

2013

Newfoundland and Labrador Paint Stewardship Program Annual Report

Submitted to: **Multi-Materials Stewardship Board**

Submitted by: **Product Care Association**

Date: **April 30, 2014 (Revised August 2014)**

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1.1 About Product Care Association

Product Care Association (PCA) is a federally incorporated, not-for-profit product stewardship association formed in response to stewardship regulations and is governed by a multi-sector industry board of directors. Product Care Association has managed paint and other household hazardous waste industry stewardship programs since 1994.

PCA's members are the "producers" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

Product Care Association has filed a paint stewardship program plan with Multi-Materials Stewardship Board (MMSB) under the *Newfoundland and Labrador Waste Management Regulations, 2003 as amended by Regulation 100/10 (O.C. 2010-290)* (the "Regulation") issued under the *Environmental Protection Act (O.C. 2003-226)*. The program plan was approved on December 20, 2011.

1.2 Report Period

This report covers the 2013 calendar year (January 1 to December 31, 2013).

1.3 Program Summary

The Newfoundland and Labrador Paint Stewardship Program offers collection services throughout the province to which consumers can bring leftover household paint. The collection sites include retailers, Green Depots, local government waste facilities and collection events. The program supplies collection sites and events with standard reusable collection bins (tubskids) and other containers such as drums. The program contracts with a hauler to deliver empty and pickup filled collection containers to/from collection sites or events and consolidate the filled collection containers into full loads which are shipped to the processor for recycling. Additional elements of the program managed by Product Care Association include revenue management, communications and administration.

Table 1, summarizes the program performance as compared to commitments in the approved stewardship plan and the requirements under the regulation.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2013 Performance
Achieve at least a 70% reuse rate	Reuse rate of 84% was achieved.
Permanent collection site in the 19 target communities, by end of year 1	Permanent collection sites were established in 19 of the 19 target cities.
Collection service in the 31 target communities, during years 1 and 2	Of the 31 targeted communities, permanent collection sites were established in 18 communities and the remaining 13 communities, were serviced through collection events.
Conduct a consumer awareness survey following year 1 of the program in order to determine the program awareness baseline.	The program achieved a baseline awareness level of 32 per cent.
The program will target an increase in recovery rate of 0.5% per year.	Recovery rate of 3% for liquid paint products. Since 2012 was a partial year, no recovery rate was established in 2012

1.4 Brand Owner Information

The total sales volume reported by program members to the program for the period of January 1 to December 31, 2013 was 5,188,507 litres. Table 2 illustrates the breakdown by container size and units.

Table 2: Volumes of Paint Products Sold (Units & Litres) in 2013

Type of Paint Product	Units	Litres
Aerosol	561,882	168,565
Paint - 100 ml to 250 ml	73,159	18,290
Paint - 251 ml to 1 litre	221,226	209,059
Paint - 1 litres to 5 litres	962,337	3,637,634
Paint - 5.01 litres to 25 litres	61,109	1,154,960
Total	1,879,713	5,188,508

1.5 Fee Changes

Effective February 1, 2014, the Newfoundland paint fees were reduced (see the table below) to be the same as the fee rates for Product Care's New Brunswick, Nova Scotia and PEI paint programs.

The NL paint program began May 1, 2012, and the initial fee rates were established by PCA in accordance with anticipated program revenues and costs. In general, revenues have been greater than expected and expenses have been lower, and consequently the board of directors of PCA has approved the reduction of fee rates.

Paint container size range and standard sizes	Previous rates from May 1, 2012	New rates as of February 1, 2014
100 ml to 250 ml	\$0.30	\$0.20
251 ml to 1 litre (US quart)	\$0.50	\$0.35
1.01 litres to 5 litres (US gallon)	\$1.10	\$0.70
5.01 litres to 23 litres (US 5 gallon)	\$2.50	\$1.50
Aerosol paint (any size)	\$0.30	\$0.20

1.6 Total Amount of Waste Paint Collected

Table 3 and 4 below show the total amount of waste paint collected by the program for the reporting period as well as how much was collected per collection site type.

Table 3: Total Amount of Waste Paint Collected in 2013

	Number of Paint Containers ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums	Residual Aerosol Paint Volume (L) ³	Total Residual Paint Volume (L)
Amount Collected	1,016	161,036	9	47	161,083

(1) Tubskids (42 x 42 x 48")

(2) Conversion rate for tubskids, 158.5 Ls per tubskid

(3) Conversion rate 5.25 Ls per drum

Table 4: Percentage of Waste Paint Collected by Collection Site Type in 2013

Type of Collection Site	% of Collection
Green Depot	12 %
Retailer	21 %
Collection Events	12 %
Local Government Waste Facilities	55 %
Total	100 %

The below table shows the calculation of the recovery rate, based on the sales of paint sold in NL and the recovery volume of paint collected in 2013.

Table 5: 2013 NL Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	5,188,508
Residual Recovery Volume (litres collected)	161,083
Recovery Rate	3%

2.0 Processing

The tubskids are received from collection sites and collection events across the province and consolidated into boxes at one of the two haulers' warehouses. From there, a total of 500 boxes of waste paint were delivered to the Laurentide Resources Atlantic Inc. facility in Springhill, Nova Scotia for processing during the reporting period. In 2013, the remaining 124 boxes from 2012 collection were processed, in addition to 419 boxes collected in 2013. Table 6 shows the volume of waste paint processed in 2013 (opened, sorted and bulked).

Table 6: Total Amount of Waste Paint Processed in 2013

	Number of boxes	Residual Paint Volume (L) ¹	Number of Aerosol Drums	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume (L)
Volume Processed	543	147,412	0	0	147,412

(1) Conversion rate: 271.5 Ls per box

Table 7 below shows the breakdown (in percentages) of waste paint collected that was reused, recycled, recovered for energy, contained, or otherwise treated or disposed of. These are further explained in the following sections.

Table 7: Percentage of Waste Paint by Disposal Method in 2013

Method	Volume (litres)	Percentage
Reuse - Paint Exchange Program	9,446	6%
Reuse - Paint Recycling	122,295	78%
Landfill	10,660	7%
Energy Recovery	14,457	9%
Total	156,858¹	100%

(1) Total of volume processed and paint reused through the paint exchange program.

The regulation required 70% reuse. Reuse is a combination of Paint Exchange Program and paint recycling. In the reporting period, the program surpassed the target and achieved 84% reuse.

The following sections describe the processing methods referred to in the table above.

2.1 Paint Exchange Program (PEP)

The Paint Exchange Program (PEP) makes better quality returned paint available to the public at collection sites that agree to participate in the PEP. The paint is made available to the public free of charge. The collection sites record and report to the program the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing.

An estimated 9,446 litres of paint was given away through the PEP to consumers. PEP was offered at 18 collection sites (14 Green Depots, 1 retailer and 3 local government sites), which comprises 32 % of the province-wide collection site network. Reuse volumes are estimated by assuming that each container given away is on average 75% full.

2.2 Recycling

At the Laurentide Resources facility in Springhill, NS, paint containers are removed from the boxes, inspected, opened, sorted by type, colour and quality, and bulked into shipping containers. The bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC, where the paint is further processed and recycled back into paint. Table 8 illustrates the quantity of latex paint and of oil based (alkyd) paint that was recycled.

Table 8: Quantity and Type of Paint Recycled in 2013

Type	Litres	Percentage
Latex paint	113,139	92.5%
Oil based paint	9,156	7.5%
Total	122,295	100%

2.3 Energy Recovery

Not all collected oil based paint is of suitable quality for paint recycling. In some cases the paint may be contaminated, in the form of skins/sludge, wrong colour or of the wrong chemistry for

paint recycling. In addition, regulations such as the Federal VOC Regulations required tighter limits on certain chemical constituents, which tend to be higher in older paints, making it difficult to recycle oil based paint back into paint. The market for the recycled oil based paint is significantly smaller than that for the water based products and the demand continues to be limited.

Due to the high solvent content of oil based paints; oil based paints are suitable for energy recovery. Through the process of fuel blending, some of the oil based paint collected by the program that is not suitable for paint recycling, is used as an alternative energy source in applications such as permitted incinerators. During the reporting period 14,457 litres of oil based paint were blended with other fuels and utilized for energy value at licensed facilities.

2.4 Landfill

The sorting and bulking of the latex paint by Laurentide generated 10,660 litres of non-recyclable latex sludge/solid which were solidified and disposed of at a landfill.

2.5 Incineration

Incineration is typically utilized when the oil-based paint is not suitable for energy recovery due to PCB contamination. During the reporting period, no material went for incineration.

2.6 Metal and Plastic Containers Collected and Recycled

Table 9 below summarizes the amount of metal and plastic containers that were collected and recycled through the paint recycling program.

Table 9: Metal and Plastic Containers Collected and Recycled in 2013

Container Type	Collected and Recycled (tonnes)	Processor
Metal	31.7	Tri Province Recycling, Moncton, NB
Plastic pails (HDPE 2)	1.13	Gaudreau Environmental, Victoriaville, QC
Plastic paint cans (polypropylene)	2.56	Gaudreau Environmental, Victoriaville, QC

2.7 Metal and Plastic Processors

Gaudreau Environmental is a multi-material recycling company that services all sectors. The plastics are shredded and mixed with other plastics and extrude into pellets. These pellets are sold as a commodity by various end-users for hard plastic applications such as pallets and containers. Tri-Province Recycling is a scrap metal recycler which takes empty metal containers that have been baled and mixes them with other metals to sell them as a commodity for metal fabrication and manufacturing.

2.8 Design for Environment

The paint and coating industry is continually pursuing product formulation innovations that strike a balance between sustainability, health & safety and performance, working in concert with key agencies such as Health Canada and Environment Canada. An example of these sustainability initiatives is the industry's involvement with the federal Chemicals Management Plan, assessing chemicals in commerce for all industry sectors including paint and coatings. The Chemicals Management Plan seeks to assess all chemicals in commerce with a view to banning the highly toxic ones or where toxicity is considered harmful for the environment, both from a human health or ecological perspective. A risk management approach is required to permit continued use of the product. This may result in regulations, pollution prevention plans, codes of practice or compliance agreements and ultimately reformulation or re-design of products for the marketplace that reduces or eliminates negative impacts to the environment.

The manufacturing of paint continues to shift from oil based paints to water based paints due to a number of factors including:

- Consumer preference for more environmentally-friendly products
- Advanced water-based coating technology providing similar product performance as oil based technology
- Regulatory influences such as Environment Canada's Volatile Organic Compound (VOC) Concentration Limits for Architectural Coatings Regulations (P.C. 2009-1535) which sets limits for VOC for a number of coatings including architectural coatings. These new regulations require coatings manufacturers to switch to low-VOC formulations

At the same time, there is less ability to recycle oil based paints due to the lower demand and regulatory limits. Accordingly the increased proportion of water based paint recovered through the program should result in higher percentage of recyclable paint over time.

In addition, the program utilizes the follow tools to increase the amount of reuse and minimize the environmental impact:

- Variable eco fees remitted by program members, which increase with the size of the container.
- Operation of the paint exchange program whereby leftover paint is made available to the public free of charge.

2.9 Return Collection Facility Locations

As of December 31, 2013, a total of 55 collection sites participated in the program (see Appendix 1 for a lists collection sites). Appendix 2 contains a provincial map of the collection site locations.

The commitment made by PCA in the approved program plan for collection sites was:

“The program will target a minimum of nineteen permanent collection sites in the following communities: ... PCA will have as many as possible of the 19 sites operational by the launch date, with the intention of having all operational by the end of year 1 of the program.”

“During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB. This collection network will be assessed on an ongoing basis in terms of effectiveness and consumer convenience.”

Table 10 and 12 illustrates the communities that PCA committed in its approved program plan for the establishment of collection sites and collection services

Table 10: NL Paint Stewardship Program Collection Network, Breakdown of 19 Permanent Sites

Commitment in Program Plan: <i>The program will target a minimum of nineteen permanent collection sites in the following communities with the intention of having all operational by the end of year 1 of the program.</i>	
Community	Collection Site
1. Bay Roberts	Bay Roberts Green Depot
2. Carbonear	Carbonear Green Depot
3. Clarenville	Clarenville Home Hardware
4. Conception Bay South	Handyman Home Hardware
5. Corner Brook	Scotia Recycling Green Depot Corner Brook
6. Deer Lake	The Paint Shop
7. Gander	Scotia Recycling Green Depot Gander
8. Grand Falls-Windsor	Scotia Recycling Green Depot Grand Falls-Windsor
9. Happy Valley-Goose Bay	HVGB Green Depot
10. Labrador West	Paint Shop Home Decorating Center
11. Lewisporte	Pritchett’s Building Supplies

12. Marystown	Aylwards Home Centre
13. Mount Pearl	Paint Shop Home Decorating Center
14. Port Aux Basques	PAB Green Depot
15. Port Aux Choix	<i>Owner passed away – currently organizing an alternative collection site</i>
16. St. John's (3 required locations)	1. Paint Shop Home Decorating Center 2. Robin Hood Bay Facility 3. Rona (60 O'Leary Avenue)
17. Stephenville	Scotia Recycling Green Depot Stephenville

In addition to the establishment of permanent collection sites in the 19 targeted communities, the program has established an additional 36 permanent collection sites as seen in table 11.

Table 11: NL Paint Stewardship Program Collection Network, Additional Permanent Sites established beyond the required 19 permanent collection sites

Community	Collection Site
1. Badger's Quay (New Wes Valley)	Bungays Green Depot Inc.
2. Baie Verte	White Bay Home Hardware
3. Bay Roberts	Rona
4. Black Tickle	Black Tickle/Domino Local Service District
5. Botwood	Botwood Recycling Green Depot
6. Burgeo	Burgeo Green Depot
7. Cartwright	Cartwright Building Supplies
8. Conception Bay South	Rona
9. Fogo	Fogo Island Home Hardware Building Centre
10. Fortune	Rona
11. Gambo	Pritchett's Building Supplies
12. Gander (2 Addition Sites Established)	1. Rona 2. Aylwards Home Hardware Building Centre
13. Glovertown	Glovertown Green Depot
14. Goulds	Rona
15. Grand Bank	Aylwards Home Centre
16. Grand Falls-Windsor	Paint Shop Home Decorating Center
17. Happy Valley-Goose Bay	Paint Shop Home Decorating Center
18. Makkovik	Makkovik Inuit Community Government
19. L'Anse Au Clair	Turnbull's Home Hardware Building Centre
20. Nain	Nain Inuit Community Government
21. Mount Pearl (2 Additional Sites Established)	1. Rona 2. Scotia Recycling Green Depot Mount Pearl
22. Norris Arm	Norris Arm Regional Waste Management Facility
23. Placentia (2 Sites Established)	1. Aylwayrds Home Centre 2. Paint Shop Home Decorating Centre
24. Postville	Sheppard's Skidoo/Variety Shop
25. Riverhead	Riverhead Green Depot

26. Springdale	Green Bay North Green Depot
27. St. Anthony	Landfill Subregion 1
28. St. John's (2 Addition Sites Established)	1. Rona (710 Torbay Road) 2. Templeton Paint
29. St. Lawrence	Aylwards Home Centre
30. Twillingate (2 Sites Established)	1. Paint Shop Home Decorating Centre 2. Twillingate Green Depot
31. Wabush (Labrador City)	Rona

Table 12: NL Paint Stewardship Program Collection Network, Breakdown of 31 Additional Communities

Commitment in Program Plan: <i>During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB.</i>		
Community	Collection Site	Status
1. Baie Verte	White Bay Home Hardware	Permanent Site Established
2. Black Tickle	Black Tickle/Domino Local Service District	Permanent Site Established (Opens Summer 2014)
3. Bonavista	Bonavista Fire Hall	Mobile Collection Event
4. Botwood	Botwood Recycling Green Depot	Permanent Site Established
5. Burgeo	Burgeo Green Depot	Permanent Site Established
6. Cartwright	Cartwright Building Supplies	Permanent Site Established
7. Charlottetown	Charlottetown Town Hall	Mobile Collection Event
8. Dunville	Aylwards Home Centre	Permanent Site Established in Placentia (neighboring town)
9. Fogo	Fogo Island Home Hardware Building Centre	Permanent Site Established
10. Gambo	Pritchett's Building Supplies	Permanent Site Established
11. Glovertown	Glovertown Green Depot	Permanent Site Established
12. Hopedale	Hopedale Fire Hall	Mobile Collection Event
13. L'Anse Au Loup	Turnbull's Home Hardware Building Centre	Permanent Site Established in L'Anse Au Clair (neighboring town)
14. La Scie	La Scie Fire Hall	Mobile Collection Event
15. Makkovik	Makkovik Inuit Community Government	Permanent Site Established
16. Mary's Harbour	Mary's Harbour Fire Hall	Mobile Collection Event
17. Nain	Nain Inuit Community Government	Permanent Site Established (Opens Summer 2014)
18. New Wes Valley (Badger's Quay)	Bungays Green Depot Inc.	Permanent Site Established
19. New World Island (Summerford)	Summerford Fire Hall	Mobile Collection Event
20. Pasadena	Pasadena Fire Hall	Mobile Collection Event
21. Port Hope Simpson	Port Hope Simpson Fire Hall	Mobile Collection Event

Commitment in Program Plan: *During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB.*

Community	Collection Site	Status
22. Postville	Sheppard's Skidoo/Variety Shop	Permanent Site Established
23. Rigolet	Rigolet Town Garage	Mobile Collection Event
24. Riverhead	Riverhead Green Depot	Permanent Site Established
25. Robert's Arm	Robert's Arm Fire Hall	Mobile Collection Event
26. Rocky Harbour	Rocky Harbour Fire Hall	Mobile Collection Event
27. Springdale	Green Bay North Green Depot	Permanent Site Established
28. St. Alban's (Milltown)	Milltown Fire Hall	Mobile Collection Event
29. St. Anthony	Landfill Subregion 1	Permanent Site Established
30. St. Lewis	St. Lewis Fire Hall	Mobile Collection Event
31. Twillingate	1. Paint Shop Home Decorating Centre 2. Twillingate Green Depot	2 Permanent Sites Established

Of the 31 targeted communities, permanent collection sites were established in 18 communities and the remaining 13 communities, were serviced through collection events. The program continues to work on expanding the collection network.

2.10 Collection Events

In addition to providing collection services that satisfied the 19 targeted communities and the 31 additional communities, the program also participated in 46 additional collection events conducted by Multi-Materials Stewardship Board (MMSB), the city of Mount Pearl, and the Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs. Table 13 lists the communities served by these collection events.

For the MMSB coordinated events the program provided staff and transportation service at the event for the paint that was collected. For the Mount Pearl and EWMB HHW collection events, the program provided transportation and recycling services. Table 14 illustrates the amount of paint that was collected through the collection events.

Table 13: Additional HHW Collection Events that Paint Stewardship Program Participated in

Hosted By	Community Serviced	Hosted By	Community Serviced
EWMB	Avondale	MMSB	Corner Brook (Spring)
EWMB	Bay de Grave	MMSB	Happy Valley/Goose Bay
EWMB	Bay Roberts	MMSB	Corner Brook (Fall)
EWMB	Colliers	MMSB	Baie Verte
EWMB	Spaniards Bay	MMSB	Fortune/Grand Bank
EWMB	Carbonear	MMSB	Burgeo

EWMB	Old Perlican
EWMB	Salmon Cove
EWMB	Victoria
EWMB	Holyrood
EWMB	Ferryland
EWMB	Branch
EWMB	Long Harbour
EWMB	Placentia
EWMB	Mount Carmel
EWMB	Admirals Beach
EWMB	Riverhead
EWMB	Trepassy
EWMB	Bellevue
EWMB	Greens Harbour
EWMB	Normans Cove
EWMB	Whitbourne
EWMB	Hearts Delight
EWMB	Trinity South Central
EWMB	Come By Chance
EWMB	Hearts Content
EWMB	Trinity South Central
EWMB	Come By Chance
EWMB	Hearts Content
EWMB	Winterton
EWMB	Arnolds Cove
EWMB	Clarenville
EWMB	Southern Harbour
EWMB	Southwest Arm
Total EWMB Events	
31	

MMSB	Harbour Breton
MMSB	La Scie
MMSB	Lethbridge & Area
MMSB	Marystown
MMSB	Pasadena
MMSB	St. Lawrence
MMSB	Rocky Harbour
MMSB	Trinity Bay North (Catalina)
Total MMSB Events	14

Hosted By	Community Serviced
City of Mount Pearl	Mount Pearl
Total Mount Pearl Events	1

Table 14: Paint Volumes Collected at 2013 Collection Events

2013 Collection Events	# of Paint Tubskids Collected	# of Aerosol drums Collected
MMSB HHW Events	57	1
Eastern Waste Management Board Events	59	3
City of Mount Pearl	2	0
Total Amount Collected	118	4

3.0 Processing and Containment Facilities

The following is a list of all the processing or containment facilities used by the program.

Hebert's Recycling Inc. 85 Riverside Drive, Corner Brook, NL A2H 6B9	Containment Facility
Hebert's Recycling Inc. 14 Clyde Avenue, Mount Pearl, NL A1N 4S1	Containment Facility
Laurentide Resources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

4.0 Communication and Education

Product Care Association continued its communication and public outreach to educate consumers in accordance with the Regulation. The following sections describe the 2013 communication and education activities in more detail.

4.1 One-Year Anniversary Communication

May 2013 marked the one-year anniversary of the paint recycling program in Newfoundland and Labrador. To mark the anniversary, Product Care Association released a joint press release with MMSB, and launched the first of two ad campaigns promoting the program. Both the press release and the subsequent campaign flights worked to introduce and reinforce the new program name, PaintRecycle, spoke to the successes of the first year of the program, and reminded Newfoundland and Labrador residents of “the whys” and “the how’s” when it comes to recycling paint.

4.2 Print and Radio Advertising

Two flights of radio and print ads made up the general awareness campaign advertising for 2013. They ran from June 24 to July 7, and from October 15 to October 22. The first flight followed Canadian Environment Week (June 2-8). The second flight led into Waste Reduction

Week (October 21-27). Both flights pushed the new program name, PaintRecycle, and celebrated the amount of leftover paint diverted from landfills and waterways in a one-year period. Quarter-page print ads ran in the St. John's Telegram (weekly circulation over 24,300) and Western Star (weekly circulation over 6,300). Radio ads ran province-wide on VOXM-AM and K-Rock.

See Appendix 3 for print ad example.

4.3 Online Advertising

To help promote awareness of the PaintRecycle program and supplement the radio and print ad flights that ran in the spring and fall, online ads were launched using Google AdWords and Facebook. They also ran from June 24 to July 7 and from October 15 to October 22. Users clicking on the ads were directed to productcare.org/newfoundland, where details about the program's infrastructure and collection site locations are provided. Table 15 illustrates total impressions and clicks generated by the Google and Facebook social media campaigns.

Google

Activity on Google included campaigns on Google Search and Display networks. This activity was broken into Search, Contextual and Topic Targeting. Search (text) ads appeared for keywords related to the environment, green living, paint and paint disposal. The second flight also included keywords related to home renovations and decorating.

Contextual Targeting (text and banner ads) used themes consistent with those in the Search activity. And Topic Targeting (text and banner ads) included topics surrounding DIY projects, home and garden, construction, and environment and interior design.

See Appendix 4 for online ad examples.

Table 15: Online Advertising Results

Campaign Strategy	Clicks 2012	Clicks 2013	% Change	Impressions 2012	Impressions 2013	% Change
Google AdWords	4,936	7,903	+60%	6,890,323	4,363,346	-36.6%
Facebook Ads	2,592	2,972	+14%	9,180,894	9,153,172	-0.3%










NOTE: Facebook and Google ads can be geo targeted and demographically targeted. That means ads can be defined to appear in the geographic locations that you choose: countries, areas with a country, a radius around a location, etc., and these same ads can be targeted to cater to a specific group of individuals within a particular age range or gender, even interests. The chart below illustrates that if

done right, targeting can yield better results – although overall impressions were lower in 2013, the number of clicks on the ads were far higher. We can infer from this data that the online ads created in 2013 were better targeted than those in 2012 and therefore drove more clicks.

Twitter

PCA posted tweets about the Newfoundland paint recycling program and supported the Multi Materials Stewardship Board’s efforts by re-tweeting program and industry-related tweets.

Below is a snapshot of posted tweets and interactions on Twitter.

 Product Care @Product_Care Earth-Friendly Tips for Your #Holiday Clean-Up mmsb.nl.ca/blog/earth-fri... @mmsbni #recycle #gmrev Expand Reply Retweet Favorite More	 Product Care @Product_Care Congratulations #Newfoundland for reaching a #recycling milestone! ca.news.yahoo.com/recycling-mile... View summary Reply Retweet Favorite More
 Product Care @Product_Care Within 6 months of the NL paint recycling program, 51,000 litres of old paint has been recycled hazmatmag.com/news/newfoundl... @NLtweets @mmsbni Expand Reply Retweet Favorite More	 Product Care @Product_Care MMSB partners with Electronics Products #Recycling Association thetelegram.com/Business/2013-... Expand Reply Retweet Favorite More
 Our Greener Future @mmsbni Recycling paint is easy with @Product_Care - Over 50 drop off locations in #NL ow.ly/hExVJ Retweeted by Product Care Expand Reply Retweet Favorite More	 Product Care @Product_Care Newfoundland and Labrador Gets On Board Electronic Recycling! vocm.com/newsarticle.as... Expand Reply Retweet Favorite More
 Product Care @Product_Care Did you know #paint is a recyclable item? Find a Product Care depot near you to #recycle old or leftover paint productcare.org/Paint-Programs Expand Reply Retweet Favorite More	 Product Care @Product_Care Free paint is available at many Newfoundland and Labrador paint collection depots through the Paint Exchange program! buff.ly/181SVkX Expand Reply Retweet Favorite More
 Product Care @Product_Care Plan approved to keep e-waste out of Newfoundland and Labrador landfills huffingtonpost.ca/2013/04/30/pla... #NL View summary Reply Retweet Favorite More	

4.4 Website

There were an 11,352 unique “pageviews” of the website during the 2013 calendar year. An increase of 2,965 over 2012, which saw an estimated 8,387 unique pageviews. During the campaign flights, visitor traffic increased.

In October 2013, an “Events” page and a “News” page were added to the PCA website in order to share information about one-day collection events and new program updates.

Example of a PCA Collection Event post:

Wednesday, October 16th, 2013

- **Paint Collection Day!**

Help keep our streams and waterways paint-free. Drop off your unwanted and leftover household paint for free at Town Garage on October 16 for free recycling! For more information call 709.753.0379.

Time: 9:00am - 12pm & 1pm - 4pm

Location: Town Garage, Rigolet, Newfoundland

Program: **Paint/HHW**

4.5 Program Hotline

Product Care Association operates a “hotline” with a toll-free telephone number 1-888-772-9772 by which consumers can obtain information about recycling paint and about the program.

4.6 Point-of-Sale (PoS) and Point-of-Return (PoR) Materials

Prior to starting as a collection site, all PaintRecycle collection sites are provided informational rack cards and program posters and all non-retail collection sites received a 4ft x 3ft outdoor sign advertising the location as a paint collection site.

For the MMSB and EWMB one-day collection events, laminated accepted/not accepted posters were provided to assist collection staff. These lightweight signs could easily be posted anywhere or passed around to residents waiting in line. Informational rack cards were also handed out. See Appendix 5 for examples of PoS and PoR materials.

4.7 PCA Collection Event Communication

For the month of October, Product Care partnered with eight fire halls and two town halls to host a series of one day paint-collection events (Table 12). To help promote these events, PCA:

- Advertised in the local community papers where all the events took place.
- Emailed hosting facilities (town and fire halls) an 8.5” x 11” pdf poster to print and distribute prior to collection day.
- Designed, printed and distributed collection day banners.
- Contacted local municipal halls to ensure that they were aware of the event and would assist in its promotion.

In addition to Product Care’s promotional activities, some of the host communities also advertised the events on their Facebook page and Twitter. Some host communities promoted the event on their local radio and cable stations.

4.8 Local Government Communication

In late September/early October, a local government package was mailed out to 21 municipalities across the province where paint collection sites are located. It included an informational letter about the program, rack cards, social media content, website copy and sample copy for a municipal newsletter. The communities are outlined below in Table 16.

Table 16: Recipients of Local Government Packages in 2013

Community	Authority/Committee
Botwood	CNWMC
Burgeo	WRWM
Cartwright	Labrador Straits Waste Management Committee
Clarenville	EWM
Fogo	CNWMC
Gambo	CNWMC
Gander	CNWM
Grand Bank	BPWMC
HVGB	Central Labrador (not formally established)
Labrador West	Labrador West Waste Management Committee
L'Anse Au Clair	Labrador Straits Waste Management Committee
Marystown	BPWMC
Port Aux Choix	WRWM
Postville	Labrador Straits Waste Management Committee
Riverhead	EWM
St. Lawrence	BPWMC
Twillingate	CNWMC
Port Aux Basques	WRWM
Carbonear	EWM
New Wes Valley	CNWMC

4.8 Market Research

Product Care committed to conducting a consumer awareness survey as part of its communication program after the second year of the program to establish baseline data. To establish baseline data and benchmarks for future program measurements, Product Care hired MarketQuest in September 2013 to complete an awareness survey. The survey targeted Newfoundland and Labrador residents to assess their level of awareness about how to properly dispose of leftover paint. The program achieved a baseline awareness level of 32 per cent.

5.0 Financial Information

PCA's audited financial statements for the NL Paint Stewardship Program can be found in Appendix 6.

6.0 Assessment of the Newfoundland and Labrador Paint Stewardship Program

An assessment of the performance of the program is currently being prepared by MMSB in partnership with Product Care and upon completion will be appended to this report in Appendix 7.

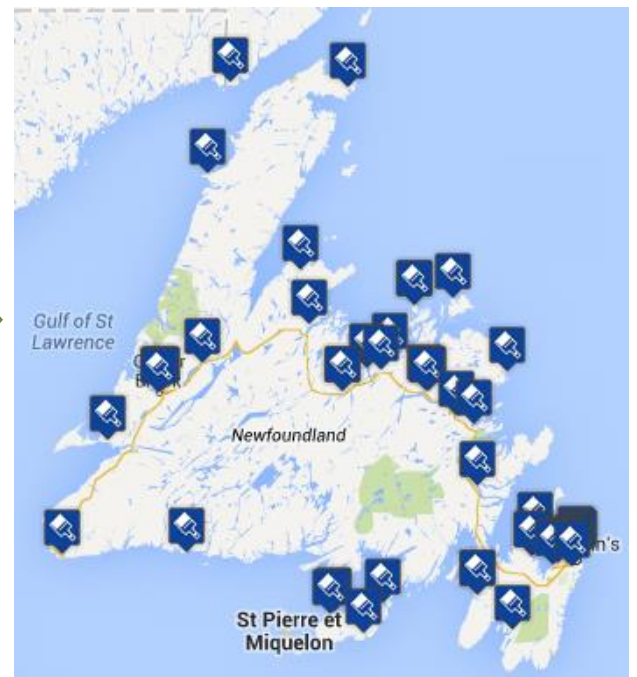
APPENDIX 1 – 2013 NL Paint Stewardship Program Collection Site Details

Depot Name	City	Type	Offers Free Paint?
New Wes Valley Green Depot	Badger's Quay (New Wes Valley)	Green Depot	Yes
White Bay Home Hardware	Baie Verte	Retailer	
Bay Roberts Green Depot	Bay Roberts	Green Depot	Yes
RONA Store	Bay Roberts	Retailer	
Black Tickle / Domino Local Service District	Black Tickle	Local Government	
Botwood Recycling Green Depot	Botwood	Green Depot	Yes
Burgeo Green Depot	Burgeo	Green Depot	Yes
Carbonear Green Depot	Carbonear	Green Depot	Yes
Cartwright Building Supplies	Cartwright	Retailer	
Clarenville Home Hardware	Clarenville	Retailer	
Handyman Home Hardware	Conception Bay South	Retailer	
RONA Store	Conception Bay South	Retailer	
Scotia Recycling Green Depot Corner Brook	Corner Brook	Green Depot	Yes
Paint Shop Home Decorating Center	Deer Lake	Retailer	
Fogo Island Home Hardware Building Centre	Fogo	Retailer	
RONA Store	Fortune	Retailer	
Pritchett's Timbrmart	Gambo	Retailer	
Aylwards Home Hardware	Gander	Retailer	
RONA Store	Gander	Retailer	
Scotia Recycling Green Depot Gander	Gander	Green Depot	Yes
Glovertown Green Depot	Glovertown	Green Depot	Yes
RONA Store	Goulds	Retailer	
Aylwards Home Centre	Grand Bank	Retailer	
Scotia Recycling Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Green Depot	Yes
Paint Shop Home Decorating Center	Grand Falls-Windsor	Retailer	
HVGB Green Depot	Happy Valley-Goose Bay	Green Depot	Yes
Paint Shop Home Decorating Center	Happy Valley-Goose Bay	Retailer	
Turnbull's Home Hardware Building Centre	L'Anse Au Clair	Retailer	
Paint Shop Home Decorating Center	Labrador City	Retailer	Yes

Depot Name	City	Type	Offers Free Paint?
Pritchett's Tim-Br Mart	Lewisporte	Retailer	
Makkovik Inuit Community Government	Makkovik	Local Government	Yes
Aylwards Home Hardware	Marystown	Retailer	
RONA Store	Mount Pearl	Retailer	
Scotia Recycling Green Depot Mount Pearl	Mount Pearl	Green Depot	Yes
The Paint Shop	Mount Pearl	Retailer	
Nain Inuit Community Government	Nain	Local Government	Yes
Aylwards Home Centre	Placentia	Retailer	
Paint Shop Home Decorating Center	Placentia	Retailer	
Port Aux Basques Green Depot	Port Aux Basques	Green Depot	Yes
Sheppard's Skidoo & Variety Shop	Postville	Retailer	
Riverhead Green Depot	Riverhead	Green Depot	
Green Bay North Green Depot	Springdale	Green Depot	
Landfill Subregion 1	St. Anthony	Waste Management Facility	Yes
Paint Shop Home Decorating Center	St. John's	Retailer	
Robin Hood Bay Facility	St. John's	Waste Management Facility	
RONA Store	St. John's	Retailer	
RONA Store	St. John's	Retailer	
Templeton's	St. John's	Retailer	
Aylwards Home Centre	St. Lawrence	Retailer	
Scotia Recycling Green Depot Stephenville	Stephenville	Green Depot	Yes
Paint Shop Home Decorating Center	Twillingate	Retailer	
Twillingate Green Depot	Twillingate	Green Depot	Yes
Rona Home Centre	Wabush	Retailer	

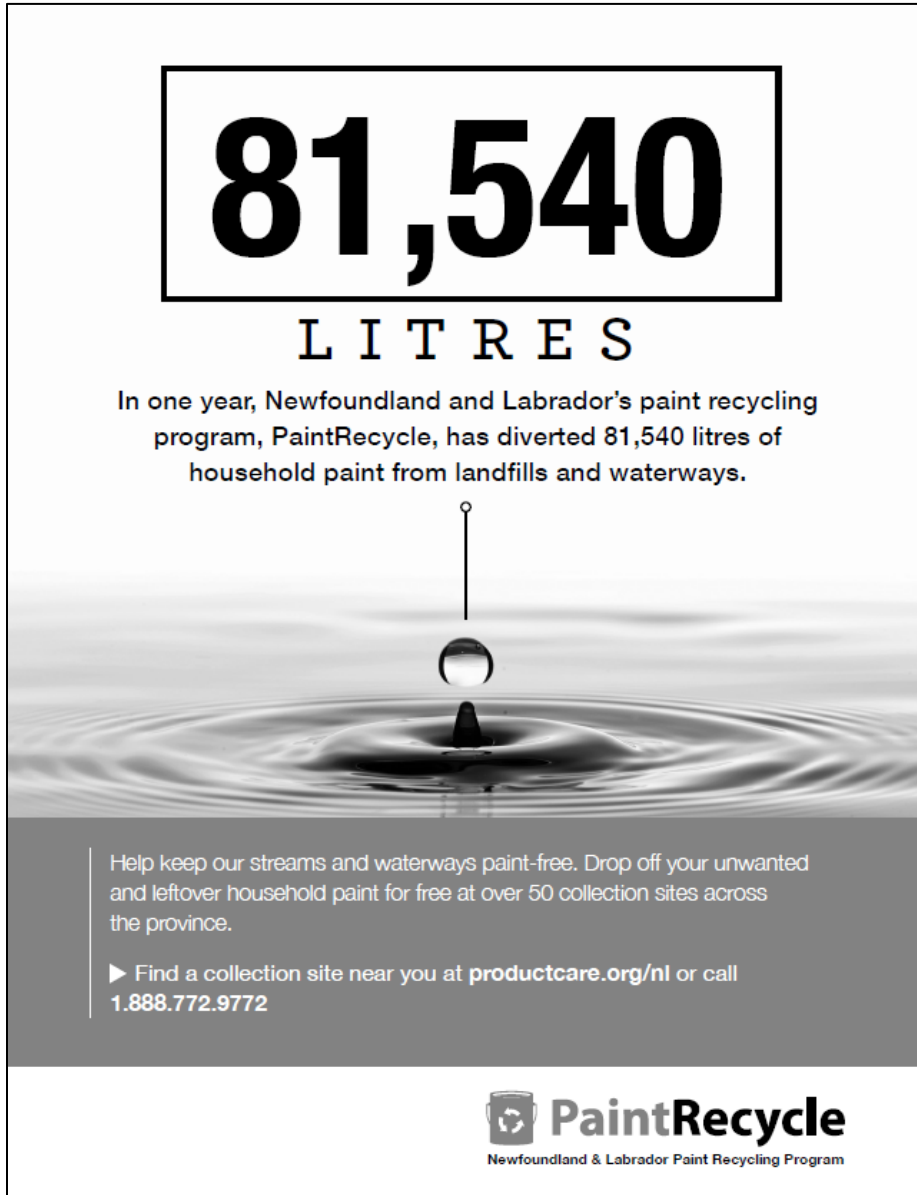
APPENDIX 2 – Product Care Association’s Collection Site Map

Below is the online map of all collection sites in Newfoundland and Labrador in 2013



APPENDIX 3 – 2013 Print Advertisements


Example of ¼ page print ad published in St. John’s Telegram and Corner Brook Western Star:



81,540


LITRES

In one year, Newfoundland and Labrador’s paint recycling program, PaintRecycle, has diverted 81,540 litres of household paint from landfills and waterways.



Help keep our streams and waterways paint-free. Drop off your unwanted and leftover household paint for free at over 50 collection sites across the province.

► Find a collection site near you at productcare.org/nl or call 1.888.772.9772

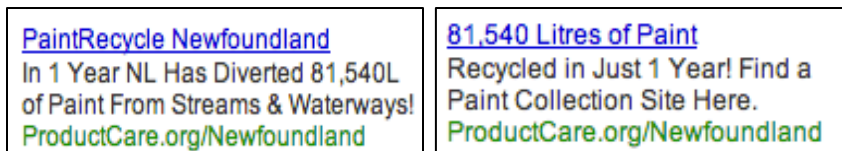
 **PaintRecycle**
Newfoundland & Labrador Paint Recycling Program

APPENDIX 4 – 2013 Online Ad Campaign

Examples of Google banner ads:



Examples of Google text ads:



Examples of Facebook ads:

“Easy and Free 1” targeted Newfoundlanders ages 24 and older. This ad obtained **1,982** clicks and **6,586,635** impressions at an Avg. CPC of **\$0.66**.

Got Leftover Paint?
productcare.org



Recycle it! It's easy – and it's free. Click here to find a paint collection site near you

“Easy and Free 3” targeted Newfoundlanders ages 24 and older who like #Recycling. This ad produced **618** clicks and **1,580,974** impressions.

Got Leftover Paint?
productcare.org



Recycle it! It's easy – and it's free. Click here to find a paint collection site near you

APPENDIX 5 – PoS and PoR Materials

Examples of point-of-sale and point-of-return informational rack cards:

NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

Got leftover paint? Recycle it! Getting rid of your leftover paint in Newfoundland and Labrador is easy – and it's free! Just take it to a Product Care collection site for recycling and do your part to protect the environment. Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.



ACCEPTABLE PAINT PRODUCTS

There is no charge to drop off any of the following household paints for recycling.

- Interior and exterior paints
- Latex, acrylic, water-based paints
- Alkyd, enamel, oil-based paints
- Deck coatings, floor paints
- Single component varnishes and urethanes
- Concrete, masonry, drywall and stucco paints
- Metal and wood primers
- Undercoats
- Marine paint *
- Wood finishing oils
- Wood preservatives *
- Melamine, metal and anti-rust paint, stains, shellac
- Single component swimming pool paint
- Stain blocking paint
- Block fillers
- Wood, masonry, driveway sealers and water repellants
- Empty paint containers

* Unless registered under Pest Control Product Act
Maximum container size is 25 litres

All types of paint aerosols are accepted.

- Consumer, industrial and automotive

Maximum container size is 650 grams or 24 ounces

FIND A PAINT COLLECTION SITE NEAR YOU!
www.productcare.org/nl | 1-888-772-9772

Front

REDUCE - REUSE - RECYCLE

What products are accepted by the program?

Most types of household paints and architectural coatings are accepted. See list of acceptable products on the reverse side of this card. For a full list of acceptable and unacceptable products, please visit www.productcare.org/nl or call 1-888-772-9772.

How do I store my products for later use?

- Store in original, securely-sealed, labelled containers.
- Store paint away from extreme heat or cold.
- Avoid freezing paint.
- Clean the rim for a good seal, pour 3mm (1/8") of paint thinner on top of oil-based paint, or 3mm (1/8") of water on latex paint, or store with container upside down.

Why should I recycle paint?

When used properly, paint poses no risk to the environment, but if improperly discarded, it can be harmful to the environment.

About


The Newfoundland and Labrador Paint Recycling Program is funded and managed by Product Care Association on behalf of the manufacturers, distributors and retailers of paint products. Product Care is a not-for-profit industry association that manages product stewardship programs for leftover paint and other household hazardous and special waste across Canada.

FIND A PAINT COLLECTION SITE NEAR YOU!

www.productcare.org/nl | 1-888-772-9772

REMEMBER THE B.U.D. RULE!

- B** Buy only the amount you need
- U** Use what you buy
- D** Dispose of leftovers safely and responsibly



Product Stewardship Solutions
www.productcare.org/nl | 1-888-772-9772

Back

PaintRecycle NL PoS Poster

NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

GOT LEFTOVER PAINT? RECYCLE IT! >>

Getting rid of your leftover paint is easy. Take it to a Product Care paint collection site for recycling and do your part to protect the environment.

- All household paints accepted
- All types of paint aerosols accepted






Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.


FIND A PAINT COLLECTION SITE NEAR YOU
www.productcare.org/nl | 1-888-772-9772

PaintRecycle PoR Poster

NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

GOT LEFTOVER PAINT? RECYCLE IT HERE! >>

Acceptable Paint Products

<ul style="list-style-type: none"> • Interior and exterior paints • Latex, acrylic, water-based paints • Alkyd, enamel, oil-based paints • Deck coatings, floor paints • Single component varnishes and urethanes • Concrete, masonry, gravel and stucco paints • Metal and wood primers • Undercoats • Marine paint* • Wood finishing oils • Wood preservatives** • Melamine, metal and anti-rust paint, stains, sheaf 	<ul style="list-style-type: none"> • Single component swimming pool paint • Stain blocking paint • Block fillers • Wood, masonry, driveway sealers and water repellants • Empty paint containers
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* Unless registered under Pest Control Product Act
 Maximum container size is 25 litres

** All types of paint aerosols are accepted
 • Consumer, industrial and automotive
 Maximum container size is 600 grams or 24 ounces

There's no charge to drop off any of the acceptable products.






Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.


FOR MORE INFORMATION
www.productcare.org/nl | 1-888-772-9772

PaintRecycle NL Paint Can Stickers for Retailer Use

Got Leftover Paint?

Recycle it at a
Product Care depot
at no charge!

www.productcare.org/nl
1-888-772-9772



PaintRecycle NL Outdoor Sign (4ft x 3ft)

PAINT COLLECTION SITE >>

ONLY HOUSEHOLD ARCHITECTURAL PAINTS AND PAINT AEROSOLS ARE ACCEPTED.
 PRODUCTS ACCEPTED DURING OPERATING HOURS ONLY.

Paint: Max container size 25 litres
 Paint aerosol: Max container size 660 grams or 24 ounce

ABANDONMENT IS PROHIBITED





NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

Operated by Product Care Association
www.productcare.org/nl | 1-888-772-9772



APPENDIX 6 - Audited Financial Statements for the NL PaintRecycle Paint Stewardship Program

APPENDIX 7 - Assessment of the NL PaintRecycle Paint Stewardship Program