



**2013
Prince Edward Island
Paint Recycling Program
Annual Report**

Submitted to: **Prince Edward Island Department of Environment, Labour and Justice**

Submitted by: **Product Care Association**

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1.0 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. PCA 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.

1.1 Report Period

This report covers the program from January 1, 2013 to December 31, 2013.

1.2 Program Overview

The Prince Edward Island Paint Recycling Program offers collection sites throughout the province to which consumers can bring leftover household paint. The collection sites are operated by Island Waste Management Corporation under contract to PCA. PCA supplies collection sites with standard reusable collection bins and other containers, such as drums. A hauler contracted to the program collects the filled bins from the collection sites and drops off empty bins. The full collection containers are shipped to a processor for recycling. Additional elements of the program managed by PCA include revenue management, communications and administration.

The program is funded by membership fees, known as "eco fees", remitted to PCA by program members based on the quantity of sales of the designated paint products sold in PEI. Per the Materials Recycling Regulation, no brand owners or retailers are permitted to charge the eco-fee as a separate line item. The eco fee rates are set by PCA. Program revenues are applied to the operation of the program, including promotion and education, collection system, transport, recycling and disposal of collected residual products, administration, as well as a reserve fund.

1.3 Brand Owner Information

As of December 31, 2013, the Program had 36 paint brand owners (listed in Appendix A).

Program members reported the sale of 103,725 units of program products¹ in PEI during the reporting period, for an estimated liquid volume sold of 249,925 litres.

2.0 Operations

2.1 Depot Listings

As of December 31, 2013, six collection sites participated in the program. All six collection sites are operated and managed by Island Waste Management Corporation. See Table 1 for the list of collection sites. Appendix B contains a provincial map of the depot locations.

Table 1: 2013 PEI Paint Program Collection Sites

Depot Name	Address	City
GreenIsle	8 Superior Crescent	Charlottetown
Brockton	2202 Dock Road Rte # 150	Elmsdale
New London	10142 Rte #6	Green Gables
Murray River	378 Cape Bear Road Rte #18	Murray River
Dingwells Mills	100 Selkirk Road Rte #309	Souris
EPWMF	29786 Rte #2	Wellington Station

2.2 Processing and Containment Facilities

Laurentide Re-sources Atlantic Inc.

100 Main Street
Springhill, NS B0M 1X0

Société Laurentide Inc.

345 Bulstrode Street
Victoriaville, QC G6T 1P7

Clean Harbors Environmental Services

Rang 5 East 400 Galipeau Street
Thurso, QC J0X 3B0

¹ The Product Care Program manages leftover “consumer paint products” as defined under the Materials Recycling Regulations – Paint Stewardship: (x) “consumer paint product” means a tinted or untinted latex, alkyd or solvent-based architectural coating used for commercial or household purposes, including stain, and includes the coating’s container, or (xx) a coloured or clear paint or stain sold in an aerosol container and includes the paint’s or stain’s container, but does not include coatings intended for marine antifouling, industrial or automotive applications, non-latex concrete sealant, or bottled paint for hobby, craft, cosmetic or artistic use. The Program Plan sets out the specific list of accepted products.

3.0 Product Management

3.1 Total amount of waste paint collected

Table 2 below shows the total amount of waste paint collected and processed by the program for the reporting period by collection container (i.e., tubskids and drums) and by approximate residual volume (litres).

Table 2: Total Amount of Waste Paint Collected and Processed in 2013

	Collection Tubskids (#)	Paint (L)	Aerosol Drums (#)	Aerosol Paint (L)	Total Litres
Collected	384	63,014	8.4	44	63,059
Shipped to Processor	384	63,014	8.4	44	63,059
Processed	419	68,755	6.3	34	68,789

(1) Conversion rate: 164.1 L per tubskid determined by the average volume of material generated during processing

(2) Conversion rate 5.25 L per drum

3.2 Processing and Disposal

At the Laurentide Re-sources facility, paint containers are removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers. The program employs a number of methods for managing the processing and disposal of paint.

3.2.1 Reuse

During the reporting period, no paint was sent for reuse. PCA has initiated conversations with Island Waste Management regarding the implementation of a paint exchange program in PEI.

3.2.2 Recycling

Bulked paint of recyclable quality is transferred from Laurentide Re-sources' facility to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC for final processing and manufacturing of recycled paint.

3.2.3 Landfill

Non-recyclable latex sludge/solid resulting from the recycling process are solidified and disposed of at a synthetic-lined landfill cell with leachate collection. The sorting and bulking of the latex paint by Laurentide Re-sources generated 6,048 litres of non-recyclable latex sludge/solid.

3.2.4 Energy Recovery

Not all collected alkyd based paint is of suitable quality for paint recycling. In some cases the paint may be contaminated, not in liquid form, of the wrong colour or of the wrong chemistry for paint recycling. In addition, regulations such as the Federal VOC Regulations require tighter limits on certain chemical constituents, which tend to exist in higher concentrations in older paints, making it difficult to recycle alkyd based paint back into paint. The market for the recycled alkyd based paint is significantly smaller than that for the water based products and continues to diminish as water based technology replaces alkyd based technology. However, alkyd based paints are suitable for energy recovery due to their high solvent content. Through the process of fuel blending, some of the alkyd 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, 8,995 litres of alkyd paint and paint from paint aerosols were blended with other fuels and utilized for energy value at licensed facilities.

3.2.5 Incineration

No material went for incineration during the reporting period.

Table 3 shows volumes of waste paint collected broken down by disposal method.

Table 3: Processed Paint by Disposal Method.

Disposal Method	Volume (L)	Percentage
Recycle	53,747	78.1%
Latex paint	46,848	68.1%
Alkyd paint	6,899	10.0%
Landfill	6,048	8.8%
Energy Recovery	8,995	13.1%
Total	68,789	100%

4.0 Communication and Education Program

During the reporting period, PCA continued to work with Island Waste Management Corporation (IWMC) to implement a communication and education program to educate consumers in accordance with the Regulation. The following sections describe the communication and education programs in more detail.

4.1 Website

PCA continued to update the Prince Edward Island Paint Recycling Program's easy-to-use webpage (www.productcare.org/PEI) with relevant information about the program. The webpage included information about accepted products, recycling fees, promotional materials available for download, and a map-based depot location finder.



An estimated 286 unique visitors utilized the website during the reporting period January 1 2013-Dec 31, 2013.

4.2 Consumer Inquiries

Along with accepting waste paint at all collection sites from the public during operating hours, IWMC promoted the paint stewardship program and managed consumer inquiries through its telephone, email and online customer service system.

4.3 Purchased and Earned Media

In the fall 2013, informative and educational “Waste Watch” ads about the program were placed in the local community papers. See Appendix C for ad examples. When appropriate, information about the program was promoted and shared through PCA’s social media channels.


APPENDIX A – List of Program Brand Owners as of December 31, 2013

1439174 Ontario Ltd dba NLS Products	Home Depot Canada
Akzo Nobel Canada Inc	Home Hardware
Alexandra Moulding	Kent Building Supplies
BASF - The Chemical Company	Kleen-Flo Tumbler Industries Ltd
Behr Process Corp.	Les Produits Techni-Seal Inc.
Benjamin Moore & Co. Ltd.	Martin & Associates Ind
Canadian Tire	Michaels Stores Inc
Cansel Survey Equipment	Peintures MF Paints
CBR Products	Plasti Kote Inc. (Valspar)
Chalifour Canada	PPG Canada Inc.
Cloverdale Paint Inc.	PPG Industries Inc. (Vanex Inc)
Country Chic Paint	Pro Form Products Limited
Denalt Paints	Rust-Oleum Consumer Brands
Dynamic Paint Products Inc.	Sansin Corporation
Farrow & Ball Canada Ltd	Sherwin-Williams Co
General Paint Corp.	Target Canada Co.
Groupe BMR Inc.	WalMart Canada
Henry Company, Canada, Inc	Wood Essence Distributing

APPENDIX B – 2013 Map of Collection Sites

HOME | ABOUT | CONTACT | FAQs | LINKS

Find A Depot



Map Satellite

Select Your City:

or

Postal Code:

List all depots

Charlottetown
GreenIsle, Charlottetown
8 Superior Cres., Charlottetown, PEI
Hours:
Tue 7:00am - 4:30pm
Sat 7:00am - 2:00pm
*hours are subject to change

Elmsdale
Brockton, West Prince
2202 Dock Road Rte # 150, Elmsdale, PEI
Hours:
Mon, Wed, Fri 8:00am - 4:30pm
Sat 8:00am - 12:30pm

Green Gables

[Back to PEI Home](#)

Map data ©2013 Google - [Terms of Use](#) [Report a map error](#)

APPENDIX C – 2013 Waste Watch Advertising Examples

WASTE WATCH UPDATE
Brought to you by The Guardian

PAINT RECYCLING

Paint is the most common product used in households and businesses that becomes hazardous waste. Paint makes our surroundings more colorful and pleasant, but it contains harmful substances that can be dangerous to our health and the environment if not used, stored, and disposed of properly.

WHY IS PAINT HAZARDOUS?

Most paints consist of 4 parts: a resin for coating, a solvent to keep paint in liquid form, pigments for colour, and additives such as thickeners and fungicides. Each part can contain hazardous substances.

There are 2 types of paints: oil based and water based (latex). In oil-based paints, the solvents are derived from petroleum. Water is the solvent for latex paints. Although both types of paints can contain hazardous ingredients, latex paints generally are less hazardous.

IS MY OLD PAINT USABLE?

Both oil-based and latex paint can be good for many years if stored properly and not repeatedly frozen and thawed. If paint will mix when you stir it, it is probably usable. Another way to determine if it is usable is to brush some on newspaper to see if it has any lumps. If there are no lumps, the paint is most likely usable.

TIPS FOR SAFER USE AND STORAGE

- * Follow label directions;
- * When storing, ensure lids are on tight;
- * Label the top of each can with the colour name and date purchased;
- * Store tightly sealed cans upside down.

PROPER DISPOSAL FOR HOMES & BUSINESSES:

- ⊘ Unused paint is accepted at **NO CHARGE** from businesses and homes at all Waste Watch Drop-Off Centers (visit IWMC's website for locations & hours for hazardous waste disposal)
- ⊗ Never pour paint down drains or on the ground. Improper disposal may contaminate groundwater
- ⊗ Never put liquid paint in your carts or dumpsters. Collection trucks have compactors which could cause the paint to be released from the can.

Most paint can now be recycled.
Material unsuitable for recycling is handled as hazardous waste and sent off-Island for proper disposal.

More information is available at www.productcare.org

FOR MORE INFO: Visit IWMC Website at www.iwmc.pe.ca | Customer Service Centre (Toll Free) 1-888-280-8111 | Email our Info Line at info@iwmc.pe.ca

WASTE WATCH UPDATE
... brought to you by The Journal Pioneer

LEFTOVER PAINT? Recycle it!

Waste Watch Drop-Off Centers (WWDC's) will accept unused paint at **NO CHARGE** from businesses and homes across the Island. This enhancement to the existing household paint program is thanks to PEI's new stewardship program operated by the **Product Care Association** on behalf of paint manufacturers and retailers.

Approximately 80% of the paint sold today is latex and is suitable for paint recycling. Material received at the WWDC's that is not suitable for recycling is handled as hazardous waste and sent off Island for proper disposal.

Material accepted from homes AND businesses

- Latex, acrylic, alkyd, enamel, oil-based consumer paints
- Deck & floor paints / stains
- Varnishes & urethanes
- Concrete & masonry paints
- Drywall paint
- Primers & undercoats
- Stucco & textured paints
- Marine paint
- Wood finishing oils & preservatives (unless registered under Pest Control Act)
- Melamine, metal & anti-rust paints, stains, shellac
- Swimming pool paint
- Paint aerosols
- Empty paint containers

Additional 'painting' products accepted from homes ONLY

- Craft & automotive paints
- Roof patch & tars
- Resins
- Paint thinners, mineral spirits, solvents
- Caulking compound & adhesives

NOTE: These materials are accepted as part of the Household Hazardous Waste Program.

NEVER pour paint down the drain or on the ground, or put paint in its liquid form in your waste cart. Improper disposal may contaminate ground and drinking water.

Product Care Information: www.productcare.org

For additional information: Visit our Website at www.iwmc.pe.ca Phone Customer Service Centre (Toll Free) 1-888-280-8111 or Email our Info Line at info@iwmc.pe.ca

ISLAND WASTE MANAGEMENT CORPORATION

APPENDIX D – 2013 Point of Sale and Point of Return Promotional Material

Point of Sale rack card (8.5"x3.5")

PRINCE EDWARD ISLAND PAINT RECYCLING PROGRAM

Got leftover paint? Recycle it! Getting rid of leftover paint is easy – and it's free! Just take it to a Product Care collection site for recycling. Do your part to protect the environment and help preserve our valuable resources.



ACCEPTED 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 (Unless registered under Pest Control Product Act)
- 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

Maximum container size is 25 litres

All types of paint aerosols are accepted:

- Consumer, industrial and automotive

Maximum container size is 660 grams or 24 ounce

FIND A PAINT
COLLECTION SITE
NEAR YOU!

www.productcare.org/PEI 1-888-280-8111

LE PROGRAMME DE RECYCLAGE DE LA PEINTURE DE L'ÎLE-DU-PRINCE-ÉDOUARD

Vous avez des restants de peinture ? Recyclez-les ! Recycler ses restants de peinture est simple et gratuit ! Vous n'avez qu'à les rapporter à un point de collecte Product Care. Faites votre part pour protéger l'environnement et aidez à préserver nos ressources naturelles.



PRODUITS DE PEINTURE ACCEPTÉS

Le retour de restants de peinture suivants est gratuit:

- Peintures intérieures et extérieures
- Peintures latex, acrylique et à base d'eau
- Peintures alkyde, émail, à base d'huile
- Revêtements à patio ou terrasse et peintures à plancher
- Vernis & uréthanes (un composant)
- Peintures pour le béton, la maçonnerie et peinture pour cloisons sèches
- Apprêt (métal, bois)
- Sous couches
- Peintures marines pour bateaux*
- Huile pour le bois
- Peinture mélamine, à métal et antirouille, teintures et vernis à base de résine (shellac)
- Peintures pour piscine (un composant)
- Peintures anti-taches
- Produits à reboucher
- Produits répulsifs pour le bois, la maçonnerie, les entrées de garage et les imperméabilisants à l'eau
- Conteneurs de peinture vides

** Sauf les produits enregistrés auprès de la Loi sur les produits antiparasitaires. La capacité maximale du contenant est de 25 litres*

Tous les types de peintures en aérosol sont acceptés:

- Les produits à usage domestique, industriel et automobile

(La capacité maximale du contenant est de 660 g ou 24 oz)

Trouver un
point de collecte
de peinture proche
de chez-vous !

www.productcare.org/PEI 1-888-280-8111

Point of Sale poster (10"x13")

PRINCE EDWARD ISLAND PAINT RECYCLING PROGRAM

LE PROGRAMME DE RECYCLAGE DE LA PEINTURE DE L'ÎLE-DU-PRINCE-ÉDOUARD

GOT LEFTOVER PAINT? RECYCLE IT!

Getting rid of leftover paint is easy and it's free! Just take it to a Product Care collection site for recycling. Do your part to protect the environment and help preserve our valuable resources.

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



VOUS AVEZ DES RESTANTS DE PEINTURE ? RECYCLEZ-LES !

Recycler ses restants de peinture est simple et gratuit! Vous n'avez qu'à les rapporter à un point de collecte Product Care. Faites votre part pour protéger l'environnement et aidez à préserver nos ressources naturelles.

- Tous les produits de Peinture à usage domestique sont acceptés
- Tous les types de peintures en aérosol sont acceptés

Find a paint collection site near you!
Trouver un point de collecte de peinture
proche de chez-vous !

www.productcare.org/PEI 1-888-280-8111



PRODUCT STEWARDSHIP SOLUTIONS

Point of Return poster (11"x17")

PRINCE EDWARD ISLAND PAINT RECYCLING PROGRAM

LE PROGRAMME DE RECYCLAGE DE LA PEINTURE DE L'ÎLE-DU-PRINCE-ÉDOUARD

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- Marine paint (Unless registered under Pest Control Product Act)
- Wood finishing oils
- 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

Maximum container size is 25 litres

All types of paint aerosols are accepted:

- Consumer, industrial and automotive

Maximum container size is 660 grams or 24 ounce

VOUS AVEZ DES RESTANTS DE PEINTURE ? RECYCLEZ-LES !

PRODUITS DE PEINTURE ACCEPTÉS:

Le retour de n'importe quel produit accepté est gratuit.

- Peintures intérieures et extérieures
- Peintures latex, acrylique et à base d'eau
- Peintures alkyde, émail, à base d'huile
- Revêtements à patio ou terrasse et peintures à plancher
- Vernis & uréthanes (un composant)
- Peintures pour le béton, la maçonnerie et peinture pour cloisons sèches
- Apprêt (métal, bois)
- Sous couches
- Peintures marines pour bateaux*
- Huile pour le bois
- Peinture mélamine, à métal et antirouille, teintures et vernis à base de résine (shellac)
- Peinture pour piscine (un composant)
- Peintures anti-taches
- Produits à reboucher
- Produits répulsifs pour le bois, la maçonnerie, les entrées de garage et les imperméabilisants à l'eau
- Contenants de peinture vides

* Sauf les produits enregistrés auprès de la Loi sur les produits antiparasitaires.

La capacité maximale du contenant est de 25 litres

Tous les types de peintures en aérosol sont acceptés:

- Les produits à usage domestique, industriel et automobile

La capacité maximale du contenant est de 660 g ou 24 oz



Recycling paint helps protect the environment and preserve our valuable resources.



Recycler la peinture aide à protéger l'environnement et à préserver nos ressources naturelles

For more information:
Pour de plus amples informations:

www.productcare.org/PEI 1-888-280-8111



PRODUCT STEWARDSHIP SOLUTIONS