



For Immediate Release
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New Paint Recycling Program Off to a Great Start

Newfoundlanders and Labradorians have once again demonstrated their commitment to improving the environment by recycling approximately 51,000 litres of paint through the new industry-led provincial paint recycling program, approaching the goal for the program's inaugural year in the first six months.

"Paint often contains toxic or hazardous materials, and if dumped into the landfills or storm sewer systems, can pollute the air, land and water," said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board (MMSB). "Proper management of leftover paint not only helps protect Newfoundland and Labrador's environment for future generations, but it also brings the province another step closer to achieving the 50 per cent waste reduction goal of the Provincial Solid Waste Management Strategy."

The paint recycling program, launched in May of this year, is the province's first Extended Producer Responsibility (EPR) program. Product Care Association is the industry-appointed organization responsible for establishing, collecting and managing leftover paint in Newfoundland and Labrador.

Paint consumers can avail of the program by returning paint products, free-of-charge, to waste paint collection sites across the province. All household paints, including interior and exterior latex, enamel and oil-based consumer paints, deck coatings and floor paints, varnished and concrete and masonry paints, along with the containers they come in, are among the products accepted through the program.

"We are pleased with the accomplishments of the province's first Extended Producer Responsibility program and we thank Product Care for their commitment to keeping waste paint out of Newfoundland and Labrador's landfills," said Leigh Puddester, Chair and Chief Executive Officer of the MMSB. "The early success of the program is a testament to the environmental commitment of Newfoundlanders and Labradorians and we certainly look forward to the continued success of the program."

There are currently 51 permanent waste paint collection sites across the province, including paint retailers, Green Depots, and small enterprises. Product Care is committed to reusing and/or recycling 70 per cent of the waste paint it collects, or proper disposal when processing is not possible.

“We are very pleased with the amount of materials collected this early in the program,” said Mark Kurschner, President of Product Care. “Product Care is dedicated to responsible recycling and has established an extensive and accessible paint recycling program for Newfoundland and Labrador, but without the province’s proven commitment to recycling, the program could not have accomplished such success during the first six months of operation.”

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 the 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.

- 30 -

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