



OVERVIEW

Competition Description

- ◆ The United States Environmental Protection Agency (EPA) has estimated that as much as 10% of the architectural paint purchased in the United States ends up as postconsumer or leftover paint annually.¹ Leftover paint is often the largest waste product managed by local governments, by cost and volume. As a result, PaintCare, Inc. ("PaintCare")—a non-profit 501(c)(3) industry-led program—was created to help manage postconsumer (leftover) paint. PaintCare operates paint stewardship programs in California, Connecticut, Minnesota, Oregon, Rhode Island, Vermont, Colorado, Maine, and the District of Columbia. The collective total of latex paint processed under the PaintCare program in the 2017 reporting periods was approximately 5.3 million gallons.²
- ◆ While most of the leftover latex paint collected through the PaintCare program is recycled back into paint³, there are very few viable options to recycle off-color (e.g., pinks, yellows), spoiled, frozen, and dried leftover latex paints. While there are many great recycling ideas out there, additional work is needed to commercialize these ideas.
- ◆ PaintCare has developed the PaintCare Innovative Recycling Grant Competition (the "Competition") to identify and nurture the top leftover latex paint recycling ideas that have the most potential for scale-up and commercialization. Any individual or organization ("Participant") submitting an entry into the Competition will have their Proposal, defined below, judged on a set of criteria by a judging panel. Please see the Official Rules for instructions on How to Enter the Competition and further details.

Competition Documents

- ◆ The documents included in this package are: the Participant Entry Form ("Entry Form") with Participant Questionnaire, the PaintCare Innovative Recycling Grant Competition Official Rules ("Official Rules"), and the PaintCare Privacy Policy, collectively referred to as the "Competition Documents." All terms and conditions set forth in the Competition Documents are incorporated herein by reference as if set forth in full.
- ◆ Participants are required to review all documents in this package and submit a completed and signed Entry Form in accordance with the instructions included in the Official Rules.

Contact Information

- ◆ Participant may contact PaintCare with any questions regarding the Competition by emailing competition@paint.org and following the procedure set forth in the Official Rules.

¹ Abt Associates Inc April 2007 study for the Sector Strategies Division of the Office of Policy, Economics and Innovation for the U.S. EPA, page 6. https://archive.epa.gov/sectors/web/pdf/paint_quantity_report.pdf.

² PaintCare 2017 reporting period Annual Reports, available for each state at www.paintcare.org.

³ PaintCare 2017 reporting period Annual Reports, available for each state at www.paintcare.org.



Participant Entry Form

UPDATED DECEMBER 2018

ENTRY FORM

Any capitalized terms used herein shall have the meaning ascribed to them in the PaintCare Innovative Recycling Grant Competition Official Rules (located at: <http://paintcare.org/innovation-grant/>) ("Official Rules").

1. Competition Participant Information:

Full Name/Name of Organization ("Participant"): _____

Primary Address: _____

Phone Number: _____

Alternative Phone Number: _____

Email: _____

2. Instructions for Submission of Proposal:

To be considered for entry in the Competition, please fill out the required Participant Questionnaire on the following pages and append any additional materials necessary to explain your concept and/or technology to recycle latex paint (collectively, the "Proposal"). Participant and Proposal must meet all other eligibility requirements stated in the Official Rules to be considered for entry and/or selected for a Grant.

It is the Participant's responsibility to maintain up-to-date contact information and to notify PaintCare of any changes during the Competition Period.

By entering his/her/their name and title(s), the representative(s) signing this Entry Form on behalf of the Participant represent(s) and warrant(s) that he/she/they has/have the authority to submit this Proposal on behalf of the Participant and to bind Participant to the terms and conditions of the Competition Documents. The representative(s) further represent(s) and warrant(s) that Participant has complied and will continue to comply with all provisions of the Official Rules and acknowledge(s) and agree(s) that Participant shall be bound by the Competition Documents, including the Official Rules and Privacy Policy.

By signing below, representative(s) (a) expressly agree(s) that Participant will adhere to the conditions set forth in "Intellectual Property" section of the Official Rules; and (b) specifically represent(s) and warrant(s) that Participant is the sole and exclusive owner and rights holder of the Proposal and the technology and/or information described therein, or has procured all necessary rights and permissions, and agrees to provide evidence of such upon request.



Participant Entry Form

UPDATED DECEMBER 2018

IN WITNESS WHEREOF, Participant hereby agrees to the terms and conditions set forth herein as of the day and year set forth below.

Authorized Signatory for Participant:

Name and Title (Please print): _____

Signature: _____ Date: _____



PARTICIPANT QUESTIONNAIRE

The completed questionnaire should be no more than 25 pages single-spaced, 12-point Times New Roman font. All grant Participants should address each of the following questions. "The state" as used below refers to the state of (enter CA, CO, or CT in the highlighted space).

Background/Expertise

- ◆ Describe your business/organization in detail, as applicable, including (but not limited to) the structure, background, and operating capacity of your organization, the number of staff employed by your organization, and/or the types of services offered to customers.
- ◆ Identify the key team members and describe, in detail, their relevant background, training/education, expertise, and experience with the product(s) being proposed (or similar product(s) and/or technologies) and how they may affect success in commercializing the product(s). [Do not include any personally identifiable information of others without the identified party's permission.]
- ◆ Describe the product(s) you or your company plans to develop as a result of, or with the financial assistance from, winning this Competition. Describe in detail, your work plan, including milestones and final work product, and provide a budget detailing how your organization will utilize the funds available from this competition to reach each milestone that is described in your work plan.
- ◆ Describe your internal evaluation of the proposed product, including (but not limited to): the extent to which the proposed product is marketable; the extent to which your (or your commercial partners') existing plant, equipment, and personnel can produce the new product; and the extent to which your (or your commercial partners') existing sales and distribution networks can sell the product.

Value of Product

- ◆ Describe the results of any external evaluation you have conducted on the proposed product, including (but not limited to): whether consumers (including direct sales, distributor, and retail marketing channels) understand the product idea; whether consumers need the product; whether consumers will accept/utilize the product; and the approximate number of consumers involved in your evaluation.
- ◆ Describe the market(s) where your product will compete, including the anticipated marketing channel(s) (e.g., direct sales, commercial, retail), the total number of anticipated purchasers within each marketing channel, and the current market demand for the existing product, if any.
- ◆ Describe the competitive landscape for your product, including (but not limited to) the existence of any competitors for your product or close substitutes and the cost of your product relative to comparable products, if any, in the market.
- ◆ Describe in detail what would be or what was involved from a technical and logistical perspective to develop and test market a prototype. Identify all challenges with regard to feedstock, personnel, equipment, capital, marketing, timing, and compliance with regulatory requirements and how each of these challenges can be addressed.

**Value of Technology and Production**

- ◆ Describe in detail the functional components of the technology used to create your product, including how the technology utilizes latex paint, how latex paint adds value to the product, and the amount (on a percentage basis) of paint within the product.
- ◆ Describe the technology's capacity to manage all latex paint, including the required quality and composition of the Program Products that could be used in production. Attachment A includes the primary examples of architectural paint products accepted by the PaintCare Program ("Program Products") and paint or paint-related products not accepted by the PaintCare Program ("Non-Program Products"). This Competition is concerned solely with the management of latex-based Program Products.
- ◆ Describe in detail what would be involved from a technical and logistical perspective to scale up the production, including identifying all significant challenges and how they could be overcome. Please discuss the level of effort, capital, and timing that would be involved with such a scale-up.
- ◆ Describe how commercialization can be achieved, including facility, equipment, personnel, financing needs, and volume of paint. Identify whether sufficient internal resources exist or if resources outside of the existing organization are necessary. If external financing resources are required, quantify the estimated resources and describe your approach to obtaining the necessary resources.
- ◆ Quantify the estimated volume of paint needed, on a monthly basis, to sustain commercial success.
- ◆ Describe the portability of production into other existing [PaintCare states](http://www.paintcare.org) (see: www.paintcare.org). If material flow, cost, or regulatory barriers exist, describe your anticipated approach to overcoming such barriers.

State Benefit

- ◆ Identify the number and describe the nature of jobs that you anticipate would be created in the state as a result of commercialization.
- ◆ Indicate whether production will occur within the state. Explain why or why not.
- ◆ Provide a relative comparison of the cost to manage latex paint to produce your proposed product to the current market cost to manage latex paint via paint-to-paint recycling.
- ◆ Estimate the percentage of latex paint that could not be utilized in production and would have to be disposed in a landfill.
- ◆ Describe any other ways in which the production (once commercialized) will present a particular benefit to the state.

Optional Cover Letter

Provide a cover letter including any additional information that you would like to provide to the Judges that may not otherwise be included in your Proposal.



ATTACHMENT A - PROGRAM PRODUCTS AND NON-PROGRAM PRODUCTS

Acceptable Products (Program 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-Program 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