



PROGRAM EXPANDS WITH NEW DROP-OFF SITES

PAINTCARE EXPANDS NUMBER OF SITES IN 2014

During 2014, the PaintCare Program expanded from 120 active paint drop-off sites in Oregon to more than 140 sites. An additional 12 sites will receive training and begin accepting old paint in early 2015.

This expansion has made getting rid of leftover, unwanted paint even easier for Oregonians. With the new drop-off sites, more than 96 percent of Oregon residents now live within 15 miles of a permanent drop-off location, and more than 97 percent of residents live within 15 miles of either a drop-off site or an occasional one-day paint collection event.

In the year ahead, PaintCare will continue to host one-day collection events in rural communities to ensure that residents have convenient opportunities to recycle leftover paint.

More detailed information about the PaintCare Program's 2014 activities will be published in our Annual Report. The report is due to the Oregon Department of Environmental Quality (DEQ) on April 1, 2015.

THE NEW NAME FOR THE STEWARDSHIP FEE

Based on feedback from paint retailers and customers, we are changing the name of the fee that funds the PaintCare program. The previous name, "PaintCare Recovery Fee," will be phased out of all program materials, and we are requesting retailers, distributors, and manufacturers to do the same. Across the country, we would like everyone to use the simplified "PaintCare Fee." We believe that "PaintCare Fee" is easier to understand and more effectively communicates that the fee directly supports the PaintCare Program.

A survey of retailers in all PaintCare states found that retailers use a variety of names for the fee: Eco Fee, Paint Fee, Recycling Fee, and State Paint Fee. Previously, PaintCare encouraged retailers to use "PaintCare Recovery Fee" because it had more than one meaning, such as "we recover the paint" and "retailers recover the fee," however, we also learned that without explanation, the term "recovery" seemed abstract or unclear to many, and that is why we sought a change in the name. PaintCare's Board of Directors approved the name change last month.

Retailers are encouraged to use "PaintCare Fee" when informing customers about the fee and educating them about opportunities to recycle unwanted, leftover paint. If your store currently uses "PaintCare Recovery Fee" (or some other name) on sales receipts, we ask that you please change the name to "PaintCare Fee" for consistency across the state.

HAPPY HOLIDAYS

The PaintCare Team wishes you a happy holiday season.

We also thank you for your support in 2014 and look forward to continuing to advance successful, cost-effective paint stewardship programming in 2015.

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