



1-888-772-9772  
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## Saskatchewan Paint Stewardship Program

**2010 Annual Report**  
to  
**Saskatchewan Ministry of Environment**  
pursuant to the  
**Waste Paint Management Regulations**  
(CHAPTER E-10.21 REG 3)

*Reporting Period: January 1, 2010 to December 31, 2010*

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## Introduction

This is the 2010 annual report required of the waste paint product management program known as Saskatchewan Paint Stewardship Program, operated by Product Care Association, pursuant to section 8 of the Waste Paint Management Regulations chapter E-10.21 Reg 3 issued under the Environmental Management and Protection Act. This reporting period is January 1, 2010 to December 31, 2010.

## A. Products Collected

Under the Saskatchewan Paint Stewardship Program (the “Program”), Product Care contracts SARCAN to provide the collection services of left-over paint at all 73 depots across Saskatchewan.

The Program defines “paint” to include any of the following:

- (i) any latex, oil or solvent-based architectural coating;
- (ii) any architectural stain, varnish, lacquer or other wood or masonry treatment product;
- (iii) any type of paint sold in a pressurized aerosol container;

## Collection Volumes for 2010 and Comparative Data from Previous Years

Litres of Product Collected (Non-Aerosol)	2010	2009	2008	2007	2006 (9 months)
Water-based paint	204,019	158,608	154,015	110,930	68,884
Solvent-based paint	128,707	123,200	118,371	89,818	52,631
Total	332,726	281,808	272,386	200,748	121,515

The above data includes paint given away for reuse. In addition to the volumes of non-aerosol paint stated above, the Program also collected approximately 18,000 aerosol paint cans, with an average capacity of 300 ml per container, however due to the way they are processed the actual volume of paint in the aerosol containers is not available.

In 2010, the program also participated in two “round-up” events in collaboration with the Saskatchewan Waste Electronic Equipment Program (SWEEP) in Kyle and Craik, SK. Each event collected approximately 250 L of paint.

## B. Product Management

### Summary of management options for paint collected:

#### Reuse- Paint Exchange program:

Reusable paint is given away at no charge through the Paint Exchange program to members of the public. The Paint Exchange is available at all 73 SARCAN depots. During the Reporting Period, approximately 82,230 litres of the latex and solvent-based paint collected by the program were reused through the Paint Exchange program (calculation based on an average volume of 3 L per 3.78 L container). Paint Exchange collections increased by 18,825 litres or 33% over the 2009 volume.

#### Recycling

During the Reporting Period, approximately 135,961 litres of latex paint collected by the Program were recycled as a raw material in the manufacture of Portland cement.

#### Energy Recovery

During the Reporting Period, approximately 114,535 litres of solvent-based (alkyd) paint collected by the Program was used as an alternative energy source in applications such as permitted incinerators.

#### Treatment/Incineration/Landfill

No paint collected during the Reporting Period was disposed of in landfills. No drums exhibited PCB contamination.

#### Containers Recycling

92.7 tonnes of metal paint cans were sent to scrap metal dealers and in turn sent to a metal smelter for recycling and 8.5 tonnes of plastic paint containers were recycled.

### Product Management Activities- Comparative Data 2006-2010

Product Management	2010	2009	2008	2007	2006 (9 months)
<b>Reuse- Paint Exchange program:</b> Litres of the latex and solvent-based paint collected and reused through the Paint Exchange program (calculation based on an average volume of 3 L per 3.78 L container).	82,230	63,405	52,792	33,060	16,359
<b>Recycling:</b> Litres of the latex paint collected and recycled as a raw material in the manufacture of Portland cement.	135,961	114,225	110,578	81,507	52,525
<b>Energy Recovery:</b> Litres of the solvent-based (alkyd) paint collected and used as an alternative energy source in applications such as permitted incinerators.	114,535	102,978	108,636	85,182	52,631
<b>Treatment/Incineration/Landfill:</b> Litres of solvent-based paint incinerated as result of PCB contamination.	0	1200	200	1000	n/a
<b>Container Recycling:</b> <i>Metal</i> - Tonnes of metal paint cans sent to scrap metal dealers and in turn sent to a metal smelter for recycling.	92.7	96.9	81.9	72.5	43.8
<i>Plastic</i> -Tonnes of plastic paint containers sent for recycling into plastic lumber.	8.5	5.6	3.3	3.1	1.2

## C. Public Education and Communications

The Program's communications and education initiatives during the Reporting Period included the following elements:

Toll-Free Hotline: The Program operates a toll-free hotline (1-888-772-9772). The hotline allows consumers, retailers and other stakeholder's access to information about the program.

SaskTel Pages: In 2010, the Program advertised in SaskTel pages across the province until May, 2010 when the advertisements were replaced with advertisements covering all stewardship programs in the province under the name "Recycle Saskatchewan".

Retailer Point of Sale Information: The Program continued to supply information, brochures, signage and paint can stickers to all retailers upon request and at no charge. In 2010, over 26,000 brochures, 120 posters and 50,000 paint can stickers were distributed to retailers.

Municipal Communications: In 2010, more than 35,000 joint Recycle Saskatchewan handbills were distributed to SK municipalities to be included with householder mailings or newsletters.

Trade Painter Mailing: A dedicated mailing to large volume users of paint was conducted in 2010 to inform them of the program.

Events: A program representative attended the SUMA annual conference tradeshow and Home and Garden Shows in Regina and Saskatoon to promote the program in 2010.

Radio Advertisements: The program conducted a radio advertising program in 2010. A thirty second radio ad was developed that provided information on the program and aired 82 times on six radio stations across the province in 2010 during a two week period in July.

2010 Recycling Ambassadors Project: The Program participated in the SWRC 2010 summer student "Ambassador" program in which four students were hired for 17 weeks to travel throughout Saskatchewan visiting retailers, depots and municipalities to promote participating stewardship programs. During this period, the students visited 241 paint retailers where they solicited feedback about the program and provided the retailers with promotional materials such as brochures, posters and paint can stickers. The students also assessed the understanding of retail staff of the Program. Ambassadors also visited 191 municipal offices, resulting in a majority of those municipalities agreeing to include program information in mail-outs to residents. Additionally, the students attended 30 community events and provincial parks where they provided information about the program to the public.

Recycle Saskatchewan: The Program is working in collaboration with other Saskatchewan stewardship programs and SWRC to promote recycling options in Saskatchewan and increase consumer awareness of other stewardship programs. Some of the activities include:

- Link to the Program and information on the website 'Recycle Saskatchewan' (<http://www.recyclesaskatchewan.ca>).

- o Development of education materials as a resource to teachers to educate and promote recycling.
- o Common advertising (see Yellow Pages above)

Website: Information about the Program is available at:  
<http://productcare.org/Saskatchewan>

#### D. Financial Information

<b>2010 Financial Information and comparative data for previous years</b>	<b>Jan – Dec 2010</b>	<b>Jan – Dec 2009</b>	<b>Jan Dec 2008</b>	<b>Jan – Dec 2007</b>	<b>Apr – Dec 2006 (9 months)</b>
<b>Total Revenue- eco-fees collected</b>	<b>\$767,824</b>	<b>\$727,904</b>	<b>\$768,087</b>	<b>\$734,698</b>	<b>\$515,185</b>
Program operations	\$627,789	\$572,167	\$538,594	\$360,572	\$225,452
Program administration	73,937	\$80,735	\$83,611	\$77,604	\$42,140
Communications	\$71,370	\$41,597	\$48,428	\$19,268	\$46,155
<b>Total Program Expenditures</b>	<b>\$773,097</b>	<b>\$694,500</b>	<b>\$670,634</b>	<b>\$457,444</b>	<b>\$313,747</b>
Surplus (deficit) – Current Year	(\$5,272)	\$33,404	\$97,454	\$277,254	\$201,438
Accumulated Surplus	\$604,278	\$609,550	\$576,146	\$478,692	\$201,438

While program revenues increased in 2010, return volumes of leftover paint increased at a higher rate, resulting in a deficit of \$5,272. The program’s “eco-fees” were adjusted on February 1, 2011 based on the loss experienced in 2010 and further losses otherwise projected for 2011.

Any surplus in revenue is retained as a reserve to cover any deficits in future years. It is Product Care policy that reserves shall not exceed 2 years average program revenue.

The accumulated surplus also functions as an element of the Program’s environmental risk management system, in addition to insurance coverage. The program plan stipulates that surplus funds will be used only for costs of the program, and cannot be used to cross-subsidize another program.

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This 2010 annual report is submitted by Product Care Association on behalf of the Saskatchewan Paint Stewardship Program.