



NEWS RELEASE



A paint recycling program is now available in New Brunswick

(Fredericton, April 8, 2009) – A new paint recycling program is now available in New Brunswick. Consumers can now return leftover household paint to collection depots across the province at no charge.

The aims of the programs are to build consumer awareness, operate a convenient collection system, recycle the collected paint where possible, minimize the amount of paint that is disposed of, and preserve the environment. The NB paint recycling program has over 40 collection sites already established and more sites are in development.

The paint recycling program has been implemented in New Brunswick on behalf of the paint industry by Product Care Association, a non-profit industry association. Product Care is a non profit association managing paint and other product stewardship programs in Canada for its members who are the manufacturers and retailers of the products. It has been managing similar programs since 1994 and is now involved in seven programs in six provinces across the country. Programs are funded by fees based on product sales in a province paid to Product Care by its members. In the NB Paint Recycling Program, Product Care represents 44 paint brand owners who are based throughout North America.

Mr. Wayne Flinn is Product Care's NB program coordinator. As he explains, "leftover paint typically represents 75% of the volume of household hazardous waste. This material will no longer be a cost covered by NB Solid Waste Commissions, explains Mr. Flinn. That's why this new program is so important."

The transportation of the collected paint will be managed by Hebert's Recycling of Miramichi, using special reusable collection bins. Product Care will utilize the services of Preferred Environment-Société Laurentide to reprocess the leftover paint. Laurentide operates a paint bulking facility in Springhill, Nova Scotia and a paint reprocessing facility in Victoriaville, Québec. Laurentide markets recycled paint through a number of channels.

“The market for the sale of recycled paint is still developing in Canada and elsewhere. The Canadian market continues to grow, and is influenced by the steady improvement in consumer awareness and the trend to “green” building practices. The current market for recycled paint can be compared to the early days of paper recycling,” says Mr Flinn.

Rick Davis, owner of a Home Hardware store in Fredericton, speaking on behalf of over 550 retailers of household paint across New Brunswick, as well as the manufacturers of all the brands of paint sold in New Brunswick, welcomes the New Brunswick Paint Recycling Program. “It is estimated that about 7% of household paint is never used by the original purchaser. In New Brunswick that means up to 350,000 litres of paint a year. From now on, the New Brunswick paint recycling program will ensure that leftover paint is managed as much as possible as a resource, rather than as a waste material.”

From now on, consumers can bring their leftover latex and oil based paints and stains, without charge to authorized collection depots throughout the province.

For more information about the program see <http://www.productcare.org/NBEntrance.html>.

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