



# PaintCare-Managing Paint Safely

Terri Marsman, California Program Manager

Session Code: W-M4

February 28, 2024



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Annual Training Conference  
February 26-29, 2024

# Overview

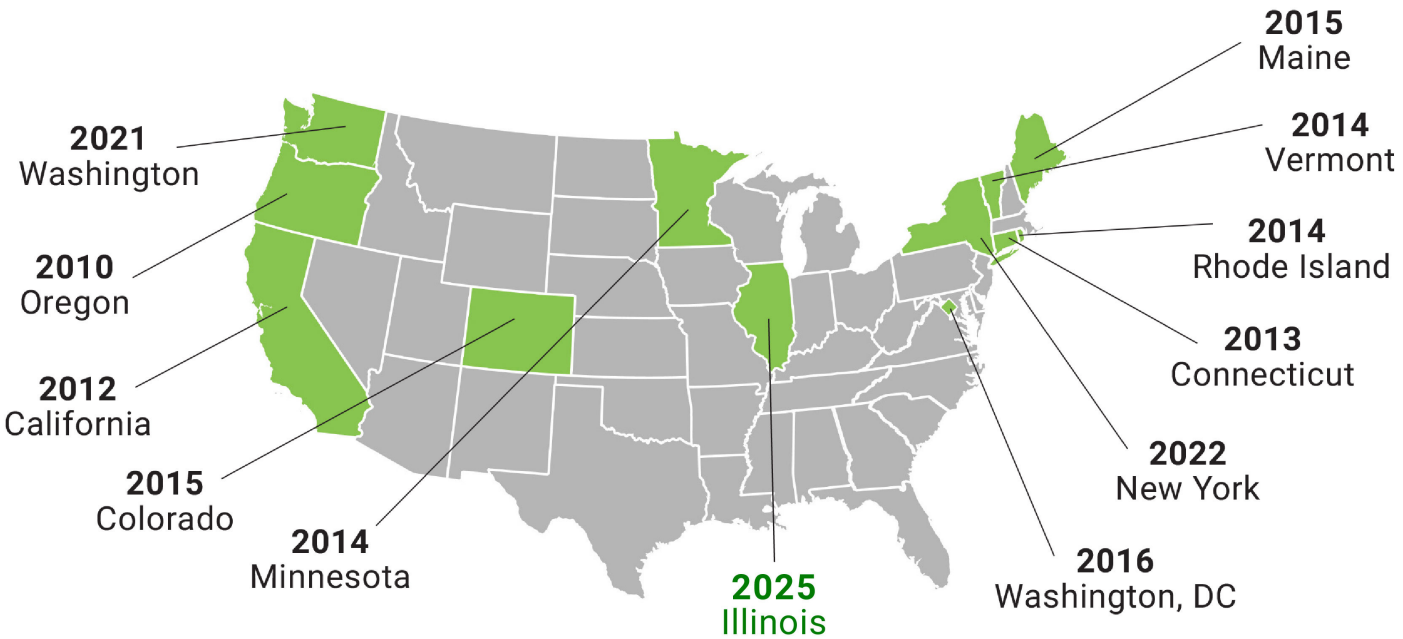


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# Paint Stewardship Legislation

- **Develop, fund, and operate comprehensive paint management program**
  - Reduce, reuse, and recycle paint in an environmentally responsible manner
  - Provide convenient recycling opportunities
  - Conduct public outreach and education
  - Develop a program plan to be approved by the state oversight agency
  - Provide annual report with independent financial audit

# Paint Stewardship in the US



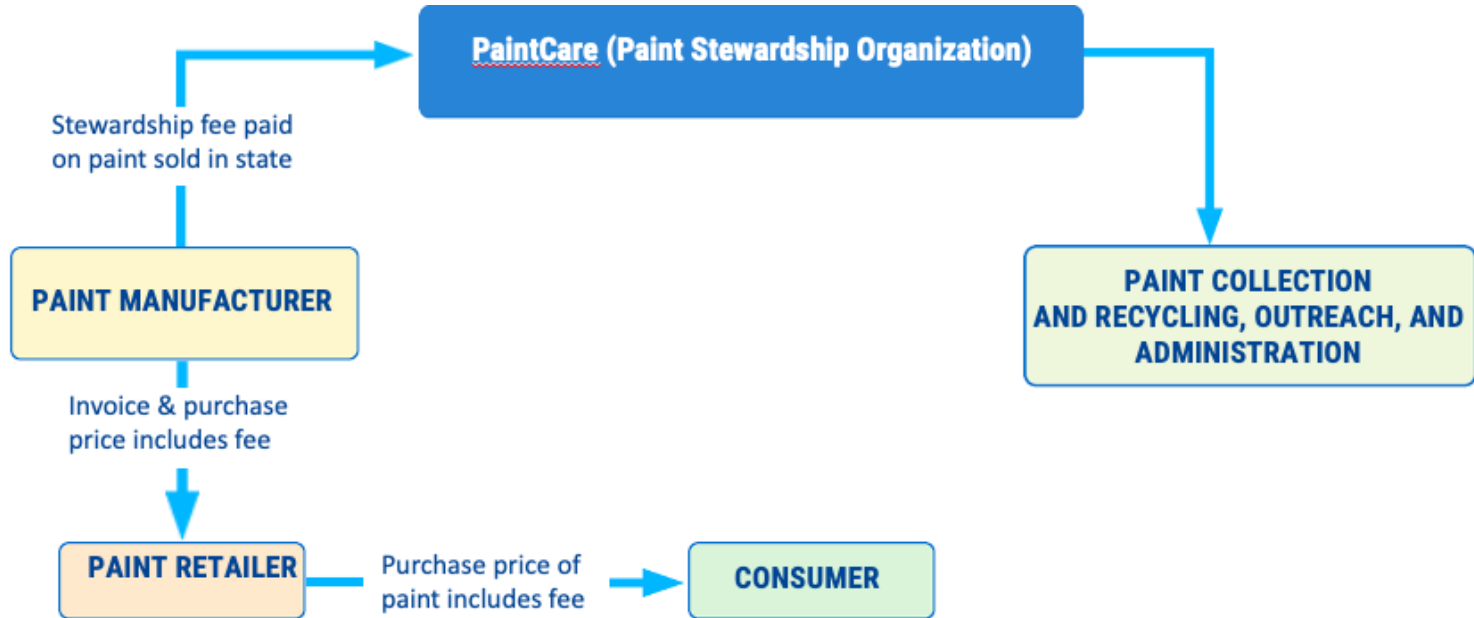
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# American Coatings Association & PaintCare

- **American Coatings Association (ACA)**
  - Member organization that advocates on behalf of manufacturers of paint and coatings for architectural, industrial maintenance, original equipment manufacturer, and specialty coatings and raw material suppliers. Membership is voluntary.
- **PaintCare**
  - A subsidiary of ACA, PaintCare is a stewardship organization that designs and operates the paint manufacturer-led recycling programs in states that pass paint stewardship laws.

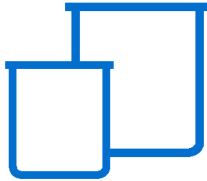


# How is PaintCare Funded



# Fee Schedules

**\$0.30–\$0.49**



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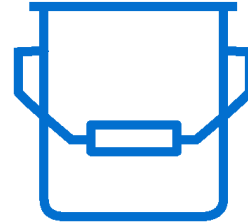
Small containers  
e.g., pints & quarts

**\$0.65–\$0.99**



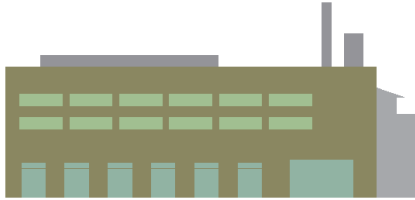
Mid-sized containers  
e.g., 1–2 gallons

**\$1.50–\$1.99**



Larger sizes up to  
5 gallons

# Role of Manufacturer and Retailer



## Role of Manufacturers

- Register company and architectural products with PaintCare
- Inform their dealers about the program
- Add PaintCare Fee to wholesale price of program products
- Report sales of program products to PaintCare monthly
- Submit PaintCare Fees to PaintCare monthly



## Role of Retailers

- Sell registered brands
- Pass fee through to the consumers on the program products
- Provide customers with program information
- Be a paint collection site (voluntary)

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# PaintCare Products

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck Coatings, floor paints (including elastomeric)
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing concrete/masonry/wood sealers and repellants (not tar or bitumen-based)
- Metal Coatings, rust preventatives
- Field and lawn paints



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# Non-PaintCare Products

- Paint thinners, mineral spirits, solvents
- Aerosol coatings
- 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)



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# PaintCare in California

- Established October 2012

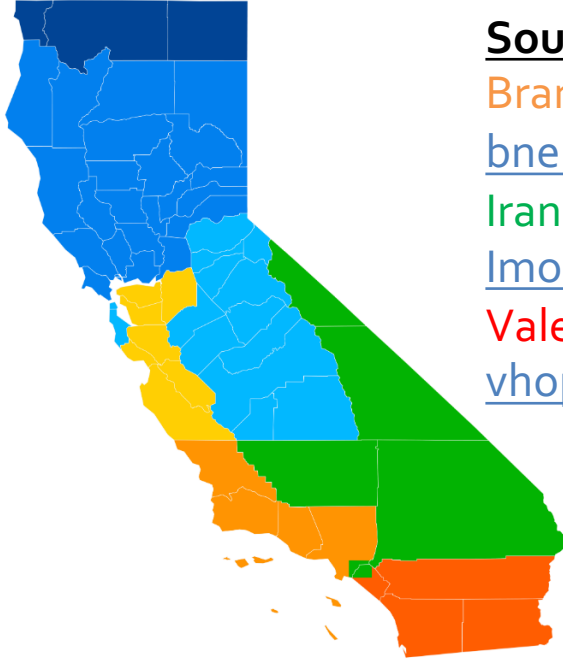
## Northern California:

Aaron Scott –  
[ascott@paint.org](mailto:ascott@paint.org)

Currently Hiring –  
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## Southern California:

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# Program Goals



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# Program Goals

- Increase convenience and recycling opportunities.
- Reduce cost and responsibility for state and local governments.
- Manage paint in an environmentally responsible manner.
- Conduct education and outreach.
- Establish sustainable funding mechanism.



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# Program Outreach



## Buy Right

Learn the questions you should consider to help you buy right.



## Store Right

Tips to keep your paint in good condition so someone else can use it or recycle it.



## Use it Up

Using up what you have is a great way to reduce leftover paint.



## Give it Away

If you can't use up your leftover paint others may be able to benefit from this useful resource.



## Recycle the Rest!

We've set up convenient locations where you can take unwanted paint products for reuse or recycling.

# Convenience Criteria in California

- Provide 95% of California's population within drop-off site within 15 miles.
- Provide one drop-off site for every 50,000 people.



# Sites and Services

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# Laws Allowing Participation in Our Program

- HSC 25217
  - Conditions for a site to accept paint.
- AB 2748
  - Repeals the requirement for drop-off locations to develop in HMBPs in order to accept paint from the public that is intended to be recycled.

# Who Does PaintCare Serve

## Households/Residents

### Latex PaintCare Products

- Any volume

### Oil-Based PaintCare Products

- Any volume

## Businesses/Organizations

### Latex PaintCare Products

- Any volume

### Oil-Based PaintCare Products

- About 25 gallons per month
- Must sign Paint Drop-Off Log

# Retail Drop-off Sites

- 562 Retail Sites.
- PaintCare supplies paint collection bins, spill kits, training materials, transportation of paint from the site, and processing.
- New sites receive a training binder and training conducted by a PaintCare Coordinator.

# Retail Continued

- PaintCare Coordinators conduct site visits to retail sites every six months.
- Retail sites are provided fiber bins or reusable bins.
- Sites can order a pickup on demand or be placed on an automatic pickup schedule.



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# HHW, Solid Waste Facilities & Other Sites

- 189 Sites.
- PaintCare supplies paint collection bins, spill kits, training materials, transportation of paint from the site, and processing.
- Coordinators can conduct an initial onboarding training, and annual site visits.

# Large Volume Pickup Service

- Available to residents and businesses that have 100 gallons or more.
- Customer can submit a request at [paintcare.org](https://paintcare.org).



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# Reoccurring Large Volume User

- 69 RLVP sites.
- Service provided to organizations that generate large volumes of paint on a regular basis.
- PaintCare supplies paint collection bins, spill kits, training materials, transportation of paint from the site, and processing.
- Coordinators conduct an initial onboarding training, and annual site visits.

# PaintCare Events

- Held 8 PaintCare events in FY23.
- PaintCare offers one-day drop-off events in areas where drop-off sites aren't as conveniently located or where there is a higher demand for paint recycling.



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# Reuse Focused Events

- Multi year pilot began in 2022 to explore the feasibility of offering reuse focused events and increase reuse across California.
- Hosted 7 events, gave away 16,237 gallons of paint.



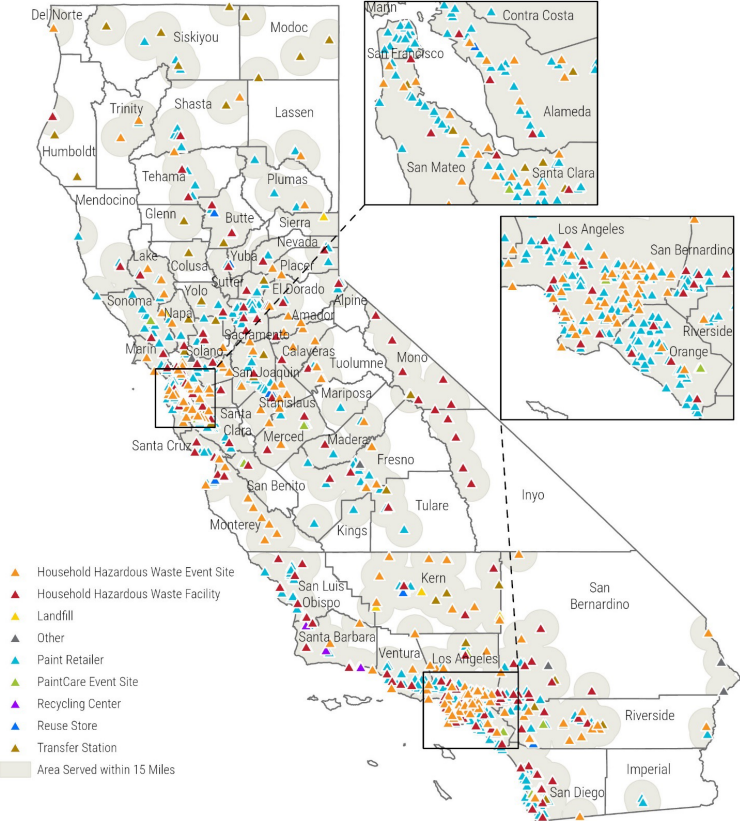
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# Reuse Focused Events



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# Map of Sites



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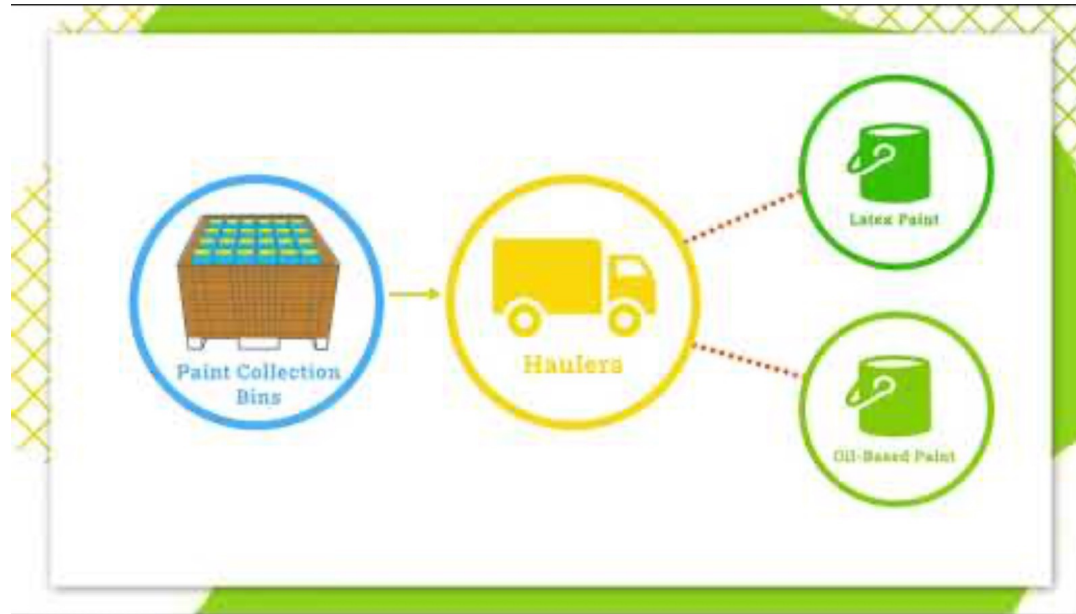


# Paint Management



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# Paint Disposition



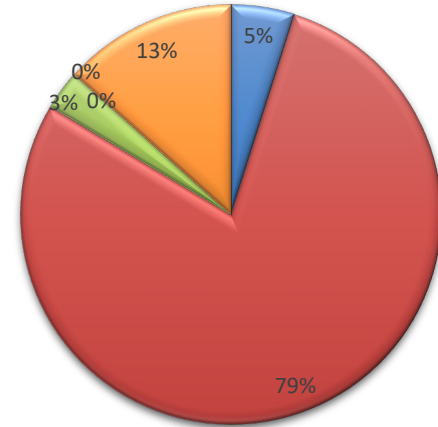
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# Summary of Paint Management

## Latex Paint Management

Disposition	Year 11 Gallons	Year 11 Percent
Reuse	132,571	5
Paint-to-Paint Recycling	2,154,037	79
Lightweight Aggregate	82,513	3
Energy Recovery	0	0
ADC	249	<1
Disposal	366,144	13
<b>Total Latex</b>	<b>2,735,514</b>	<b>100</b>

### Latex paint Disposition



- Reuse
- Paint-to-Paint Recycling
- Lightweight Aggregate
- Energy Recovery
- ADC
- Disposal

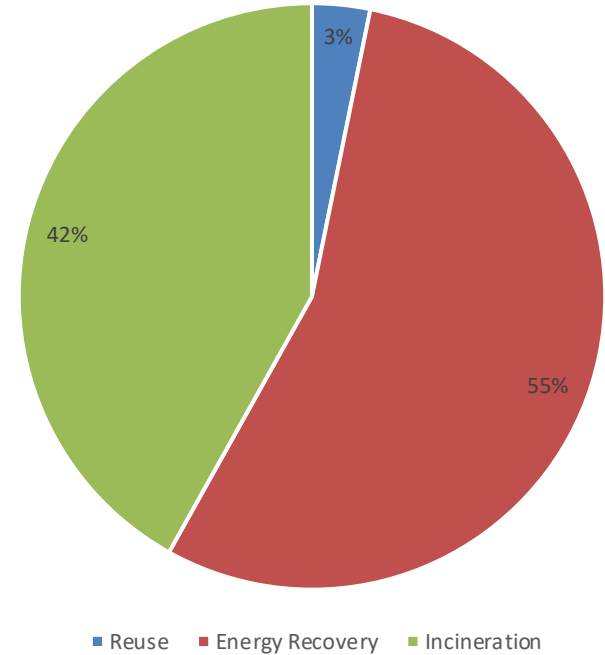
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# Summary of Paint Management

## Oil-based Paint Management

Disposition	Year 11 Gallons	Year 11 Percent
Reuse	11,752	3
Energy Recovery	201,910	55
Incineration	153,997	42
<b>Total Oil-Based</b>	<b>367,659</b>	<b>100</b>

## Oil Based Paint Disposition



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# Education Materials



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# Free Education Materials



PaintCare™  
RECYCLING MADE EASY

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)

Do you have **100+ gallons** of leftover paint?



PaintCare offers **free pickups** for recycling!



Recycle  
WITH PaintCare



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# Education Materials for Drop-off Sites

**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**



## ✔ 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 concentrates (acrylic/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, neutrals
- 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) PAINT99 or visit [www.paintcare.org](http://www.paintcare.org)

**Recycle Paint**  
**at This Store**

[During business hours only]



# Languages Available

- English
- Arabic
- Amharic
- Bengali
- Cambodian
- Chinese Cantonese
- Chinese Mandarin
- Farsi
- French
- Haitian
- Hawaiian
- Hindi
- Hmong
- Italian
- Japanese
- Korean
- Lao
- Polish
- Portuguese
- Punjabi
- Russian
- Spanish
- Somali
- Tagalog
- Thai
- Turkish
- Vietnamese
- Ukrainian
- Yiddish

# Website and Site Locator



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# Looking to the Future



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# Looking to the Future

- Expanding reuse at HHW sites and through reuse focused events.
- Incorporating aerosols into the program.
- Filling in service gaps in response to Kelly Moore closing all of their stores.



# Any Questions?

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