



For Immediate Release
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New Provincial Paint Recycling Program Launched

Residents of the province will be able to recycle their waste paint through a network of 29 drop-off locations now in place throughout Newfoundland and Labrador. A new Provincial Paint Recycling Program was unveiled today at Handyman Home Hardware in Conception Bay South.

"Paint often contains toxic or hazardous materials and, if these products are dumped into landfills or storm sewer systems they can pollute the air, land and water," said the Honourable Terry French, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board (MMSB). "Proper management of waste paint through the new industry-led paint recycling program is a positive step forward for waste management in Newfoundland and Labrador, and it will bring the province another step closer to achieving the 50 per cent waste reduction goal of the Provincial Solid Waste Management Strategy. At the same time, the program will also reduce waste disposal costs for municipalities and increase accessibility for consumers."

All consumers, including individuals, commercial painters, businesses and governments of all levels can avail of the program and return their paint products to any collection site, free-of-charge, regardless of the brand or where purchased. All household paints, including interior and exterior latex, enamel and oil-based consumer paints, deck coatings and floor paints, varnishes and concrete and masonry paints, along with the cans they come in, are among the products that are accepted through the program.

"We have been working with paint manufacturers to help them take a leadership role in handling the end-of-life treatment of their products," said Leigh Puddester, Chair and Chief Executive Officer of the MMSB. "By having manufacturers take responsibility for the end-of-life handling of their products, they will increasingly continue to think about ways to redesign their products to be more environmentally friendly, and more cost efficient and easier to recycle. The MMSB is currently working on other industry-led programs and we look forward to announcing these in the near future."

Product Care Association is the industry-appointed organization responsible for establishing, collecting and managing leftover paint in Newfoundland and Labrador. More information about Product Care Association can be found in the backgrounder below.

“On behalf of the paint industry, we are committed to responsible recycling, and establishing an extensive and accessible paint recycling program for Newfoundland and Labrador is a clear demonstration of this,” said Mark Kurschner, President of Product Care Association. “By combining Product Care’s commitment with Newfoundland and Labrador’s enthusiasm for recycling, we are confident that we will capture a large portion of left-over paint, and in turn we will recycle this paint into new paint.”

By the end of 2013, there will be a total of 51 collection sites established throughout the province. These sites will be a combination of permanent return collection facilities such as paint retailers, Green Depots, small enterprises and mobile collection services.

“Partnering with Product Care to provide my customers and community with a means of keeping paint from polluting the environment is important not just to me, but to Home Hardware Stores Limited as a whole,” said Christine Hand, Owner Operator, Handyman Home Hardware, CBS. “We are looking forward to working with Product Care and the MMSB to make this program a success.”

For a complete list of accepted paint products and to find a paint drop-off location, visit www.productcare.org/nl.

The MMSB is a Crown agency that reports to the Minister of Environment and Conservation. The MMSB supports modern waste management practices in the province, with a particular focus on waste diversion, recycling and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

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BACKGROUNDER

Information Regarding a Paint Extended Producer Responsibility Approach

Under an Extended Producer Responsibility approach, paint manufactures are required to:

- Register with the Multi-Materials Stewardship Board (MMSB);
- Collect and recycle paint products when they reach their end of useful life;
- Provide adequate geographic coverage to all consumers within Newfoundland and Labrador;
- Maximize local economic benefits;
- Provide proof the waste paint is being recycled in an approved legal manner;
- Provide proof on achieving acceptable recover rates; and,
- Provide regular updates on how their products are being designed to be more environmentally sustainable.

The Paint Recycling Program is operated and financed by Product Care Association on behalf of paint manufactures and retailers in Newfoundland and Labrador in accordance with the Newfoundland and Labrador Waste Management Regulations. The program is overseen by the MMSB. The MMSB is responsible for reviewing and approving the stewardship plan submitted by the paint industry and for ensuring Product Care Association is in compliance with the agreed-upon timelines, requirements and targets of the program.

The cost of the program is funded by paint manufacturers remitting payment to Product Care Association. The payment is based on the quantity of sales of the designated paint products sold in Newfoundland and Labrador. The rates are set by Product Care Association. Program revenues are applied to the operation of the program, including education collection system, administration, transport, recycling and disposal of the unrecyclable collected residual products.

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