

2014 New Brunswick Paint Stewardship Program Annual Report

Submitted to: **Recycle New Brunswick**
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. Product Care Association has managed paint and other household hazardous waste industry stewardship programs since 1994.

Product Care Association's members are the "brand owners" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

PCA has an approved paint stewardship program plan with Recycle NB under the *Designated Materials Regulation* (the "Regulation") of the *Clean Environment Act*. The New Brunswick Paint Recycling Program (the "Program") began in April, 2009.

1.1 Report Period

This report covers the 2014 calendar year (January 1 to December 31, 2014). All content has been prepared in accordance with section 45(1) of the *Designated Materials Regulation 2008-54* of the *Clean Environment Act (O.C. 2008-180)*.

1.2 Program Summary

The Program offers collection sites throughout the province where consumers can bring leftover household paint. The collection sites include retailers, Regional Service Commissions (including events) and Redemption Centres (bottle return depots). The program supplies collection sites with standard reusable collection bins and other containers such as drums. The filled bins are collected from the collection sites by a hauler contracted to the program, and empty bins are dropped off. Bins of collected paints are consolidated at the hauler's warehouse into full loads which are shipped to processors for recycling. Additional elements of the program managed by Product Care Association include revenue management, communications and administration.

2.0 Brand Owner Sales Information

Program members reported the sale of 1,745,538 containers of program products in New Brunswick from January 1 to December 31, 2014, for an estimated liquid volume sold of 4,593,235 litres.

3.0 Collection

The following section provides the total amount of waste paint collected in New Brunswick, as well as the location of return depots.

3.1 Total Amount of Waste Paint Collected

Table 1 below shows the total amount of waste paint collected by the program for the reporting period.

Table 1: Total Amount of Waste Paint Collected in 2014

Item	Number of Tubskids ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums ³	Residual Aerosol Paint Volume (L) ⁴	Total Residual Paint Volume (L)
Volume Collected	1,786	241,646	122	641	242,287

- (1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 126 one gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.
- (2) Based on a conversion rate of 135.3L per collection bin derived from on the number of tubskids processed and the total residual volume of material generated. Reuse volume is not included in calculation.
- (3) Each drum holds approximately 175 aerosol containers.
- (4) Based on a conversion rate of 5.25L per drum.
- (5) Note: This table does not include Paint Exchange volume.

Table 2 shows the calculation of the recovery rate, based on the volume of paint collected as a function of volume of paint sold in New Brunswick in 2014.

Table 2: 2014 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	4,593,235
Residual Recovery Volume (litres)	242,287
Recovery Rate	5.27%

Restatement of Sales Volumes and Recovery Rates

Through PCA's member audit process, it was determined that a member over-reported sales for the years 2012 and 2013. This was caused by an error in the member's reporting system.

Corrected information has now been obtained and verified; resulting in the following restatement of 2012 and 2013 sales volumes, as well as a recalculation of the recovery rates (see Table 3).

The current year Program Financial Statements include a Prior Period Adjustment reflecting the over reporting made in prior years.

Table 3: 2012 and 2013 Adjusted NB Paint Sales and Recovery Rate

	2012	2012 (Restated)
Sales (L)	5,212,841	5,101,094
Collection Volume (L)	289,202	289,202
Recovery Rate (%)	5.54%	5.67%
	2013	2013 (Restated)
Sales (L)	5,491,670	4,906,169
Collection Volume (L)	236,749	236,749
Recovery Rate (%)	4.31%	4.83%

Table 4 shows the total amount of paint tubs and aerosol drums collected by the individual regions of New Brunswick.

Table 4: 2014 Collections by Region in 2014

Region	Paint (Tubs)	Aerosols (Drums)	Total
Cogedes	43	0	43
Cogerno	72	13	85
Fredericton	360	4	364
Fundy	355	16	371
Kent	34	5	39
Kings County	51	3	54
Nepisiquit-Chaleur	133	7	140
Northumberland	65	3	68
Restigouche	23	1	24
South West	48	3	51
St John	11	0	11
Valley	39	1	40
Westmorland-Albert	552	66	618

3.2 Collection Sites

As of December 31, 2014, 60 collection sites were participating in the program, an increase of 1 collection site as compared to 2013. See Table 5 for the breakdown of collection site changes in 2014.

Table 5: 2014 NB Paint Collection Site Changes

Year	Status	Amount
2013	Total # of Collection Sites	59
2014	# New Collection Sites	5
2014	# Collection Sites Closed	4
2014	Total # of Collection Sites	60

Appendix 1 provides details on the collection sites, including location and participation in the paint exchange program. In addition to the depots listed in Appendix 1, there are two fire departments that accept paint products for the paint recycling program that are not advertised as official collection sites:

- Saint Francois de Madawaska Fire Department; and
- Edmundston Fire Department

Materials collected at these two locations are delivered to the Cogerno SWC facility in Riviere-Verte; a collection site under the program.

3.3 Regional Service Commission Events

According to information available to Product Care Association, 79 household hazardous waste (HHW) collection events were held in 2014. All waste paint collected at these events was managed by the Program. These events are listed in Table 6.

Table 6: 2014 NB HHW Event Locations and Dates

Location	Date	Location	Date
Alma (Activity Centre)	26-May-14	Memramcook (Arena)	13-May-14
Alma (Activity Centre)	27-Oct-14	Memramcook (Arena)	01-Oct-14
Bathurst	10-May-14	Miramichi	21-Jun-14
Bathurst	01-Nov-14	Miramichi	04-Oct-14
Beaubassin Est	21-May-14	Moncton (Coliseum)	29-Apr-14
Beaubassin Est	22-Oct-14	Moncton (Coliseum)	29-Oct-14
Belledune	06-Apr-14	Moncton (Kay Arena)	30-Apr-14
Beresford	03-May-14	Moncton (Kay Arena)	28-Oct-14
Campbellton	13-Sept-14	Moncton (Mapleton Park)	01-May-14
Canterbury	14-May-14	Moncton (Mapleton Park)	30-Oct-14
Cap-Pelé (Arena)	14-May-14	Perth Andover	17-Sept-14
Cap-Pelé (Arena)	08-Oct-14	Petitcodiac	22-May-14
Clair	01-May-14	Petitcodiac	09-Oct-14
Cocagne (Marina)	03-May-14	Plaster Rock	21-May-14

Dalhousie	14-Sept-14
Dieppe (Leblanc Arena)	10-May-14
Dieppe	18-Oct-14
Doaktown	21-Jun-14
Dorchester	21-Jun-14
Dorchester	15-Oct-14
Drummond	02-Oct-14
Edmundston Fire Department	13-Jan-14
Edmundston Fire Department	19-Feb-14
Edmundston Fire Department	22-Apr-14
Edmundston Fire Department	12-May-14
Edmundston Fire Department	26-May-14
Edmundston Fire Department	18-Jun-14
Edmundston Fire Department	08-Jul-14
Edmundston Fire Department	28-Jul-14
Edmundston Fire Department	19-Aug-14
Edmundston Fire Department	01-Sept-14
Edmundston Fire Department	19-Sept-14
Edmundston Fire Department	29-Oct-14
Edmundston Fire Department	14-Nov-14
Edmundston Fire Department	12-Dec-14
Florenceville	10-Sept-14
Grand Falls	10-May-14
Hartland	24-May-14
Hillsborough (Salem Train Lot)	08-May-14
Hillsborough (Salem Train Lot)	23-Oct-14
Janeville	18-Oct-14
Kent County	04-Oct-14
Lac Backer	04-Oct-14

Pointe-Verte	25-Oct-14
Port Elgin (MT Bottles)	20-May-14
Port Elgin (MT Bottles)	21-Oct-14
Riverview (Public Works)	31-May-14
Riverview (Public Works)	25-Oct-14
Rogersville (Municipal Building)	07-Jun-14
Sackville (Public Works Garage)	07-May-14
Sackville (Public Works Garage)	07-Oct-14
Salisbury (Village Office)	15-May-14
Salisbury (Village Office)	16-Oct-14
Shediac (Rotary Park)	28-May-14
Shediac (Rotary Park)	06-Oct-14
St-Basile	07-Oct-14
St-Jacques	03-May-14
St-Léonard	06-May-14
St-Quentin	08-May-14
St-Quentin	30-Sept-14
Sussex	24-May-14
Sussex	01-Nov-14
Sussex (Transfer Station)	24-May-14
Sussex (Transfer Station)	01-Nov-14
Woodstock	13-Sept-14

4.1 Processing

This section of the report sets out

- a) the total amount of waste paint processed or in storage,
- b) the percentage of waste paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, contained, or otherwise treated or disposed of;
- c) a description of the types of processes utilized to reuse, recycle, dispose of, recover energy from, contain, or otherwise treat or dispose of waste paint;
- d) a description of the efforts to redesign paint products to improve reusability and recyclability; and
- e) the location of processing or containment facilities for waste paint.

4.1 Waste Paint Processed

All paint collected through the Program is sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for processing. In 2014, a total of 1,751 tubskids of leftover paint were delivered to Laurentide facility for processing, which includes residual tubskids collected in 2013 and held at the Hebert's Recycling consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 1,818 tubskids, including additional tubskids that were in their inventory from 2013.

Table 7 shows the volume of waste paint shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres). Volumes collected but not shipped, or shipped but not processed, were managed in the following program year.

Table 7: Total Amount Waste Paint Processed in 2014

Item	Number of Tubskids ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums ³	Residual Aerosol Paint Volume (L) ⁴	Total Residual Paint Volume (L)
Volume Shipped to Processor	1,751	236,910	58	305	237,215
Volume Processed	1,818	245,916	58	305	246,221

(1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 126 one gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.

(2) Based on a conversion rate of 135.3L per collection bin derived from on the number of tubskids processed and the total residual volume of material generated. Reuse volume is not included in calculation.

(3) Each drum holds approximately 175 aerosol containers.

(4) Based on a conversion rate of 5.25L per drum.

Information on the number of paint containers processed in 2014 at Laurentide Re-sources and the percentage of non-program materials collected is found in Table 8.

Table 8: Number of Paint Containers Processed in 2014 at the Laurentide Re-sources Atlantic Facility

	Total Containers (paint/non-program)	Total Containers (program paint)	Non-program Containers	% of Non-program Containers per Collection Bin
Program Totals	231,508	222,527	8,981	4%

The amount of metal and plastic containers that were recycled in 2014 and their processor is found in Table 9.

Table 9: Metal and Plastic Containers Collected and Recycled in 2014

Container Type	Collected and Recycled (tonnes)	Processor	Management Process
Metal	68.3	Tri-Province Recycling, NB	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	3.37	Little Forks Landfill, NS	Combined and baled with other plastics and sold as a commodity for plastics recycling
Plastic paint cans (polypropylene)	5.97	RPM Environmental (QC), Laurentide (NB)	Processed and sold as a commodity for plastics recycling Laurentide – temporary storage

4.2 Disposal Method Descriptions

The following sections describe each method the Program used to reuse, recycle, or otherwise treat or dispose of waste paint.

Reuse (Paint Exchange Program)

Through the Paint Exchange Program, better quality paint returned to collections sites are made available for the public to take, free of charge, and use. Paint Exchange was offered at 30 collection sites in 2014, representing half of all sites across the province. An estimated 903 litres of paint was given away at no charge through the Paint Exchange program to consumers, a 34% increase over last year (673 litres). Reuse volumes are estimated by assuming that each container is 75% full on average.

Recycling

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 bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC. Table 10 provides the quantity of latex paint and alkyd paint that was recycled. Due to a diminishing market for alkyd paint, it has become an increasing challenge to recycle. Consequently, the majority of the alkyd paint is sent for energy recovery and limited amounts of alkyd paints continue to be recycled.

Table 10: Quantity and Type of Paint Recycled

Type	Litres	Percentage
Latex paint	165,597	87.6%
Alkyd paint	23,434	12.4%
Total	189,031	100.0%

*Note: Paint Exchange volume is not captured in the Residual Recovery volume.

Energy Recovery

Not all oil based paint collected is of suitable quality for recycling. In some cases the paint may be contaminated, not in liquid form, wrong colour or of the wrong chemistry for recycling. In addition, regulations such as the Federal VOC Regulations require tighter limits on certain chemical constituents, which tend to be higher in older paints, making it difficult to recycle oil based paint. The market for the recycled oil based paint is significantly smaller than that for the water based products and continues to diminish as water-based technology replaces oil based technology.

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, 22,340 litres of alkyd paint and paint from paint aerosols were blended with other fuels and utilized for energy value at licensed facilities.

Landfill

The sorting and bulking of the latex paint by Laurentide Re-sources generated 34,850 litres of non-recyclable latex sludge/solid which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

Incineration

During the reporting period, no material went for incineration.

4.3 Percentage of Waste Paint by Disposal Method

Table 11 shows the breakdown of waste paint collected that was reused, recycled, recovered for energy, disposed of in an engineered landfill, contained, or otherwise treated or disposed of. Each amount is shown in litres and in a percentage.

Table 11: Waste Paint by Disposal Method

Method	Volume (litres)	Percentage
Reuse	903	0.4%
Recycle	189,031	76.5%
Energy Recovery	22,340	9.0%
Landfill	34,850	14.1%
Total	247,124	100.0%

4.4 Design for Environment

The paint and coating industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health & safety and performance. This is done working in concert with key agencies such as Health Canada, Environment Canada and numerous standard-setting organizations. An example of industry’s 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, to assess risks associated with product use. This is done with a view to banning the highly toxic substances or managing them in some way, when they are considered harmful for the environment, either from a human health or ecological perspective.

Where toxicity in chemicals is considered potentially harmful to human health, a risk management approach is required to permit continued use of the substances contained in products like paint and coatings. 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, which reduces or eliminates negative impacts to human health and 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.

Waterborne paints now make-up more than 90 percent of paint products on the market. In addition, the Program utilizes the following tools to increase the amount of reuse of leftover paint and minimize the environmental impact of residual paint where possible:

- Recovery and recycling of 10 percent of the paint that is available for recovery;
- Variable eco fees aligned with container size in some jurisdictions; and
- Operation of a paint exchange program whereby leftover paint is made available to the public free of charge.

4.5 Location of Processing and Containment Facilities

The following is a list of facilities contracted by the Program to handle and process program product.

Hebert’s Recycling Inc. 53 Walsh Avenue Miramichi, NB E1N 3A5	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
Clean Harbors Environmental Services Rang 5 East 400 Galipeau Street Thurso, QC J0X 3B0	Processing Facility

5.0 Communication and Education

Product Care Association implemented a communication and education program to educate consumers in accordance with the Regulation. The following sections provide details regarding the communication and education program for 2014.

5.1 Social Media

PCA hosted a nation-wide trivia contest to raise awareness about paint recycling (see Appendix 3). The winning consumer (from New Brunswick) was awarded a professionally painted room of their choice, including paint and labour costs. Product Care produced a short video which focussed on the winner, the before & after of her room of choice, and short messaging around paint recycling.

The video was posted to the Product Care YouTube channel which can be viewed through this link: <https://www.youtube.com/watch?v=tFJ5YrJ4eLo>. The video was also shared on the Product Care website. This trivia contest was promoted through social media channels, including regionally-targeted messaging to New Brunswick audiences.

5.2 Website

A new website was developed with a view to improving consumer engagement efforts and making Product Care more accessible, friendlier and intuitive for all audiences, with the ultimate goal of increasing program awareness and collection volumes. The site includes the following bilingual content:

- Depot finder (a map displaying locations of the collection sites – see Appendix 2)
- Depot hours and operations
- Information for trade painters (list of collection sites that can accept large volumes);
- Program product lists
- Other information (such as a description of the paint exchange program).

An estimated 68,090 unique visitors utilized productcare.org/regeneration.ca during the 2014 calendar year. The collection site finder page specifically had an estimated 28,160 unique page views. The program page specific to New Brunswick received 11,055 visitors, while the collection site finder page received 4,237 visitors. Additionally, the PCA website is linked to (and from) the Recycle New Brunswick website.

5.3 Point of Sale (PoS) and Point of Return (PoR) Material

In 2014, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials are available for reorder through our online order form (see Appendix 4 for examples):

- Tri-fold brochures identifying accepted/not accepted products
- “Recycle Your Paint” can stickers
- Posters

5.4 Program Hotline

Recycle NB operates a bilingual “hotline” to respond to consumer enquiries about paint and other products.

5.5 Yellow Pages Ads

PCA launched an Atlantic Canada targeted digital campaign via YP Group, including syndicated Facebook posts, targeted digital display ads, and smart digital display (re-serving impressions to

pre-qualified audience). Digital ads were specifically generated to Internet users who performed online searches related to the purchase, use and disposal of paint products in New Brunswick.

Additionally, our Facebook advertising campaign pursued a “gated” strategy, which is to say, content viewable by residents of New Brunswick is relevant to that audience specifically, and was not seen by audiences in other provinces.

Sample Facebook Post



5.6 Online Advertising

The Program engaged various online advertising strategies, including:

- Google Adwords campaign: 1,051,330 impressions and 1,080 clicks to the website
- Facebook Timeline Advertisement: Ad reached 47,547 people with 1,046 clicks to the website (see Appendix 5).

5.7 Radio Campaign

PCA ran a bilingual, 12-week radio campaign to raise awareness of the paint recycling program and promote the depot locator. The radio campaign was delivered in English and French on the highest profile stations in St-John (The Wave 97.3 and Country 94), Moncton (C103 and XL

Country 109) and Dieppe (CFBO FM and CJSE FM). Spots consisted of a combination of 30-second awareness ads and 15-second calls to action. Throughout the duration of these radio ads the program saw a 15% lift in collection volumes as compared to the same time period in 2013.

5.8 Recycle New Brunswick Partnership

Product Care Association continued to partner with Recycle New Brunswick, the provincial oversight body for designated stewardship programs, including used tires, paint, oil and glycol. Recycle New Brunswick undertook a 3-month public awareness and education campaign in the fall of 2014, in French and English, with designated advertisements for the Paint Recycle program. The campaign included television, radio and newspaper advertisements that spanned the province. In addition, Recycle New Brunswick disseminated more than 40,000 Paint Recycle informational brochures via direct mail to major metropolitan centres.

5.9 Depot Visits

The 37 collection depots listed in Table 12 were visited by a PCA representative in 2014. The PCA representative provided in-person support to the depots, delivered informational brochures, as well as training about acceptable and not acceptable products.

Table 12: Collection Sites visited in 2014 by a PCA Representative

Collection Site	Municipality	County
AIM Recycling Bathurst Inc (Closed Aug 2014)	Bathurst	Glouster
Baie Ste Anne Building Centre	Bair Ste Anne	Northumberland
Bett's Home Hardware	Doaktown	Northumberland
Billy's Bottle Exchange	Dalhousie	Restigouche
Brooks Redemption Centre	Hartfield	York
Canadian Solid Waste (Kent County)	Boutouche	Kent
Centre de Remboursement Gaetan Bosse	Saint-Quentin	Restigouche
Centre de Remboursement Lameque Inc.	Savoy Landing	Glouster
Centre de Remboursement le Recyclage	Riviere-Verte	Madawaska
Clark's Bottle Exchange (x2)	Chipman	Queens
Cogerno	Riviere-Verte	Madawaska
Fundy Region Solid Waste	Saint John	St John
Gilbert M Rioux et Fils Ltée	Grand Falls	Victoria
Golden Mile Redemption Centre	Saint John	St John
Gorbers Bottle Exchange	Moncton	Westmorland-Albert
Hebert's Bottle Exchange	Miramichi	Northumberland
J&L Bottle Exchange	Edmundston	Madawaska
La Cooperative de Caraquet Ltee	Caraquet	Glouster
La Société Cooperative de Laméque Ltee	Tracadie	Glouster

Mapleview Redemption Centre	Weaver	Carleton
Nepisiguit-Chaleur SWC (Redpine)	Allarville	Glouster
Nequac Home Hardware	Nequac	Northumberland
Northumberland Co-Op Ltd	Miramichi	Northumberland
Pub's Transfer & Bottle Exchange Ltd.	Saint John	St John
Recyclage Beresford Recycling Ltee	Beresford	Glouster
Recyclage Chaleur	Petit-Rocher	Glouster
Richibucto Home Hardware	Richibucto	Kent
RONA Le Renovateur	Saint-Quentin	Restigouche
RONA Le Renovateur	Saint-Francois-de-Madawaska	Madawaska
RONA Le Renovateur	Kedwick	Madawaska
RONA Le Renovateur	Edmundston	Madawaska
Southern Valley Transfer Station	Woodstock	Carleton
Tracadie Home Hardware	Tracadie	Gloucester
Vail's Bottle Exchange	Woodstock	Carleton
Valley Glass – Juniper & Collishaw	Moncton	Westmorland-Albert
Valley Glass Toombs Ltd	Moncton	Westmorland-Albert
Valley Redemption Centre	Quispamsis	Kings

6.0 Financial Information

Product Care Association's audited financial statements are attached in Appendix 6.

7.0 Audit of NB Paint Stewardship Program

A report prepared by an independent auditor as to the program performance is attached in Appendix 7.

APPENDIX 1 – NB Paint Program Collection Site Details as of December 31, 2014

Depot Name	City	Paint Exchange
Nepisiguit-Chaleur SWC (REDPINE) (District 3) - CSR3	Allardville	No
Baie Ste Anne Building Supplies / Castle Building Center	Baie Ste Anne	No
Crain's Bottle Depot Ltd.	Bath	Yes
Carpet Ranch / Grange a Tapis	Beresford	No
Marina Bottle Exchange	Campbellton	Yes
Tediche Home Hardware Building Centre	Cap-Pele	No
Caraquet Home Hardware	Caraquet	No
La Cooperative de Caraquet Ltee	Caraquet	No
Clark's Bottle Exchange	Chipman	Yes
Billy's Bottle Exchange and Salvage Shop	Dalhousie	No
Miramichi City Surplus Inc.	Derby Junction	Yes
Valley Glass Recycling Ltd.	Dieppe	Yes
Betts Home Hardware	Doaktown	No
J&L Warehousing Inc.	Edmundston	Yes
RONA Le Renovateur - Edmundston (Store #8379)	Edmundston	No
Fredericton Region Solid Waste Commission (District 11)	Fredericton	No
Topmar Building Supplies	Fredericton	No
Gilbert M Rioux et fils Ltee.	Grand Sault	Yes
Southside Redemption Centre	Hanwell	Yes
Brooks Redemption Center	Hartfield	Yes
Watson's Store Ltd.	Harvey York Co	No
RONA Le Renovateur (Store #7786)	Kedgwick	No
La Societe Cooperative de Lameque Lte	Lameque	No
South West Solid Waste Commission (District 10)	Lawrence Station	No
Dupuis Home Hardware	Memramcook	No
Greater Miramichi Regional Service Commission	Miramichi	No
Hebert's Bottle Exchange	Miramichi	Yes
Northumberland Co-op Ltd.	Miramichi	No
Gorbers Bottle Exch. Ltd.	Moncton	Yes
Southeast Regional Service Commission	Moncton	No
Valley Redemption - Juniper/Collishaw	Moncton	Yes
Valley Redemption - Toombs	Moncton	Yes
Neguac Home Hardware / Centre de Renovation Home Hardware	Neguac	No
Roblynn Home Hardware & Home Furniture	Oromocto	No
Recyclage Chaleur	Petit-Rocher	Yes
Richibucto Home Hardware	Richibucto	No
Centre De Remboursement le Recyclage	Riviere Verte	Yes
CSR 1- Cogerno	Riviere-Verte	Yes

Depot Name	City	Paint Exchange
Caissie Building Supplies	Rogersville	No
Wheaton's All in One	Sackville	Yes
Fundy Solid Waste - Crane Mountain Landfill	Saint John	No
Golden Mile Redemption Centre Ltd.	Saint John	Yes
Pub's Transfer & Bottle Ex Ltd.	Saint John	Yes
Valley Redemption Centre Inc.	Saint John	Yes
Sainte Antoine Home Hardware Building Centre	Sainte-Antoine	No
RONA Le Renovateur (Store #2125)	Saint-Francois-de-Madawaska	No
RONA Le Renovateur (Store #7200)	Saint-Quentin	No
Horsman's Bottle Exchange Inc.	Salisbury West	Yes
Centre De Remboursement Lameque Inc. / Shippigan Redemption Center	Savoie-Landing	Yes
Shediac Redeem Center / Eastern Propane	Shediac	Yes
Boyd Brothers Ltd.	St. George	No
Keith's Building Supplies Ltd.	St. Stephen	No
Centre de Remboursement Gaetan Bosse	St.Quentin	Yes
Norrad's Express and Redemption Centre Ltd.	Sussex	Yes
Tracadie Home Hardware	Tracadie	No
Mapleview Redemption Center	Weaver	Yes
Southern Valley Transfer Station	Woodstock	Yes
Vail's Bottle Exchange	Woodstock	Yes

APPENDIX 2 – Product Care Association’s Collection Site Map

Below is a snap shot of what the new collection site locator tool found on the PCA website looks like.

Collection Site Locator

Whether you are a consumer or a business, our collection sites are here to help you recycle your unwanted, leftover and broken products. Make sure to select the category and collection option that best suits your needs.

Select product

Paint

Enter a city or postal code

New Brunswick, Canada

Refine distance

0km 50km 100km

There are 56 paint location(s) near you

1 Bett's Home Hardware 25.62 km

420 Main Street
Doaktown, NB, E9C 1E7
Mon - Thurs 8:00am - 5:30pm
Fri 8:00am - 9:00pm
Sat 8:00am - 5:30pm
506-365-7888

[Get directions](#)

2 Clark's Bottle Exchange 60.69 km

137 Lilloette Drive
Chipman, NB, E4A 1V8
Tue - Fri 8:00am - 5:00pm

APPENDIX 3 – Social Media Contest

An example of the promotional material used for the nation-wide trivia contest.



APPENDIX 4 – PoS & PoR Materials

NB PaintRecycle Poster for Retailers



Leftover Paint?
Vous avez des restants de peinture ?

Recycle it! Recyclez-les!

Getting rid of your leftover paint in New Brunswick is not only easy but it's free too! Just bring your paint to any of the many collection points across the province and you'll be doing your part to protect the environment and preserve our valuable resources through recycling.

Recycler ses restants de peinture au Nouveau-Brunswick est simple et gratuit! Vous n'avez qu'à déposer vos pots de peinture non-utilisée aux endroits désignés un peu partout dans la province. Faites votre part pour protéger l'environnement et nos précieuses ressources!

To find your nearest depot or to learn what products are accepted by the program, visit www.recyclenb.com or call 1-888-322-8473

Pour savoir où se trouve le lieu de collecte le plus près de chez-vous et pour obtenir la liste des produits recyclables, visitez le www.recyclenb.com ou téléphonez au 1-888-322-8473.

The New Brunswick Paint Recycling Program is brought to you by Product Care Association on behalf of the manufacturers and retailers of paint in New Brunswick. For information please visit www.productcare.org

Le programme de recyclage de peinture du N.-B. est géré par Product Care Association en collaboration avec les fabricants et les détaillants de peinture de la province. Pour plus d'information visitez le www.productcare.org.

NB PaintRecycle Poster for Depots



PAINT COLLECTION DEPOT

We only accept architectural (household) paints and paint aerosols.
Products accepted during operating hours only!

Abandonment is prohibited
and in violation under the Motor Vehicle Act & Clean Environment Act



DÉPÔT DE PEINTURE

Nous acceptons seulement les peintures résidentielles et aérosols.
Laissez vos produits seulement lors de nos heures d'ouverture.

L'abandon de produits est interdit
et est une violation de la Loi sur l'assainissement de l'environnement et la Loi sur les véhicules à moteur.

 New Brunswick Paint Recycling Program
Programme de recyclage de Peinture au Nouveau Brunswick
www.recyclenb.com
1-888-322-8473

 **Product Care**
www.productcare.org
1-888-772-9772


APPENDIX 5 – Online Advertising

Facebook Timeline Post

Product Care Association

Sponsored ·

Once you're done painting your masterpiece, remember to recycle your leftover paint.



New Brunswick Paint

Since April 2009, paint consumers including homeowners and businesses, can drop off leftover household paint at paint collection sites located throughout New Brunswick for free.

PRODUCTCARE.ORG Learn More

Like · Comment · Share · 29 3 20

Google Adwords

Campaign May 2014	Clicks	Impressions
Display Network + Search Network		
<ul style="list-style-type: none"> • Yes, Paint is Recyclable • And it's free to drop off! • Find a collection site near you. • www.productcare.org • (mobile) 	301	307,626



APPENDIX 6 – Financial Statements

APPENDIX 7 – Program Performance Review

**PRODUCT CARE ASSOCIATION
NEW BRUNSWICK PAINT RECYCLING PROGRAM**

**STATEMENT OF REVENUES AND EXPENSES
AND ACCUMULATED SURPLUS**

31 DECEMBER 2014

**PRODUCT CARE ASSOCIATION
NEW BRUNSWICK PAINT RECYCLING PROGRAM**
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2014

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ROLFE, BENSON LLP

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INDEPENDENT AUDITORS' REPORT

To: Recycle New Brunswick

As required by the New Brunswick Designated Materials Regulation - Clean Environment Act 45(1)(j), we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the New Brunswick Paint Recycling Program (the "Statement") as reported by Product Care Association for the year ended 31 December 2014 and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Statement

Management is responsible for the preparation of the Statement in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of the Statement that is free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on the Statement based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the Statement is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the Statement. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the Statement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the Statement in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the Statement.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



INDEPENDENT AUDITORS' REPORT - Continued

Opinion

In our opinion, the Statement presents fairly, in all material respects, the revenues and expenses and accumulated surplus of the New Brunswick Paint Recycling Program as reported by Product Care Association for the year ended 31 December 2014 in accordance with Canadian accounting standards for not-for-profit organizations.

Restriction on Distribution

This report is prepared on the direction of Product Care Association's management and Recycle New Brunswick. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association's management and Recycle New Brunswick, and should not be distributed to other parties.

Rolfe, Benson LLP
CHARTERED ACCOUNTANTS

Vancouver, Canada
15 April 2015

**PRODUCT CARE ASSOCIATION
NEW BRUNSWICK PAINT RECYCLING PROGRAM**
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2014

	<u>2014</u>
Revenues	<u>\$ 865,674</u>
Program expenses	
Processing (Note 3)	409,661
Transportation	114,718
Collection	<u>74,620</u>
	<u>598,999</u>
General and administrative expenses	
Recycle NB	60,000
Administration	27,322
Communications	37,001
Overhead allocation (Note 2(c))	<u>101,410</u>
	<u>225,733</u>
Total expenses	<u>824,732</u>
Excess of revenues over expenses for the year	40,942
Accumulated surplus - beginning of the year - as previously reported	910,804
Prior period adjustment (Note 4)	<u>(160,494)</u>
Accumulated surplus - beginning of the year - as restated	<u>750,310</u>
Accumulated surplus - end of year	<u>\$ 791,252</u>
Commitment (Note 3)	

PRODUCT CARE ASSOCIATION
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2014

1. Basis of Presentation

The Statement of Revenues and Expenses and Accumulated Surplus (the "Statement") only includes the revenues and expenses related to the New Brunswick Paint Recycling Program (the "Program"), a segment of the operations of Product Care Association.

2. Summary of Significant Accounting Policies

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) Revenue Recognition

Eco-fees are received from members of the Association within the province of New Brunswick. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Eco-fee revenues are recognized as individual members report and remit them as required by applicable provincial environmental legislation.

(b) Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(c) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of Product Care Association, net of expense recoveries, has been allocated to this program. The allocation of general and administrative expenses to this program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all Product Care Association programs.

3. Processing Commitment

At year end, the Association had unprocessed program materials on hand with an estimated cost to process, transport and recycle of \$40,677 which will be incurred in 2015.

**PRODUCT CARE ASSOCIATION
NEW BRUNSWICK PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2014

4. Prior Period Adjustment

During the year, the Association determined that a member of the program had over-remitted their eco-fees by \$29,986 for the 2012 fiscal year and by \$130,508 for the 2013 fiscal year. The over-remittance was caused by an error in the member's reporting system. This error has been recorded as a prior period adjustment with a restatement of opening accumulated surplus. As a result, accumulated surplus as of 1 January 2014 has decreased by \$160,494.