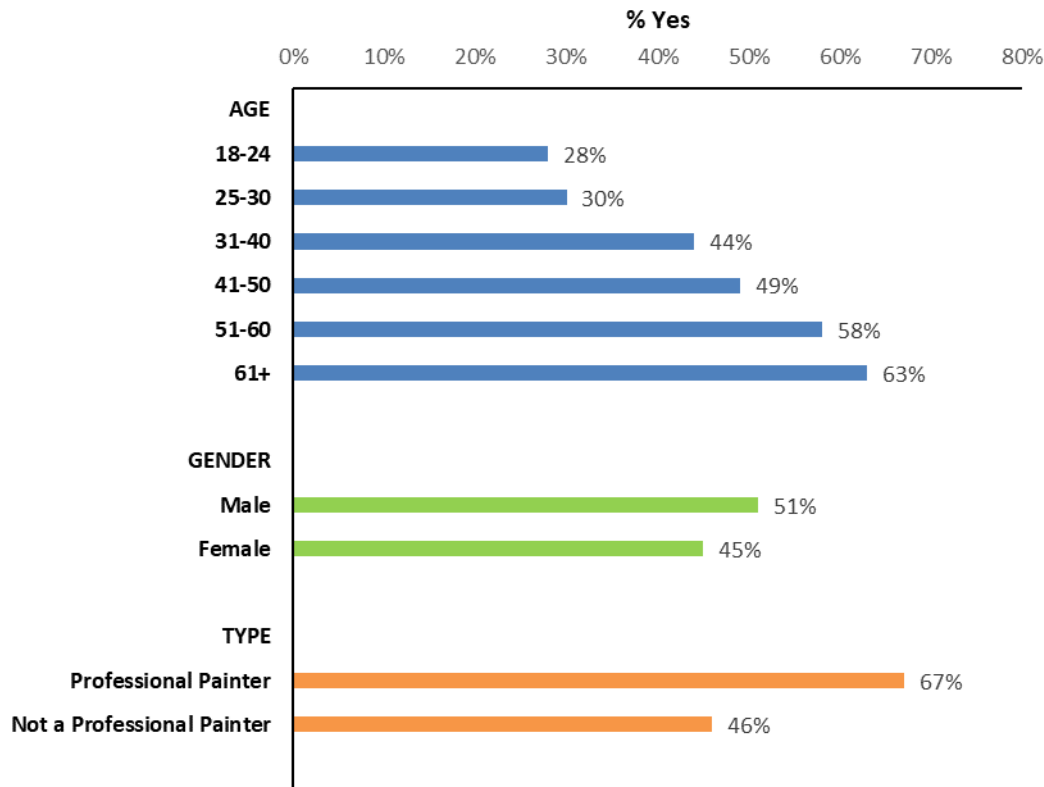
*Prior to this survey, did you know that paint can be recycled (disposed in such a way that it may be re-used)?*



- ❖ Recycling knowledge is higher among those 31+.
- ❖ Men are significantly more likely to know that paint can be recycled than women, as was the case in prior years.
- ❖ Professional painters are more than twice as likely to know that paint can be recycled.

# Cross Tabulation – Disposal Opportunities

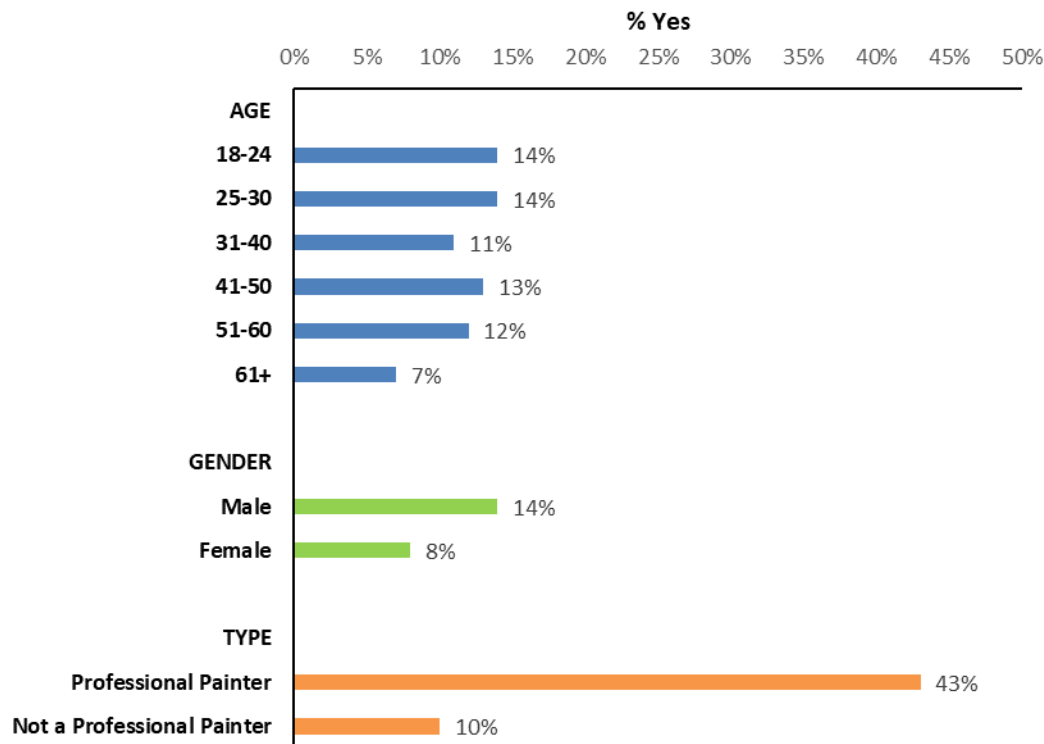
*Prior to this survey, were you aware of paint disposal opportunities in your state, such as drop off locations at paint stores and household hazardous waste facilities?*



- ❖ Knowledge of paint drop-off opportunities increases with age.
- ❖ Men and women are similarly knowledgeable about disposal opportunities.
- ❖ Professional painters are more aware of drop-off opportunities than non-professionals.

# Cross Tabulation – Pick-up Service

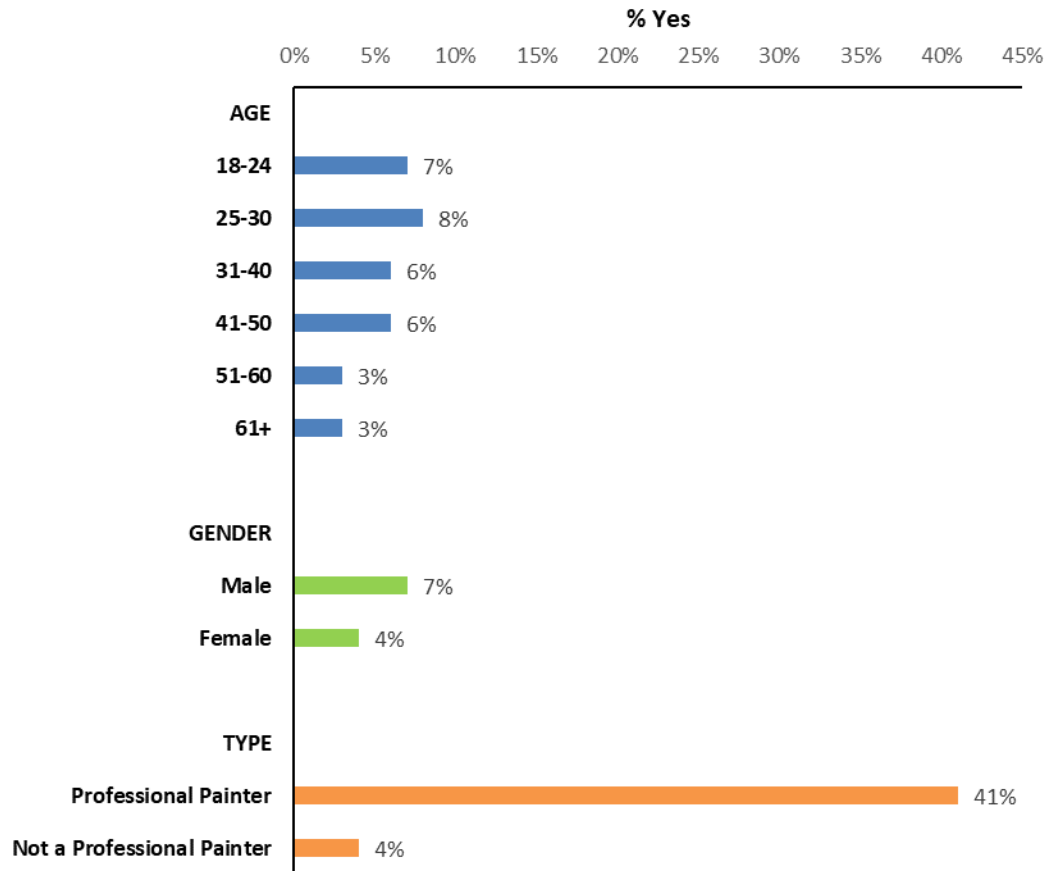
*Prior to this survey, were you aware there is a free on-site pickup service available to households, professional painters, businesses and organizations with 100 gallons or more of leftover paint?*




- ❖ Knowledge about free on-site pickup services is fairly consistent by age up until 61, when awareness rates drop.
- ❖ Almost twice as many men are aware than women.
- ❖ Professional painters are MUCH more familiar with pick-up services than non-professionals.

# Cross Tabulation – PaintCare Familiarity

*Have you ever heard of PaintCare, the program that sets up sites that take paint for recycling?*



- ❖ Awareness of PaintCare is fairly consistent until age 51, when rates drop.
- ❖ More men have heard of PaintCare than women.
- ❖ Professional painters are MUCH more aware of PaintCare than non-professionals.



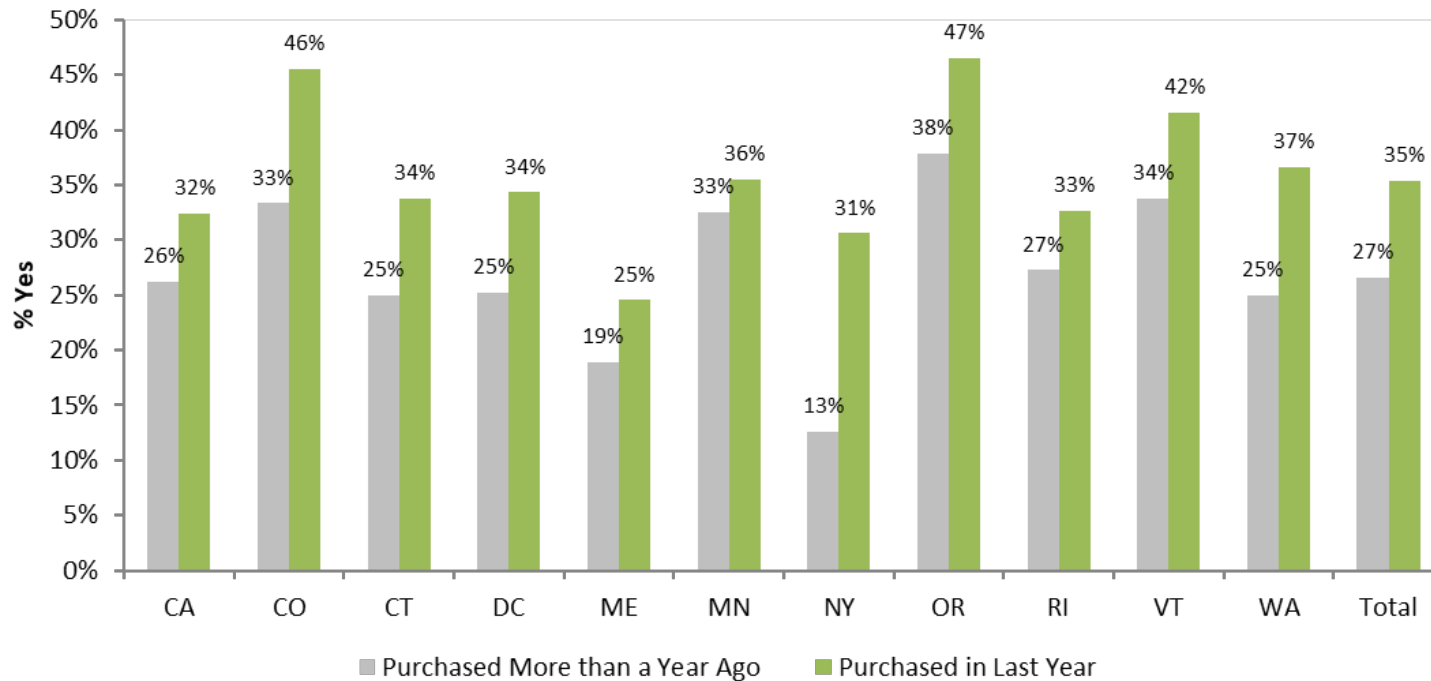
**APPENDIX 2:  
THE IMPACT OF RECENCY ON  
AWARENESS  
(Cross-Tabs, All Respondents)**



# Awareness of Paint Recycling Based on Purchase Timeframe

- ❖ Data was analyzed to contrast the awareness levels of those who purchased in the last year (60% overall) and those who hadn't (40%). As expected, those with more recent store interactions were more knowledgeable about paint recycling. This is reflective of PaintCare's and retailers' recent performance.

## PURCHASE RECENCY ANALYSIS: *Prior to this survey, did you know that paint can be recycled (disposed in such a way that it may be re-used)?*



DIDN'T PURCHASE N=CA 225;CO 96;CT 93;DC 129;ME 98;MN 84;NY 116;OR 110;RI 92;VT 78;WA 124;TOTAL 1245

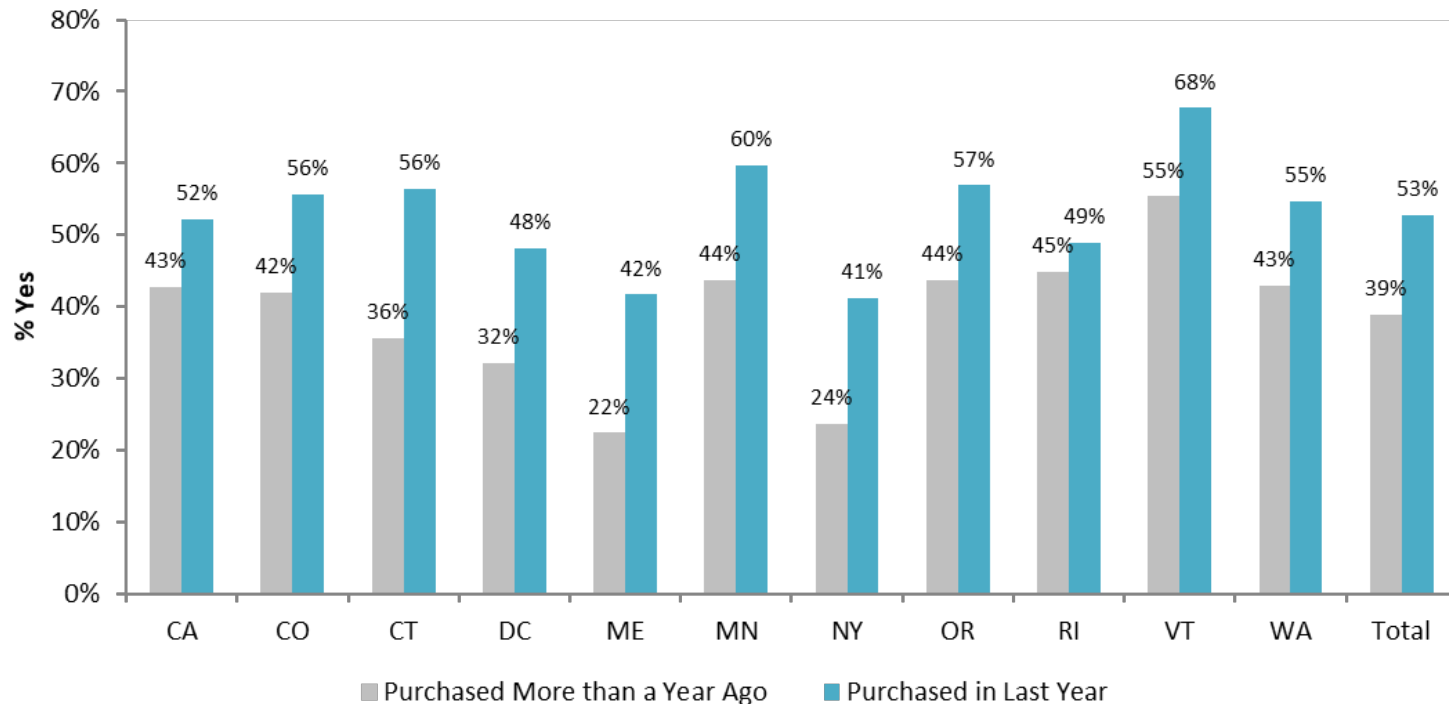
PURCHASED N=CA 337;CO 158;CT 164;DC 137;ME 166;MN 170;NY 162;OR 144;RI 150;VT 131;WA 172;TOTAL 1891

# Awareness of Paint Disposal Opportunities in State/District

- ❖ Those with more recent store interactions were significantly more knowledgeable about drop-off opportunities as well.
- ❖ The lift here is greater than with paint recycling knowledge, which might be attained through related sustainability information sources. Drop-off detail is more specific in nature and might only be learned through paint retailers and/or PaintCare.

## PURCHASE RECENCY ANALYSIS:

***Prior to this survey, were you aware of paint disposal opportunities in your state, such as drop off locations at paint stores and household hazardous waste facilities?***



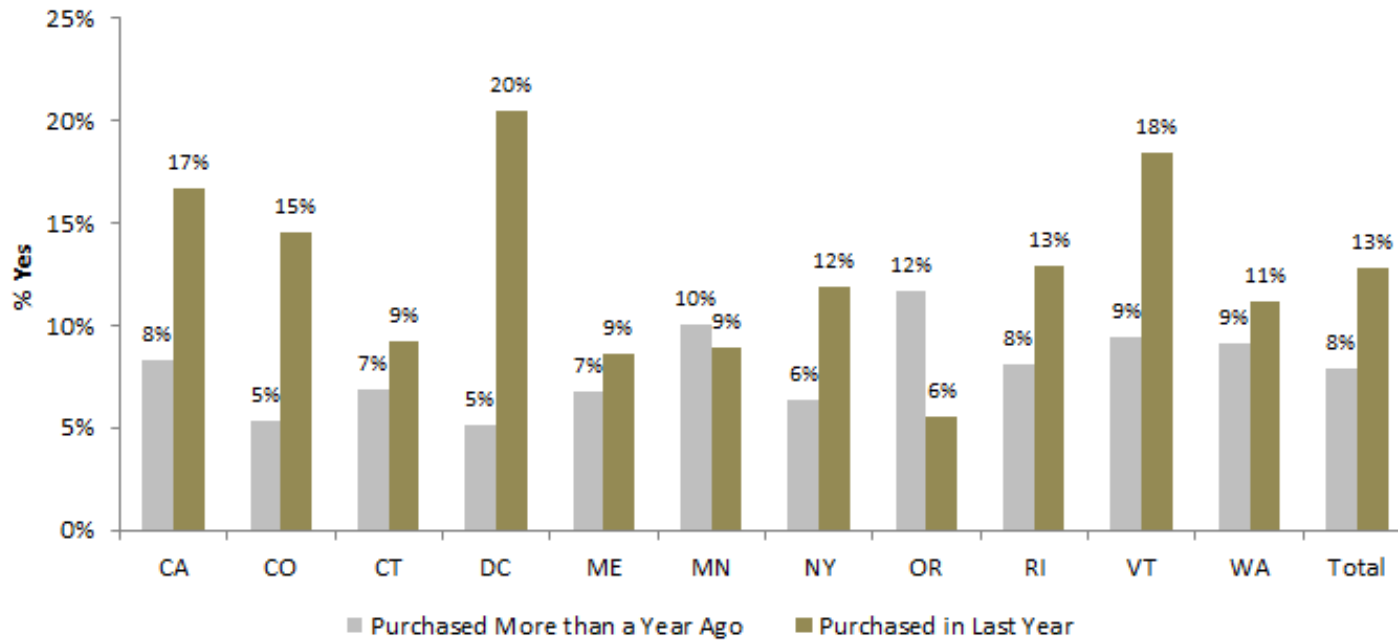
DIDN'T PURCHASE N=CA 225;CO 96;CT 93;DC 129;ME 98;MN 84;NY 116;OR 110;RI 92;VT 78;WA 124;TOTAL 1245

PURCHASED N=CA 337;CO 158;CT 164;DC 137;ME 166;MN 170;NY 162;OR 144;RI 150;VT 131;WA 172;TOTAL 1891

# Awareness of Paint Pick-up Opportunities

- ❖ Again, a significant gap exists between 100+ gallon pick-up awareness of those who recently purchased vs. those who purchased more than a year ago.

**PURCHASE REGENCY ANALYSIS:**  
*Prior to this survey, were you aware there is a free on-site pickup service available to households, professional painters, businesses and organizations with 100 gallons or more of leftover paint?*



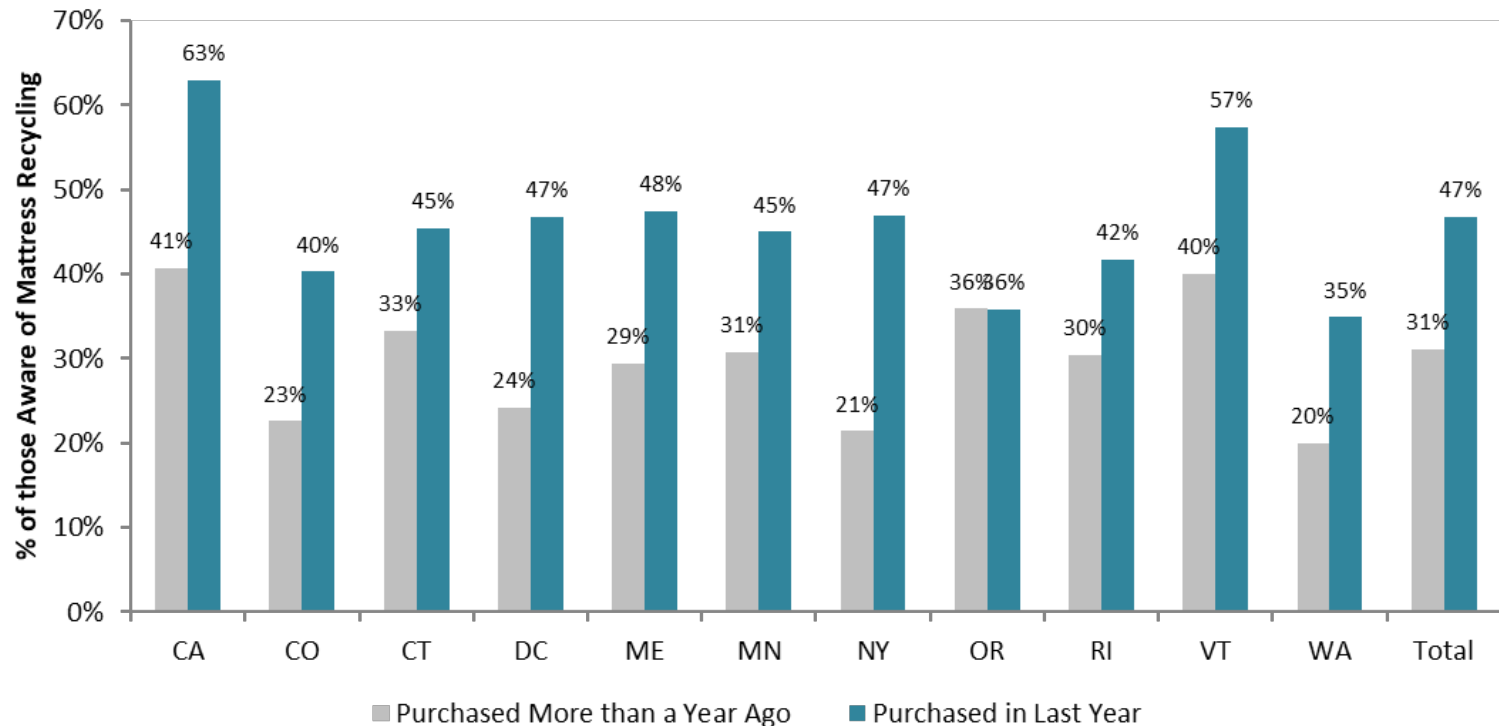
DIDN'T PURCHASE N=CA 225;CO 96;CT 93;DC 129;ME 98;MN 84;NY 116;OR 110;RI 92;VT 78;WA 124;TOTAL 1245  
 PURCHASED N=CA 337;CO 158;CT 164;DC 137;ME 166;MN 170;NY 162;OR 144;RI 150;VT 131;WA 172;TOTAL 1891

# Awareness of Fee Among Those Who Knew About Recycling

- ❖ There is a 50% increase in awareness of the fee among those who purchased in the last year.

## PURCHASE REGENCY ANALYSIS:

*Are you aware that when you buy paint in (state/district), there is a small fee added to the price to pay for a program to recycle any leftover paint you have?*



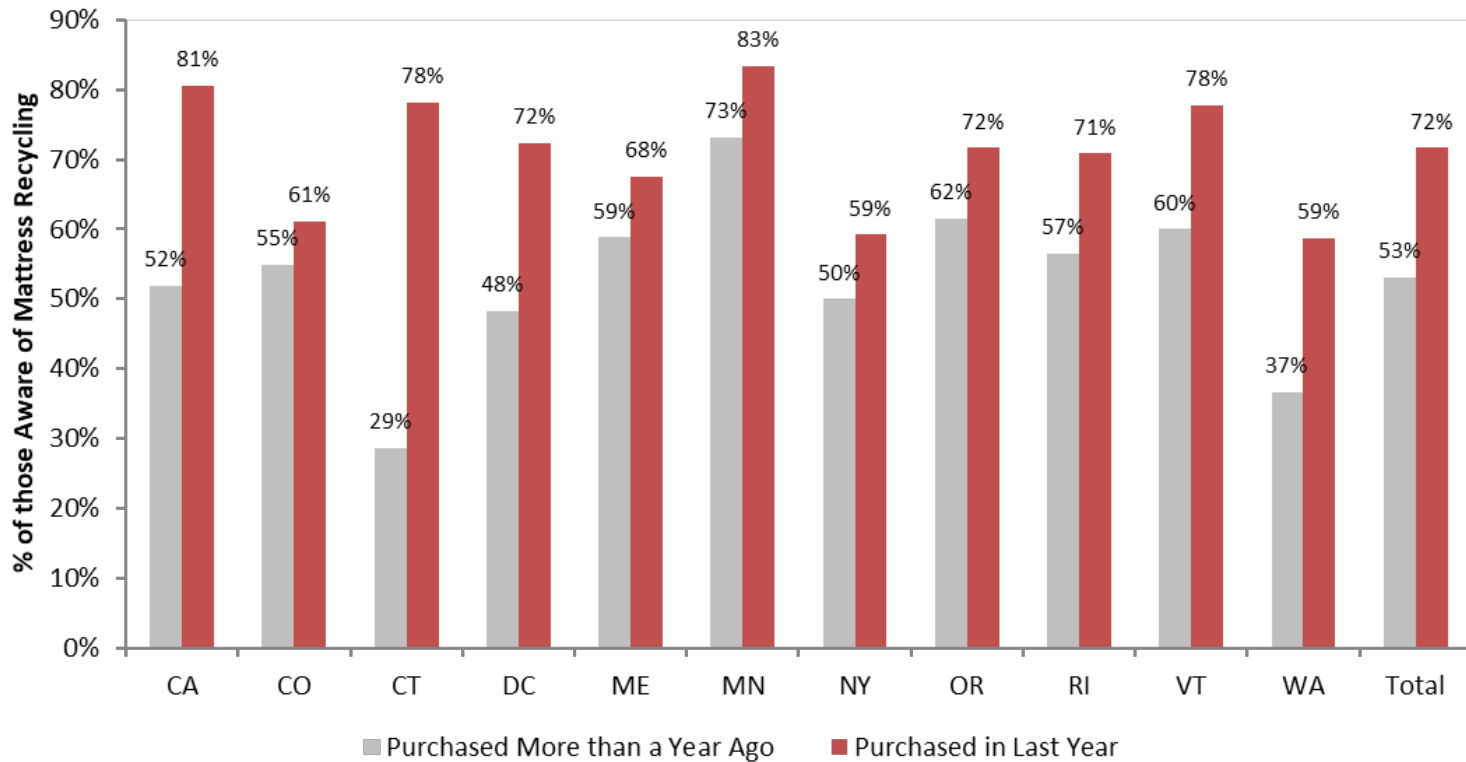
DIDN'T PURCHASE *N=CA 54;CO 31;CT 21;DC 29;ME 17;MN 26;NY 14;OR 39;RI 23;VT 25;WA 30;TOTAL 309*  
 PURCHASED *N=CA 108;CO 72;CT 55;DC 47;ME 40;MN 60;NY 49;OR 67;RI 48;VT 54;WA 63;TOTAL 663*

# Awareness of Places for Recycling Based on Purchase Timeframe

- ❖ Again, a significant gap exists in awareness levels of recent purchasers versus those who purchased over a year ago.

## PURCHASE RECENCY ANALYSIS:

*If you wanted to take paint somewhere to be recycled, do you know where to take it?*



DIDN'T PURCHASE *N=CA 54;CO 31;CT 21;DC 29;ME 17;MN 26;NY 14;OR 39;RI 23;VT 25;WA 30;TOTAL 309*  
 PURCHASED *N=CA 108;CO 72;CT 55;DC 47;ME 40;MN 60;NY 49;OR 67;RI 48;VT 54;WA 63;TOTAL 663*



**APPENDIX 3:  
STATE/DISTRICT RESULTS  
(UNDER SEPARATE FILE)**

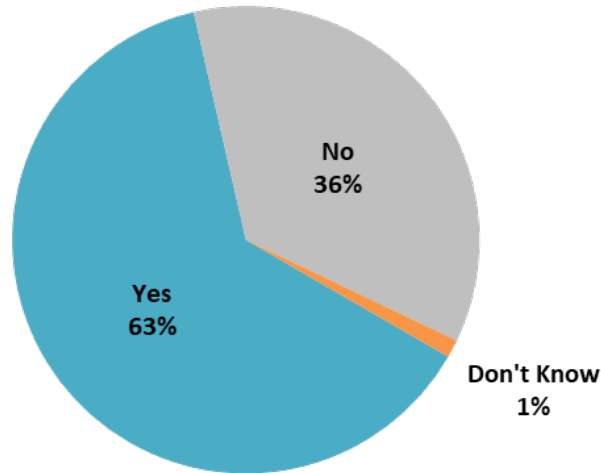


**Maine**

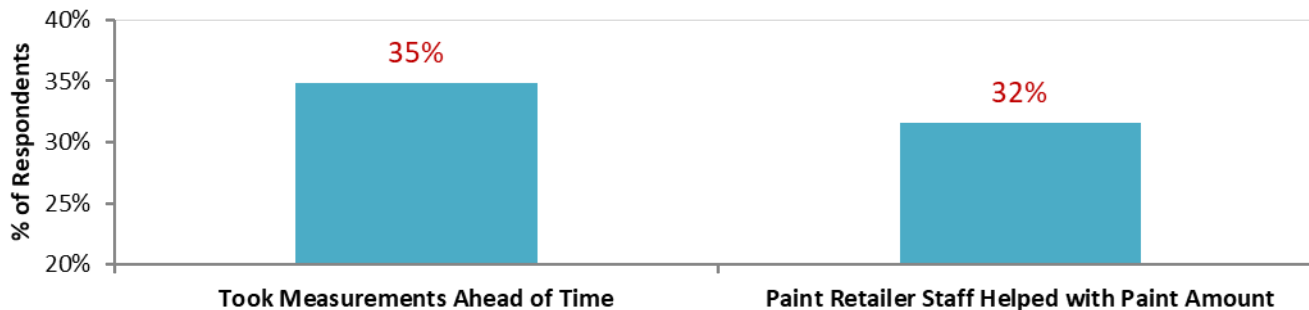
## Maine Highlights – Paint Buying History

- ❖ 63% of consumers surveyed had purchased in the last year, exactly the same as last period. About a third of them were helped by the store in determining needs and/or took measurements themselves.

### *Have you purchased paint in the last year?*



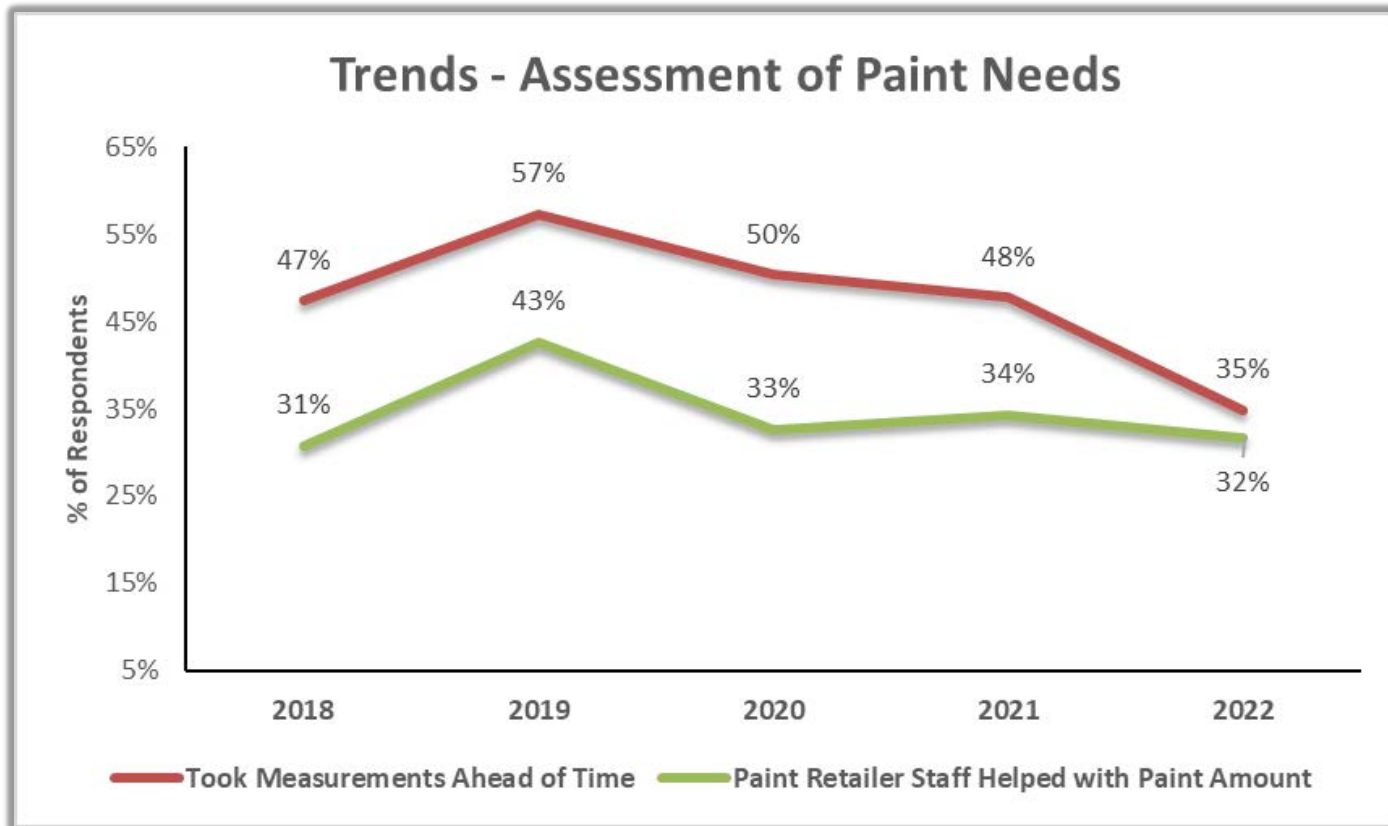
### **Pre-Project Preparation** *(End Consumers Who Purchased Paint in the Last Year)*





## Maine Highlights – Preparation Trends

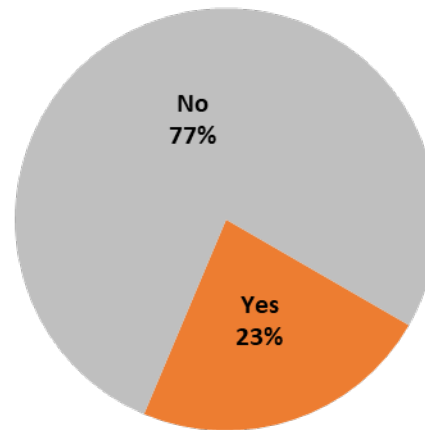
- ❖ Pre-purchase measurements dropped in 2022 among those who purchased in the last year.
- ❖ Store assistance may have declined slightly but the drop is not statistically significant.



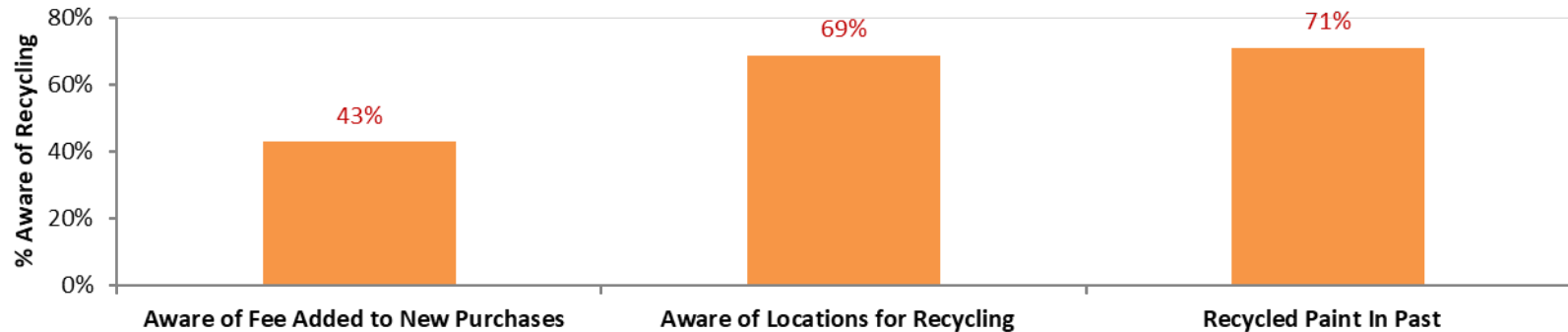
# Maine Highlights – Paint Recycling Knowledge

- ❖ 23% of consumers who purchased in the last year knew that paint can be recycled.
- ❖ Among them, 43% were aware of the recycling fee added to new purchases; 69%, potential recycling locations. 71% had recycled paint in the past.

**Prior to this survey, did you know that paint can be recycled?**

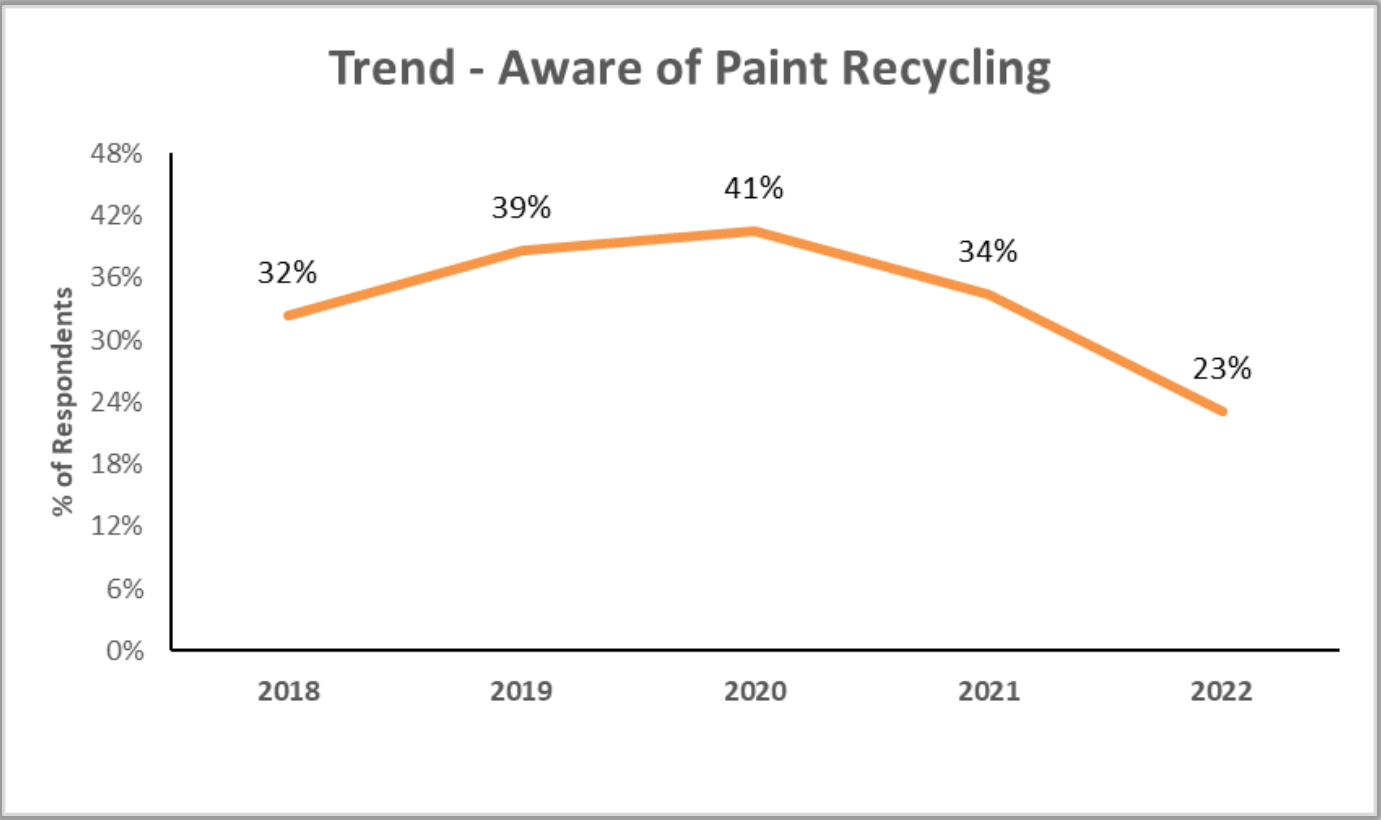


## Knowledge/Experience of Those Aware of Paint Recycling (End Consumers Who Purchased Paint in the Last Year)



# Maine Highlights – Recycling Awareness Trends

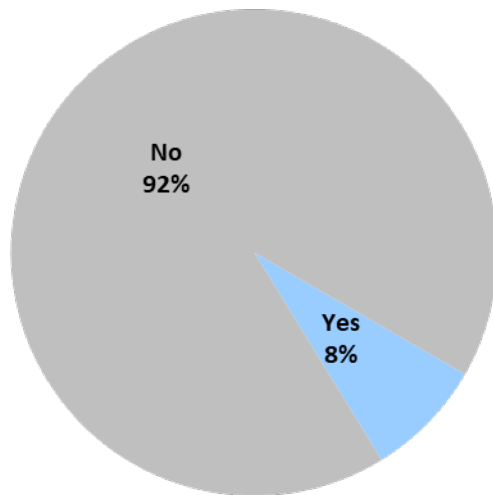
❖ Paint recycling awareness declined in 2022 among those who purchased in the last year.



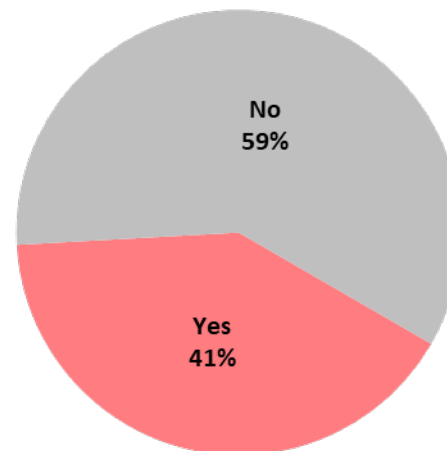
## Maine Highlights – New Awareness Measurements

- ❖ Two new questions were added in 2022, to assess awareness of pick-up and drop-off opportunities among those who purchased in the last year.
- ❖ 8% were aware that there was free on-site pick up available for 100+ gallons of leftover paint.
- ❖ 41% were aware of drop-off opportunities (PaintCare stores and HHW facilities).

***Prior to this survey, were you aware there is a free on-site pickup service available to households, professional painters, businesses and organizations with 100 gallons or more of leftover paint?***



***Prior to this survey, were you aware of paint disposal opportunities in your state, such as drop off locations at paint stores and household hazardous waste facilities?***



## Maine Highlights – Recycling vs. Drop-off Opportunity Awareness

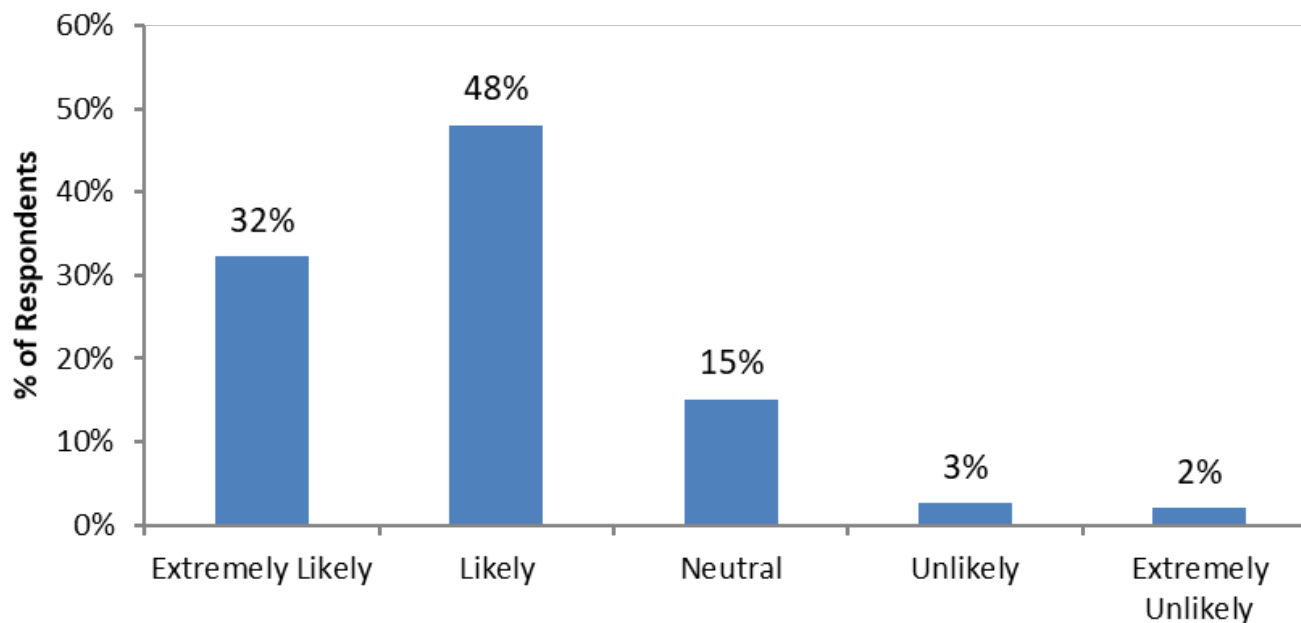
- ❖ Originally, we expected that those familiar with paint recycling would be a subset of those familiar with disposal opportunities (a “funnel”).
- ❖ However, what we learned was that there are many who know about paint recycling who do not know about disposal opportunities in the state, and vice versa.
- ❖ The following “matrix” breaks down the awareness of recent purchasers on both subjects.
- ❖ 55% didn’t know about either topic; 19% knew about both topics; the rest, one or the other.

		Paint Recycling	
		Yes	No
Disposal Opportunities	Yes	19%	22%
	No	4%	55%

## Maine Highlights – Future Recycling Intentions

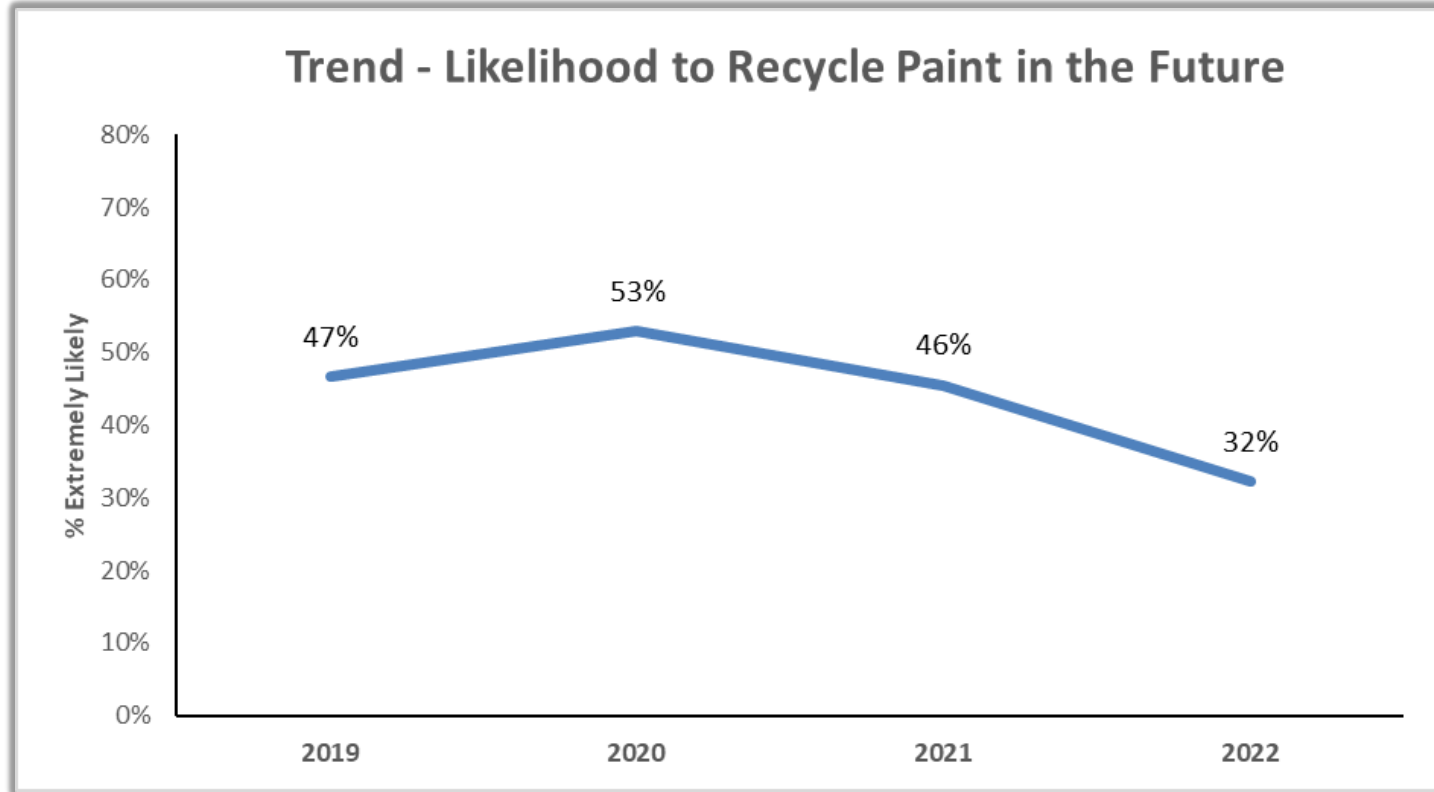
- ❖ 80% of respondents said they were either “Extremely Likely” or “Likely” to drop off leftover paint for recycling next time they had some to dispose. Very few were unlikely to do so.

***How likely will you drop it off for recycling next time you have paint to dispose?***



## Maine Highlights – Future Recycling Intentions Trend

- ❖ The percentage of recent purchasers who said they were "Extremely Likely" to recycle in the future decreased in 2022.



## Sample Comments: What would be your personal motivation for recycling leftover paint in the future?

a coupon back

allowing re-use of paint and not contaminating the environment

Another way to get rid of paints I did not need and possible to help others

Because as I have learned it is clearly the better option

Because I am very proactive towards protecting our planet.

Because it's the right thing to do

Because it's the right way to dispose of it

Being able to get rid of it

Being considerate to the environment

Better for environment... Help someone else

Better for the environment and produces less waste overall.

Better for the environment.

Discount on future paint purchase or tax deduction

I dont like things to go to waste unnecessarily.

I dont want the chemicals to go into the environment

I dont want the paint to leak into the ground

I don't want to add to bad environmental conditions. I also like that paint can be recycled and out of my house. I inherited my grandfathers house, which was also his house painting business and 150+ cans of paint. I'm still slowly getting rid of the paint responsibly, and like to keep up with leftover paint I have as I redo the home.

I feel that if everyone started recycling more and taking care of earth it can be a better place with less trash/landfills.

I know it helps the environment

I like the idea of someone else being about to use what i would no longer need.

I pay for the service and it is environmentally responsible

I would not want to dump potentially hazardous product into the trash

I would prefer it be used vs. wasted and negatively effect the environment.

I would recycle it for one to get out of my home and also wasn't aware it could be reused

I would want to dispose of potentially hazardous materials in the most safe way

I've never known what to do with leftover paint and am very excited to learn that it can be recycled.

it would free up space in the garage and i wouldn't have to worry about it any more

It would make it a reusable resource, which would be lovely.

It's better for the environment and I try not to be wasteful

It's the right thing to do I just don't think it's done in Maine

Just safely get rid of unwanted paint

Like most hazards, try to limit amount of toxins and contaminates in our environment.

otherwise it sits in the garage for years

Our town landfill is nearly full so if there is a safe way to dispose of it I'm willing to make the effort

recycling is better for the environment, ant giving the paint away allows someone else to use it



## Appendix E



# Drop Off Site Guidelines

This document contains detailed information on PaintCare's program guidelines and operations procedures. In combination with the state-specific guidelines, it is designed to be used by new staff for self-training and for site refresher training without PaintCare staff.

Note: The supplemental training slides included in the training binder summarize only the most important information from these Drop-Off Site Guidelines. The slides are used during training by PaintCare staff and can also be used to supplement refresher training.

Adherence to these guidelines is critical for drop-off sites participating in the program. Exceptions to these guidelines can be made only with PaintCare's express written permission. If your site is unable to comply with any of these guidelines, please contact your PaintCare representative so that we may try to find a solution that works for your site but still achieves compliance with applicable legal and operational requirements for the program.

## Contents

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<b>Section 2. General Guidelines</b>	<b>3</b>
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<b>Section 4. Identifying and Accepting PaintCare Products</b>	<b>6</b>
<b>Section 5. Participant Paint Volume</b>	<b>11</b>
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<b>Section 7. Spill Response</b>	<b>13</b>
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# Section 1. Training and Safety

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## Training

For the safety of the program and your staff, all employees handling PaintCare products must receive training in product identification, acceptance, handling, packaging, inspection, and emergency response procedures before collecting PaintCare products or engaging in any PaintCare program activities.

Training helps ensure that employees:

- Conduct PaintCare products collection activities in a safe manner that protects workers and the environment
- Are equipped for and understand hazards associated with PaintCare products

Training plans and records should be maintained for each employee. Record staff training using the log included in the training binder.

## Safety

Store personal protective equipment (PPE) and spill response equipment in an accessible location adjacent to the collection bins. Ensure those materials are protected from impacts of weather.

The drop-off site must be equipped with appropriate emergency response equipment including a fire extinguisher, spill kit, and PPE. Monthly inspections of equipment are recommended.

PaintCare products collection activities need to follow general safety practices including proper lifting techniques.

Post emergency procedures and emergency contact numbers including police, fire department, and emergency services by a phone and in close proximity to the collection bins, if possible.

If applicable, develop and maintain an emergency action plan as required by OSHA.

If required by federal, state, or local law, familiarize police, fire departments, and emergency response teams with the layout of your facility, properties of PaintCare products handled at your facility, and evacuation routes.

## Section 2. General Guidelines

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### PaintCare Provides Your Site:

- Training binder with recordkeeping logs/forms
- Signage identifying your site as a PaintCare drop-off site
- Printed educational materials for the public

### PaintCare's Transporter Provides Your Site:

- Paint collection bins and liners for cardboard/single-use collection bins
- Labels and/or markings for paint collection bins
- Spill kits (excluding HHW programs)

### General Guidelines for Drop-Off Sites

Each PaintCare drop-off site has unique logistical and operational considerations. Each drop-off site must make its own decisions and use its best judgment to operate in the safest manner possible in accordance with applicable law. To ensure the highest standards of safety for you and your staff, drop-off sites must:

- Have appropriate signage that informs the public of the hours of operation
- Accept PaintCare products from participants during your regular advertised or posted operating hours
- Display PaintCare signage to identify you as a drop-off site; signage should be posted in a highly visible area, at the entrance of your site
- Assist and supervise participants when they visit to drop off PaintCare products. Site staff should greet participants and must verify eligibility of the participant and their leftover paint products as PaintCare products
- **IMPORTANT:** Never allow a participant to open a PaintCare product container
- Have adequate space, staffing, and training to collect and store PaintCare products
- Provide a secure space for empty and full collection bins
- Place all PaintCare products immediately in collection bins approved for use by PaintCare and its transporters
- Pack only PaintCare products into collection bins
- Schedule shipments of PaintCare products from your drop-off site
- Maintain all records relating to the program
- Train staff to be familiar with the requirements and practices of this guide

# Section 3. Collection Bins and Storage Area

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## Storage Area and Collection Bin Placement

Establish a dedicated storage area for collection bins and PaintCare products.

Place collection bins on an impermeable surface (i.e., paved asphalt, concrete, or other surface) at all times.

Place collection bins away from ignition sources, storm drains, and floor drains.

Ensure there is adequate ventilation if bins are stored indoors.

If stored outdoors, protect collection bins from the elements (e.g., precipitation, temperature extremes, rain, and snow). Keep collection bins under cover to prevent exposure to precipitation to protect against temperature extremes. If you store collection bins outdoors, you may need approval from your local fire or hazardous materials oversight agency.

Comply with any local fire codes or other regulations that might pertain to your storage of collection bins at your site.

Maintain enough space around collection bins to inspect for leakage and emergency access.

Use good housekeeping standards; keep paint storage areas clean and orderly.

## Setting Up, Packing and Maintaining Collection Bins

Collection bins must be set up, used, and closed according to the manufacturer's instructions. PaintCare's transporters should set up the collection bins that they provide, unless otherwise requested by the drop-off site staff.

Ensure liners are inserted in cardboard collection bins. The liners provide secondary containment to contain liquids in the event a can leaks while in storage or transit. Reusable plastic bins that are leak-proof by design do not need liners.

Collection bins must be structurally sound. If you see any evidence of damage to bins (or liners) that may cause a leak or spill, notify PaintCare immediately.

Mark the collection bin with the date the first PaintCare product is placed in it.

Place PaintCare products in bins immediately upon receipt. Keep collection bins closed except when adding PaintCare products.

Pack 5-gallon buckets on the bottom layer of the collection bins for stability.

Pack all PaintCare products (cans, buckets) upright and as tight as possible in the collection bins to protect contents from shifting and leaking in transit.

Do not open containers to verify product.

Do not overfill collection bins; allow enough space for a lid to fit securely.

Do not take PaintCare product out of the bin.

### **Security**

Never allow "self-serve," public access to the collection bins.

The collection bin storage area must be secured and locked when not attended.

Only drop-off site staff should have access to the collection bins and storage area until the collection bins are ready for pick-up by PaintCare's transporter.

# Section 4. Identifying and Accepting PaintCare Products

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## What are PaintCare Products

PaintCare drop-off sites should accept only PaintCare products (architectural paint products) for management under the PaintCare program. Only those PaintCare products accepted from individuals residing in the state and businesses/organizations located in the state can be managed under the PaintCare program.

Listed below are the primary examples of architectural paint products accepted by the PaintCare program and paint or paint-related products not accepted by the PaintCare program.

Generally, PaintCare products include latex and oil-based house paint, stains, and clear coatings (varnish, shellac, etc.). The program excludes anything that is:

- In an aerosol spray can
- Intended and labeled “for industrial use only”
- Mostly used in the manufacture of equipment
- On the list of specifically excluded products for some other reason

PaintCare products are classified as either latex (water-based) or oil-based (alkyd) and the classification is important in order to decide how the product should be handled and processed. Knowing how to tell the difference between latex- and oil-based products is also important in determining which types of businesses/organizations can use the PaintCare program (if your site accepts paint from this audience).

## PaintCare Products and Non-PaintCare Products

### Acceptable products (PaintCare products)

- Interior and exterior paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck coatings and 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

## Unacceptable products (Non-PaintCare products)

- Paint thinner, 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

For more information, please see [www.paintcare.org/products](http://www.paintcare.org/products)

If non-PaintCare products end up in a drop-off site's bin, such products will not be returned to the drop-off site and will be managed by PaintCare's transporter. Transporters identify non-PaintCare products and report all instances to PaintCare. PaintCare staff will notify the site of any contamination in the bins. If the problem persists, additional training may be provided.

## Acceptable Containers vs. Unacceptable Containers

Before accepting products from participants for management under the PaintCare program, drop-off site staff must (1) check the condition of the container for acceptance in the program, and (2) check the product label to verify that it contains a PaintCare product.



## Acceptable

- The PaintCare product must be in its original container
- The container is labeled as containing one of the designated PaintCare products listed above
- The container must be in good condition and not leaking
- The container must be 5 gallons in size or smaller
- The container contains dry latex paint

## Not Acceptable

- The container is not original (e.g., paint was transferred into a jar)
- The container does not have an original label
- The container is leaking or has no lid
- The container is larger than 5 gallons
- The container is empty

However, drop-off sites permitted to accept household hazardous waste may accept unlabeled and leaking containers by following the procedures described below.

## Unlabeled and Leaking Containers

A drop-off site permitted to accept household hazardous waste may, at its discretion, choose to accept unlabeled and/or leaking containers if it follows the protocols below and otherwise complies with all applicable laws:

### Unlabeled Containers

A drop-off site may accept containers that do not have an original label if a staff person appropriately trained in identifying unknown wastes (1) identifies the material in the container as a PaintCare product, and (2) applies a label identifying the contents to the container before placing it in a collection bin.

### Leaking Containers

A drop-off site may accept a leaking container or a container with no lid if an appropriately trained drop-off site staff person (1) verifies that the container contains a PaintCare product, (2) places the contents of the leaking/open container into an appropriate substitute container (which can include bulking such PaintCare products into 55-gallon drums), and (3) applies an appropriate label to the substitute container.

## Refusing an Unacceptable Product or Container

Do not accept non-PaintCare products from any participant unless they are received as part of normal site operations and are not placed in PaintCare collection bins.

When refusing a material at a drop-off site, drop-off site staff must explain why the material cannot be accepted (e.g., material is not a PaintCare product, cannot accept material from non-exempt generator, etc.). If a participant tries to drop off products that your location cannot manage, refer the participant to an appropriate alternative resource, such as their local household hazardous waste disposal program, garbage transporter, environmental health agency, or public works department. Local contact information is provided at the front of the training binder.

## Paint Volume Acceptance Rules

The program accepts PaintCare products from households and businesses/organizations.

**Households.** Households may drop off any volume of PaintCare product, subject to the volume limit set by the site.

**Businesses/Organizations.** Non-households may also drop off any volume of latex PaintCare product, subject to the volume limit set by the site. Non-households may only drop off oil-based PaintCare products if they comply with federal and state hazardous waste generator rules that, among other criteria, require that the business/organization (1) generates no more than 100 kilograms (about 25 gallons or 220 pounds) of hazardous waste per calendar month, and (2) does not accumulate more than 1,000 kg (about 250 gallons or 2,200 pounds) of hazardous waste at any time. Painting contractors and commercial property owners typically meet these criteria. For more information about these criteria, please visit [www.paintcare.org/vsqq](http://www.paintcare.org/vsqq)

Each business or organization is responsible for determining its own generator status under applicable law.

When a business/organization has oil-based PaintCare products to drop off at your site, it must sign the Paint Drop-Off Log or form included in the training binder to verify that it qualifies to use the program for oil-based paint. The log/form includes an explanation of the requirements. If a business/organization has only latex paint, it does not need to sign the log/form.

Once a business/organization signs the Paint Drop-Off Log or form, you may accept oil-based paint from that business/organization. (HHW sites and other waste collection programs may need a permit and/or to meet additional legal requirements in order to collect oil-based paint from businesses.) To help ensure legal compliance, unless you're specifically permitted to accept more, you should not accept more than 25 gallons of oil-based paint per calendar month from a qualifying business. Paint Drop-Off Log or forms may be reviewed by PaintCare or government agencies and compared with a list of registered hazardous waste generators to verify that only qualified businesses/organizations are using the program for their oil-based paint.

## **Transporter/Recycler Drop-Off Sites**

### **Maintaining Paint Drop-Off Logs for All Participants**

Drop-off sites operated by a PaintCare-contracted transporter and/or recycler must keep and maintain separate drop-off logs to record both latex and oil-based paint volumes from both businesses/organizations and households. While PaintCare offers template logs, an alternative may be used if approved by PaintCare.

# Section 5. Participant Paint Volume

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## How Much Paint to Accept from Participants

While the PaintCare program intends to collect as many PaintCare products as possible, we recognize that your drop-off site may have storage limitations. PaintCare drop-off sites, in agreement with PaintCare, may limit the amount of PaintCare products they accept per participant, however, drop-off sites must accept up to 5 gallons at a minimum per participant.

## What if Bins are Full?

If your collection bins are completely full, inform the participant that you are temporarily unable to accept PaintCare products and redirect them to the nearest alternative PaintCare drop-off site. Refer them to the site locator at [www.paintcare.org](http://www.paintcare.org) or the **PaintCare hotline at 855-724-6809**, or ask them to come back at a later date. Contact the PaintCare transporter immediately to have collection bins picked up and replaced.

If a participant has a significant amount of PaintCare products that your location cannot manage, ask the participant to contact PaintCare directly for additional assistance. PaintCare may direct the participant to another drop-off site or offer our Large Volume Pickup service.

## Large Volume Pickup (LVP) Service

PaintCare offers a free pick-up service to painting contractors, property managers, households, and others with a large quantity of leftover PaintCare products. Typically, a minimum of 100 gallons (by container size) is required to qualify for the LVP service.

To refer a participant to the LVP service:

- Provide the participant a LVP fact sheet
- Ask the participant to request a pick-up using the online LVP form
- The LVP fact sheet and online form are available at [www.paintcare.org](http://www.paintcare.org) (select the “Request a Pickup” button on the homepage)
- For additional questions, refer the participant to PaintCare for assistance

## Section 6. Working with Transporters

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PaintCare contracts with transporters for the delivery of supplies, delivery of empty collection bins, and pick-up of full collection bins.

### **Scheduling the Transporter to Pick Up Collection Bins**

When you anticipate your collection bins will be full within your site's pick-up timeframe (generally 5 business days in urban areas, 10 business days in rural areas), call your transporter to schedule a pickup, or use their online order system if they have one. The name and contact information of your transporter is provided at the front of the training binder.

When establishing an appointment for pick-up, please indicate:

- Your site is a PaintCare drop-off site
- Name of drop-off site and address
- Your name
- Your phone number
- Number of full collection bins to be picked up
- Number of empty collection bins needed for replacement

### **Preparing Collection Bins for Pickup**

On the scheduled pickup day, collection bins and the loading area must be readily accessible to the transporter for quick and efficient loading. Complete the following steps:

- Identify which bins are full and ready for pickup
- Make sure the path between your bins and the transporter's vehicle is clear and at least 4 feet wide to accommodate movement of bins
- Sign and keep copies of any shipping documents for your records

The transporter is responsible for labeling, loading/off-loading collection bins, and preparing shipping documents.

# Section 7. Spill Response

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## Spills

The information in this section will assist with spills from damaged or leaking program containers. It is important that all drop-off site staff understand corrective actions to minimize exposure to people and the environment.

## Reporting

Report spills as required by law, summarized in the state-specific guidelines. Contact PaintCare within 24 hours of making such a report.

## Spill Response Procedures

Always follow all applicable spill response procedures set forth in your operating permit or as otherwise required by applicable law.

If a spill is small enough to be managed by drop-off site staff, follow these steps:

- Isolate the area and restrict access to the spill
- Ensure personal safety, put on protective gear (glasses and gloves) provided in the spill kit
- Stop the movement of paint by placing the leaking container upright or in a position where the least amount will spill, and place leaking container in plastic bags provided in spill kit, or into the spill kit container
- Contain the spill by placing absorbent pads or granular absorbent around and on the spill – if outdoors, place barriers around storm drains to prevent a release to the environment
- Collect the contaminated absorbent and place it in plastic bag(s) or spill kit container, along with the leaking container and contaminated PPE, seal the bag(s), label it and place in the collection bin
- Remove any clothing that may be contaminated, wash thoroughly to remove spilled material from your hands or body
- Document the date, location, and amount and type of material spilled
- Replace any used spill control supplies as soon as possible

# Section 8. Inspections and Records

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## Inspections and Record Keeping

Drop-off site staff are responsible for regularly inspecting collection bins and spill kits to ensure that such materials are in proper working order and include any necessary labeling. Please report any damaged bins or other problems to PaintCare immediately so PaintCare may arrange for prompt replacement or repair.

Maintain the following records for a minimum of 3 years:

- Internal and external inspection records (if applicable)
- Paint Drop-Off Log or forms (copy provided in the training binder)
- Paint Waivers (copy provided in the training binder; only for sites that do reuse)
- Employee training logs (copy provided in the training binder)
- Shipping documents and/or other documentation required by applicable law for outgoing shipments of PaintCare products

## Section 9. Direct Reuse

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Direct reuse is an additional service permitted for certain site types. PaintCare may compensate sites for this service.

### Requirements for Direct Reuse

PaintCare encourages reuse of leftover paint through direct reuse. Reuse sites return good quality unused paint to the local community at low or no cost.

Products offered for reuse to the public must be in their original container, have an original label, and be in good physical and aesthetic condition. Contents must be liquid and relatively new. The container must be closed securely before placing it in the reuse storage area. Containers must never be opened by customers at the drop-off site. Reuse products must be displayed by drop-off site in an area separate from the PaintCare collection bins.

An individual customer may not take more than twenty-five (25) gallons of reuse product per day. If you have a customer that would like to take more paint, let your PaintCare contact know in advance.

### Paint Waiver

Customers taking reuse paint from a drop-off site must sign the Paint Waiver included in the training binder (or an approved equivalent thereof). The waiver explains that the material is taken “as-is” with no guarantee of quality or contents and the customer accepts the risks and liability for the materials.

The customer must read the waiver, fill in the date and name fields, and sign their name. Site staff must verify what has been taken by the customer, record on the log the gallons of latex and gallons of oil-based products taken, and add their initials.

When a paint waiver is full or when a site wants to invoice PaintCare, the latex and oil-based columns should be totaled at the bottom of the form. PaintCare does not require the submission of the waiver to PaintCare, but they must be kept by the site for at least three years and made available for review by PaintCare staff upon request.

Drop-off sites may use their own version of the waiver, but it must be approved by PaintCare in advance.

### Invoicing Procedures

Drop-off sites should invoice for reuse on a monthly basis by filling out and submitting the Invoice for Direct Reuse at [paintcare.org/invoices](http://paintcare.org/invoices). This is an online form and is submitted directly on PaintCare’s website. If you’re unable to submit an online form, contact your PaintCare contact.