



Newfoundland & Labrador Paint Stewardship Program

2017 Annual Report

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1.0 About Product Care Association of Canada

Product Care Association of Canada (“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 and special waste industry stewardship programs since 1994.

PCA has an approved paint stewardship 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)* (“Regulation”) enacted pursuant to the *Environmental Protection Act (O.C. 2003-226)*. The Newfoundland and Labrador Paint Recycling Program (“Program”) began in April 2012.

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

1.1 Reporting Period

This report covers the 2017 calendar year (January 1 to December 31, 2017). All content has been prepared in accordance with section 31.12 of the Regulation.

1.2 Program Summary

The Program offers collection services throughout the Province where consumers can bring leftover household paint. Collection services are offered through retail locations, Green Depots, local government waste facilities and collection events. The Program supplies collection sites and events with standard reusable collection containers (“tubskids” and drums). The Program contracts with a hauler to deliver empty collection containers to and pick up full ones from collection sites and events, and consolidate the full collection containers into loads, which are shipped to a processor for recycling. Additional program elements managed by PCA include revenue management, communications and administration.

The Newfoundland and Labrador Paint Recycling Program Plan (“2012-2015 Program Plan”) was submitted and approved by the Minister in 2012 at the launch of the Program. A new program plan was submitted to MMSB in January 2016. Following consultation with MMSB, revised versions of the Program Plan were submitted in September 2016 and March 2018. The program plan is currently under review with MMSB. In the interim, and as agreed with MMSB in June 2016, the Program continues to operate under the 2012-2015 Plan. As a result, this annual report addresses the performance of the Program in relation to the 2012-2015 Program Plan.



Table 1 summarizes the Program’s performance against regulatory requirements and commitments made in the 2012-2015 Program Plan.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2017 Performance
Achieve at least a 70% reuse rate	Reuse rate of 78.3% was achieved.
19 permanent collection sites in the 17 target communities, by end of year 1	19 permanent collection sites were established in the 17 target communities.
Collection service in the 31 target communities	Of the 31 targeted communities, permanent collection sites were established in or near 19 communities and the remaining communities were serviced through collection events.
The program will target an increase in recovery rate of 0.5% per year	A baseline of 3.8% was established in 2013; the first full reporting year for the program. The program achieved a recovery rate of 4.7% in 2016 and 5.1% in 2017.

2.0 Brand Owner Information

Program members reported the sale of 3,786,166 litres of Program Products in Newfoundland and Labrador for the reporting period. “Program Products” are defined by the Regulation as “a tinted or untinted latex, oil or solvent-based architectural coating used for a commercial or household purpose, and includes stain and the coating's container,” or “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 or industrial applications...”. A detailed list of products accepted by the Program can be found on PCA’s website (www.productcare.org).

3.0 Collection

This section provides a summary of:

- Collection volumes of the Program in 2017
- Overview of the collection network in the Province.

3.1 Total Amount of Waste Paint Collected

Table 2 and Table 3 below show the total amount of waste paint collected by the Program for the reporting period, as well as volumes collected by collection site type.

Table 2: Total Amount of Waste Paint Collected in 2017

	Number of Tubskids ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums ³	Residual Aerosol Paint Volume (L) ⁴	Paint Reuse volume (L)	Total Residual Paint Volume (L)
Amount Collected	1,381	187,540	35	184	3,518	191,242

Table 3: Percentage of Waste Paint Collected by Collection Site Type in 2017

Type of Collection Site	% of Collection
Green Depot	24.8 %
Retailer	21.1 %
Collection Events	3.6 %
Local Government Waste Facilities	50.4 %
Total	100 ⁵ %

¹ Tubskid dimensions (42" x 30" x 48") with a nominal capacity of 108 one gallon paint containers. Tubskids are collected in depots and unpacked into boxes. 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 rounded conversion rate of 135.8 L per collection bin derived from the number of tubskids processed and the total residual volume of material generated.

³ Each drum holds approximately 175 aerosol containers.

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

⁵ Total might not equal 100% due to rounding.



Table 4 provides the number of litres of paint sold into the Province, the amount recovered and the Program’s recovery rate, calculated based on the volume of paint collected as a function of volume of paint sold in the Province in 2017.

Table 4: 2017 NL Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	3,786,166
Residual Recovery Volume (litres collected)	191,242
Recovery Rate	5.1%%

3.2 Collection Network

The collection network of the Program is comprised of contracted permanent collection sites and one-time collection events.

3.2.1 Collection Sites

The 2012-2015 Program Plan commits PCA to offer 19 permanent collection sites in 17 target communities identified by MMSB. The Program exceeded the target by 9 sites in 2017 with a total of 29 permanent collection sites in the 17 target communities (see Table 5).

In addition, the Program committed to provide collection services in or near an additional 31 communities. Of the additional 31 communities, permanent collection sites were established in or near 19 communities at the end of 2017. The remaining 12 communities were serviced through collection events hosted by the Program. In addition, the Program added 6 number of collection sites in communities outside of the targeted communities.

As of December 31, 2017, the Program’s collection network included 65 collection sites (see Appendix 1 for a complete list).

Table 5: Permanent Sites in Target Communities at the end of 2017

Community	Collection Site
Bay Roberts	1. Bay Roberts Green Depot 2. RONA Bay Roberts
Carbonear	Carbonear Green Depot
Clarenville	Clarenville Home Hardware
Conception Bay South	1. Handyman Home Hardware 2. RONA Conception Bay
Corner Brook	1. Corner Brook Green Depot 2. Western Regional Waste Management Wild Cove Transfer Station
Deer Lake	Paint Shop Deer Lake
Gander	1. Gander Green Depot 2. Aylwards Home Centre Gander
Grand Falls-Windsor	1. Grand Falls-Windsor Green Depot 2. Paint Shop Grand Falls
Happy Valley-Goose Bay	HVGB Green Depot
Labrador West	Hodge Brother
Lewisporte	Pritchett's Building Supplies
Marystown	Aylwards Home Centre Marystown
Mount Pearl	1. Mount Pearl Green Depot 2. RONA Mount Pearl 3. Paint Shop Mount Pearl
Port Aux Basques	Port Aux Basques Green Depot
Port Aux Choix	Hawkes Bay Landfill
St. John's (3 required locations)	1. Paint Shop St John's 2. Paradise Green Depot 3. Robin Hood Bay Facility 4. RONA (60 O'Leary Avenue) 5. RONA 710 (Torbay Road) 6. Smiths Home Hardware
Stephenville	Stephenville Green Depot

Table 6 sets out the list of 31 communities and the type of collection service offered in each community (permanent collection site or collection events).

Table 6: Collection Services in the Additional 31 Communities at the end of 2017

Community	Collection Site	Status
Baie Verte	White Bay Home Hardware	Permanent Site Established
Black Tickle	Black Tickle/Domino Local Service	Permanent Site Established
Bonavista	Bonavista Fire Hall	Collection Event
Botwood	Botwood Recycling Green Depot	Permanent Site Established
Burgeo	Burgeo Green Depot	Permanent Site Established
Cartwright	Cartwright Building Supplies	Permanent Site Established
Charlottetown	Charlottetown Town Hall	Collection Event
Dunville	Aylwards Home Centre	Permanent Site Established in Placentia (neighbouring town)
Fogo	<ol style="list-style-type: none"> 1. Fogo Island Home Hardware Building Centre 2. Regional Site - CWMN Norris Arm - Fogo Island 	Permanent Site Established
Gambo	<ol style="list-style-type: none"> 1. Pritchett's Building Supplies 2. Gambo Green Depot 	Permanent Sites Established
Glovertown	Glovertown Green Depot	Permanent Site Established
Hopedale	Hopedale Fire Hall	Collection Event
L'Anse Au Loup	Labrador Strait Green Depot	Permanent Site Established
La Scie	La Scie Fire Hall	Collection Event
Makkovik	Makkovik Inuit Community Government	Permanent Site Established
Mary's Harbour	Mary's Harbour Fire Hall	Collection Event
Nain	Nain Inuit Community Government	Permanent Site Established
New Wes Valley	Bungays Green Depot Inc.	Permanent Site Established in Badger's Quay (neighbouring town)
New World Island	Twillingate Green Depot	Permanent Site Established in Twillingate (neighbouring town)
Pasadena	Pasadena Fire Hall	Collection Event
Port Hope Simpson	Port Hope Simpson Fire Hall	Collection Event
Postville	Sheppard's Skidoo/Variety Shop	Permanent Site Established
Rigolet	Rigolet Fire Hall	Collection Event
Riverhead	Riverhead Green Depot	Permanent Site Established
Robert's Arm	Robert's Arm Fire Hall	Collection Event
Rocky Harbour	Rocky Harbour Fire Hall	Collection Event
Springdale	Springdale Green Depot	Permanent Site Established
St. Alban's	Milltown Fire Hall	Collection Event
St. Anthony	Landfill Subregion 1	Permanent Site Established

Community	Collection Site	Status
St. Lewis	St. Lewis Fire Hall	Collection Event
Twillingate	1. Twillingate Green Depot 2. Paint Shop Home Decorating Centre 3. Regional Site - CWMN Norris Arm - New Wes Island / Twillingate	3 Permanent Sites Established

Until 2016, PCA organized annual collection events in communities without permanent collection sites on a yearly basis. As shown in Table 8, volumes collected were historically low in these communities. In April 2017, with consultation and support of the Program’s Advisory Committee, PCA proposed to MMSB to conduct these collection events on a rotating, biannual basis. Table 7 below presents the collection events held in 2017, and those that will be conducted in 2018.

Table 7: Paint collection events conducted in 2017 and scheduled for 2018

	2017	2018
Charlottetown		X
Mary’s Harbour	X	
Port Hope Simpson	X	
St. Lewis		X
Robert’s Arm		X
La Scie		X
Pasadena	X	
Rocky Harbour	X	
St Alban’s / Miltown		X
Rigolet		X
Hopedale	X	
Bonavista	X	

The 6 paint collection events, hosted in partnership with municipalities or fire halls, netted a total of 6.5 tubskids of Program Product (see Table 8). The Program collaborated with the “Recycle my Electronics” program operated by EPRA⁶ for 5 collection events. In general, the volumes collected at each event were low. Promotions for paint collection events included social media (Facebook, Twitter and PCA’s website) and printed posters or banners sent to fire halls and municipalities in advance of the events for distribution throughout the communities. Despite these active marketing efforts, the low collection volumes suggest little or no demand for paint collection services in some of these communities.

⁶ Electronic Products Recycling Association

Table 8: Tubskids Collected at PCA Collection Events in 2014, 2015, 2016 and 2017

Collection Event Location	Tubskids Collected ⁷			
	2014	2015	2016	2017
Charlottetown	2	0	0	<i>No event</i>
Mary's Harbour	1	1	0	0.5
Port Hope Simpson	0	1	1	0
St. Lewis	0	0	1	<i>No event</i>
Robert's Arm	0	1	1	<i>No event</i>
La Scie*	0	2	0	<i>No event</i>
Pasadena*	4	3	2.5	2
Rocky Harbour*	2	1	2	2
St. Alban's/Milltown*	1	0	0	<i>No event</i>
Rigolet	0	0	0	<i>No event</i>
Hopedale	0	0	2.5	0
Bonavista*	1	3	0.5	2
Total	11	12	10.5	6.5

* Events held in partnership with EPRA

Table 9 below presents the 14 additional permanent sites established outside of targeted communities.

⁷ Events with "0" tubskids generally collected a few cans of paint but not enough to fill ½ a tubskid.

Table 9: Additional Permanent Collection Sites outside of targeted communities

Collection Site	Community
Buchans Junction	Regional Site - CWMN Norris Arm - Buchans Junction
Davidsville	Regional Site - CWMN Norris Arm - Gander Bay
Fortune	Chester Dawe - Fortune (RONA)
Goulds	Chester Dawe - Goulds (RONA Store)
Grand Bank	Aylwards Home Centre - Grand Bank
Hawkes Bay	Hawkes Bay Landfill
Indian Bay	Regional Site - CWMN Norris Arm -Indian Bay
Labrador City	The Paint Shop Home Decorating Center - Labrador City
Norris Arm	Regional Site - CWMN Norris Arm - North Access Road
Point Leamington	Regional Site - CWMN Norris Arm - Point Leamington
Salt Pond	Burin Peninsula Regional Service Board
St. Lawrence	Aylwards Home Centre - St. Lawrence
Terra Nova	Regional Site - CWMN Norris Arm - Terra Nova
Wabush (Labrador City)	Rona Home Centre - Wabush (Store)
Buchans Junction	Chester Dawe - Fortune (RONA Store)

3.3 Collection Events

The Program also participated in 278 additional collection events conducted by Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs (see Table 109), providing transportation and processing services. These events collected 44 tubskids.

Table 10: Additional Collection Events

	Community Serviced	Event Date
1.	Admirals Beach	17-Jun-2017
2.	Arnolds Cove	16-Sep-2017
3.	Bay Bulls	17-Jun-2017
4.	Bay De Verde	3-Jun-2017
5.	Bay De Grave	3-Jun-2017
6.	Branch	17-Jun-2017
7.	Carbonear	3-Jun-2017
8.	Chance Cove	16-Sep-2017
9.	Clareville	16-Sep-2017
10.	Colliers	3-Jun-2017
11.	Conception Harbour	3-Jun-2017
12.	Fair Haven	16-Sep-2017
13.	Ferryland	17-Jun-2017
14.	Georges Brook	16-Sep-2017
15.	Greens Harbour	3-Jun-2017
16.	Hearts Delight	3-Jun-2017
17.	Holyrood	17-Jun-2017
18.	Mt. Carmel	17-Jun-2017
19.	Normans Cove	16-Sep-2017
20.	Northern Bight	16-Sep-2017
21.	Placentia	16-Sep-2017
22.	Riverhead	17-Jun-2017
23.	St. Shotts	17-Jun-2017
24.	St. Vincents	17-Jun-2017
25.	Whitbourne	16-Sep-2017
26.	Whiteway	3-Jun-2017
27.	Winterton	3-Jun-2017
28.	Admirals Beach	17-Jun-2017

3.1 Collection Sites Visits

As part of the management of the collection network, Program representatives visited various collection sites for the purpose of providing in-person support, delivering informational brochures and providing training about program requirements.

4.0 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 Design for Environment

The paint and coatings industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health and safety and product 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 includes involvement with the federal government's Chemicals Management Plan, assessing chemicals in commerce for all industry sectors including paint and coatings. This comprehensive federal government initiative evaluates risks associated with substances contained in products and intended uses or applications of the product. These risk assessments are done with a view to banning the highly toxic substances that are considered dangerous to human health and the environment or managing the risks in the ones that are deemed to be less harmful.

Where toxicity in chemicals is considered potentially harmful to human health or the environment, 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. In some cases this has led less toxic and more environmentally friendly alternatives or substitutes for product formulations that still ensure product performance demands of the customer. We have seen these measures lead to important benefits such as the reduction of low-level emissions from Volatile Organic Compounds (VOC) in paints with most paints now containing low or no VOC content.

VOC Emissions Reductions in the Paint and Coatings Industry



Almost all ground-level ozone and about two-thirds of particulate matter are formed in the atmosphere through the reactions of precursor substances, with VOCs being one of the most significant. Consequently, Canada's approach to reduce atmospheric levels of particulate matter and ozone is to reduce the precursor emissions, including VOCs. In 2009 the federal government implemented VOC Concentration Limits for Architectural Coatings Regulations for all architectural and automotive paint and coatings in 54 product categories. Since that time there has been tremendous success in the emissions reduced in all paint and coatings used in Canada as follows:

- 93 per cent of the sales volume of all architectural coatings in Canada is now water-based, up from less than 50 percent ten years ago.
- In 2015, based on comprehensive and random testing conducted by Environment and Climate Change Canada (ECCC), 99+ per cent of the sales volume for architectural waterborne coatings in Canada, traditionally associated with high VOC content, are now fully compliant with the lower VOC limits required by the VOC Concentration Limits for Architectural Coatings Regulations.
- Compared with 2002 levels, the architectural paint and coatings sector has achieved 74 per cent reduction in overall VOC emissions due to lowering of the VOC content in waterborne products and by eliminating most of the solvent borne product lines completely. These industry efforts greatly exceeded the government's own expectations, which was projected to be a 28 per cent reduction.

Industry Leadership

Many companies now have sustainability goals and targets. Those are put in place for environmental reasons, but they also make good business sense as efficient use of natural resources has been shown to reduce operating costs. As a result, many firms now have regular sustainability reporting as an ongoing part of their business planning, allowing them to integrate the addressing of environmental challenges into their long-term development strategy. Some of the ways in which paint and coatings companies address the alignment of sustainability with capital allocation decisions include:

- Setting and updating long-term green house gas reduction targets and linking those with environmental compensation and sustainable product innovation
- Using life cycle assessment to set business goals when expanding product offerings and risks management
- Developing metrics to factor in the social and environmental impact of their suppliers along the supply chain to determine true business costs
- Making investments in new environmental research and innovation
- Ensuring R&Ds projects are aligned with the sustainability policy of the company

- Some companies now have Chief Sustainability Officers, who are one of the decision makers for large internal capital budget requests, signing-off with the controller on capital budget requests to ensure sustainability is evaluated and included in decision making

Customer preference

Many initiatives are also driven by customer preferences. Companies now focus attention on answering consumer preferences for products that reduce fuel use, limit real estate footprints, improve water and wastewater management while ensuring customers get the same product performance. For example, paint and coatings companies develop products that help businesses and their customers to reduce their environmental footprint, while creating value. These product lines include architectural paints being now more durable, lasting longer and protecting valuable assets;

4.2 Waste Paint Processed

The paint collected by the Program was received from collection sites and collection events and consolidated into boxes at the haulers' warehouse. Boxes of paint were then shipped to the Program's paint processor's facilities, Laurentide Resources Atlantic Inc., in Springhill, Nova Scotia or Victoriaville, Quebec for processing (i.e., opened, sorted, bulked and recycled). Aerosols were sent to Terrapure Environmental's facilities in Saint John's or Foxtrap, Newfoundland for processing and energy recovery.

In 2017, a total of 800 boxes of waste paint were delivered for processing and 744 boxes were processed, including carryover volumes from 2016 (see Table 11).

Table 11: Total Amount of Waste Paint Processed in 2017

	Number of boxes	Residual Paint Volume (L) ⁸	Number of Aerosol Drums ⁹	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume ¹⁰ (L)
Volume Processed	744	171,703	34	179	171,882

⁸ Based on a rounded conversion rate of 230.8 L per box.

⁹ Based on a rounded conversion of rate of 5.25 per drum.

¹⁰ Total residual paint volume does not include paint reuse volumes.

4.3 Management Methods

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

Reused (Paint Reuse Program)

The Paint Reuse Program, previously “Paint Exchange”, makes better quality returned paint available to the public free of charge at participating collection sites. The collection sites record and report 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 3,518 litres of paint was given away to consumers through the Paint Reuse Program in 2017. Paint Reuse was offered at 20 collection sites (15 Green Depots, 1 retailer and 4 local government sites), accounting for 31% of the Province’s collection sites. Reuse volumes are estimated by assuming that each container given away is 75% full on average.

Recycling

At the Laurentide Re-sources facility, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers. Bulked paint of recyclable quality was then transferred to Laurentide Re-sources, Richibucto storage facility, where it was distributed to an affiliated processor, Peintures Recupérées du Quebec (PRQ) in Victoriaville, QC or transferred to other international recyclers. Table 12 provides the quantities of latex paint and alkyd paint that were recycled. The diminishing market for alkyd paint has made it increasingly difficult to recycle. Consequently, while a limited amount of alkyd paint continues to be recycled, a large portion of the volume is sent for energy recovery.

Table 12: Type and Quantity of Paint Recycled in 2017

Type	Litres	Percentage of Paint Recycled
Latex paint	118,165	88.3%
Oil based paint	15,662	11.7%
Total	133,827	100%

The Regulation requires 70% of paint collected be “reused”, where reuse is defined as a combination of both reused (Paint Reuse Program) and recycled paint. In 2017, the Program surpassed its target, achieving a 78.3% reuse rate.

Energy Recovery

Not all oil-based paint collected is of suitable quality for paint recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable colour, contaminated or of the wrong chemistry for paint. In addition, regulations, such as Federal VOC Regulations, require more stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle. Finally, the market for recycled solvent-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to the high solvent content of oil-based paints, these products 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, 12,020 litres of oil-based 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 latex paint by Laurentide generated 26,035 litres of non-recyclable latex sludge/solid, which were solidified and disposed of at a landfill.

Incineration

Incineration is typically utilized when oil-based paint is contaminated with PCBs and therefore not suitable for energy recovery. During the reporting period, no material was contaminated with PCB and hence there was no material sent for incineration.

4.4 Percentage of Waste Paint by Disposal Method

Table 13 below shows the breakdown of waste paint managed by the different product management methods.

Table 13: Percentage of Waste Paint by Disposal Method in 2017

Method	Volume (litres)	Percentage
Reuse - Paint Reuse Program	3,518	2.0%
Reuse - Paint Recycling	133,827	76.3%
Energy Recovery	12,020	14.8%
Landfill	26,035	6.9%
Total	175,400	100%

4.5 Metal and Plastic Containers Collected and Recycled

Metal and plastic containers were managed by two processors contracted by PCA. Tri-Province Recycling is a scrap metal recycler, which takes empty metal containers that have been baled and mixes them with other metals. The bales of scrap metals are then sold as a commodity and eventually end up being recycled at a smelter. Laurentide shreds the plastic paint cans, sends them for recycling, and sells the product as a commodity.

Table 14 summarizes the amount of metal and plastic containers that were received by Laurentide and consolidated for shipment to downstream recyclers.

Table 14: Weight of Metal and Plastic Containers Consolidated by Processors in 2017

Container Type	Recycled (tonnes)	Processor	Management Process
Metal	40.2	Tri Province Recycling (Moncton, NB)/D.R. Metal Recycling (Moncton, NB)	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	1.2	Laurentide Re-sources Atlantic	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic paint cans (polypropylene)	8.9	Laurentide Re-sources Atlantic	Processed and sold as a commodity for plastics recycling

4.6 Research and Development

PCA continued to contribute funding, as part of its 3 year commitment (2015-2017), to MMSB’s research partnership with the Leslie Harris Centre of Memorial University. The Harris Centre – MMSB Waste Management Research Fund was created to stimulate research related to Newfoundland and Labrador’s solid waste management needs and opportunities.

4.7 Processing and Containment Facilities

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

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
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Storage Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility
Terrapure Environmental 349 Incinerator Rd, St. John's, NL A1H 0B4	Processing Facility

5.0 Communication and Education

PCA continued its communication and public outreach in 2017 to educate consumers in accordance with regulatory requirements. The following describes the various communication and education tactics employed.

5.1 Program awareness

In October and November 2017, an online survey was conducted among 808 adult Newfoundland and Labrador residents. The survey revealed that 58% of residents are aware of a recycling program for paint in the province, which exceeds program awareness in 2015 by 13%. The next consumer awareness study will be conducted in 2019.



5.2 Websites

PCA operates a consumer-facing brand, ReGeneration, through which it engages Program end-users through numerous communications platforms. The central consumer information hub for ReGeneration is the website, ReGeneration.ca, which is home to the following bilingual content for the Program:

- Collection site locator (a searchable map displaying locations of Program collection sites – see Appendix 2)
- Tips for storing and buying the correct amount of paint
- Collection sites hours of operations
- Accepted and non-accepted products
- Consumer videos showing the product management approach for paint
- A fillable form for ordering promotional materials like rack cards and floor decals
- Other information (e.g., a description of the Paint Reuse Program).

An estimated 89,576 unique visitors utilized regeneration.ca during the 2017 calendar year. The Program page specific to Newfoundland and Labrador received 2,400 page views, while the collection site finder page received 932 page views.

5.3 Program Hotline

PCA continued to operate a toll-free, bilingual “hotline” through which consumers were able to obtain information about the Program.

5.4 TV Campaign

As in previous years, a province-wide campaign with Global TV ran from March to December 2017. Local talent voiced 15 second “infomercial” style spots educating viewers on paint recycling. In addition, the campaign also featured 30 second commercials airing during high viewership programming like Jeopardy and the Rachel Ray Show. The TV campaign made use of regional TV station NTV, a popular regional channel and affiliate of Global.

5.5 Radio Campaign

PCA ran a spring and summer radio campaign on OZFM, the province’s top radio station, broadcasting throughout Newfoundland and Labrador. The spring campaign ran from March to May 2017 with 300 spots that garnered over 1.6 million impressions. The fall campaign ran throughout October 2017 with 196 spots, generating over 1.2 million impressions.

5.6 Digital Advertising

PCA ran a Newfoundland and Labrador targeted digital campaign, including syndicated Facebook posts, targeted Google display ads (i.e., retargeting or re-serving ads to pre-qualified users who had engaged with ReGeneration’s website at some previous point in time).

Digital ads were specifically targeted at internet users who performed online searches related to paint purchasing, use, and disposal of paint products in Newfoundland. Additionally, our Facebook advertising campaign pursued a “gated” strategy, meaning content viewable by residents of Newfoundland and Labrador was relevant to that audience specifically, and was not disseminated to audiences in other provinces. An example of a Facebook post is displayed in Appendix 4.

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

PCA redesigned and distributed both PoS and PoR materials. Collection sites throughout the Province received updated program materials, free of charge, via mail-out. PCA has an online ordering system on its website that allows collection sites and retailers to order or reorder promotional materials at no cost. Appendix 3 illustrates the materials made available for reorder, free of charge, through the Program’s online order form:

- Rack Cards
- Posters
- Depot signage
- Floor decals
- Paint Can stickers

6.0 Financial Information

The Program’s audited financial statements are provided in Appendix 4 of this report.

APPENDIX 1 – Collection Sites as of December 31, 2017

Depot Name	City	Type	Paint Reuse
White Bay Home Hardware	Baie Verte	Retailer	No
Bay Roberts Green Depot	Bay Roberts	Green Depot	Yes
Chester Dawe - Bay Roberts (RONA Store)	Bay Roberts	Retailer	No
Black Tickle / Domino Local Service District	Black Tickle	Government	No
Botwood Recycling Green Depot	Botwood	Green Depot	Yes
Regional Site - CWMN Norris Arm - Buchans Junction	Buchans Junction	Government	No
Burgeo Green Depot	Burgeo	Green Depot	Yes
Carbonear Green Depot	Carbonear	Green Depot	Yes
Cartwright Building Supplies	Cartwright	Retailer	No
Regional Site - CWMN Norris Arm - New Wes Island / Twillingate	Chapel Island	Government	No
Clarenville Home Hardware	Clarenville	Retailer	No
Chester Dawe - Kelligrews Conception Bay (RONA Store)	Conception Bay South	Retailer	No
Handyman Home Hardware	Conception Bay South	Retailer	No
Corner Brook Green Depot	Corner Brook	Green Depot	Yes
Western regional Waste Management Wild Cove Transfer Station	Corner Brook	Government	No
Regional Site - CWMN Norris Arm - Gander Bay	Davidsville	Government	No
The Paint Shop Home Decorating Center - Deer Lake	Deer Lake	Retailer	No
Fogo Island Home Hardware Building Centre	Fogo	Retailer	No
Regional Site - CWMN Norris Arm - Fogo Island	Fogo Island	Government	No
Chester Dawe - Fortune (RONA Store)	Fortune	Retailer	No
Gambo Green Depot	Gambo	Green Depot	No
Pritchett's Building Supplies - Gambo	Gambo	Retailer	No
Aylwards Home Centre - Gander	Gander	Retailer	No
Gander Green Depot	Gander	Green Depot	Yes
Glovertown Green Depot	Glovertown	Green Depot	Yes
Chester Dawe - Goulds (RONA Store)	Goulds	Retailer	No
Aylwards Home Centre - Grand Bank	Grand Bank	Retailer	No
Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Green Depot	Yes
Paint Shop Home Decorating Center - Grand Falls	Grand Falls-Windsor	Retailer	No
Happy Valley Goose Bay (HVGB) Green Depot	Happy Valley Goose Bay	Green Depot	Yes
Hawkes Bay Landfill	Hawkes Bay	Government	No
Regional Site - CWMN Norris Arm -Indian Bay	Indian Bay	Government	No

Depot Name	City	Type	Paint Reuse
The Paint Shop Home Decorating Center - Labrador City	Labrador City	Retailer	Yes
Labrador Straits Green Depot	L'Anse Au Loup	Green Depot	Yes
Pritchett's Building Supplies - lewisporte	Lewisporte	Retailer	No
Makkovik Landfill	Makkovik	Government	Yes
Aylwards Home Centre - Marystown	Marystown	Retailer	No
Chester Dawe - Mount Pearl (RONA Store)	Mount Pearl	Retailer	No
Mount Pearl Green Depot	Mount Pearl	Green Depot	Yes
The Paint Shop - Mount Pearl	Mount Pearl	Retailer	No
Nain Inuit Community Government	Nain	Government	Yes
New Wes Valley Green Depot	New Wes Valley	Green Depot	No
Regional Site - CWMN Norris Arm - North Access Road	Norris Arm	Government	Yes
Aylwards Home Centre – Placentia	Placentia	Retailer	No
Paint Shop Home Decorating Center – Placentia	Placentia	Retailer	No
Regional Site - CWMN Norris Arm - Point Leamington	Point Leamington	Government	No
Port Aux Basques Green Depot	Port Aux Basques	Green Depot	Yes
Sheppard's Variety	Postville	Retailer	No
Riverhead Green Depot	Riverhead	Green Depot	No
Burin Peninsula Regional Service Board	Salt Pond	Government	No
Springdale Green Depot	Springdale	Green Depot	No
LVEU - Landfill Site - Subregion 1 (Northern Peninsula Regional Services Board) / LVEU St Anthony	St. Anthony	Government	Yes
Chester Dawe - St. Johns #1 (RONA Store)	St. John's	Retailer	No
Chester Dawe - St. Johns #2 (RONA Store)	St. John's	Retailer	No
LVEU - St. John's Landfill - Robin Hood Bay	St. John's	Government	No
Paint Shop Home Decorating Center - St John's	St. John's	Retailer	No
Paradise Green Depot	St. John's	Green Depot	Yes
Smiths Home Hardware	St. John's	Retailer	No
Aylwards Home Centre - St. Lawrence	St. Lawrence	Retailer	No
Stephenville Green Depot	Stephenville	Green Depot	Yes
Regional Site - CWMN Norris Arm - Terra Nova	Terra Nova	Government	No
The Paint Shop Home Decorating Center – Twillingate	Twillingate	Retailer	No
Twillingate Green Depot (and Auto)	Twillingate	Green Depot	Yes
LVEU - Labrador West Landfill (Hodge Brothers)	Wabush	Green Depot	No
Rona Home Centre - Wabush	Wabush (Labrador City)	Retailer	No

APPENDIX 2 – Collection Site Locator

Below is a snap shot of the Program’s collection site locator tool available at regeneration.ca.

Select product

Paint

Enter a city or postal code

Newfoundland and Labrad

Refine distance

0km 50km 100km

There are 57 paint location(s) near you

- 1 Cartwright Building Supplies** 76.61 km

52 Back Road
Cartwright, NL, AOK 1VO
Mon - Sat 9:00am - 5:00pm
709-938-7221

Get directions
- 2 Nain Inuit Community Government** 123.18 km

6 Service Road
Nain, NL, AOK 1NO
Mon - Fri 8:30am - 4:30pm

Collection Site Locator

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.

APPENDIX 3 – PoS and PoR Materials

Rack Card Front and Back - 5"x8"



Posters - 11" x 17"



Depot Sign – 4'x3'

PaintRecycle Collection Site

Accepted Paints & Coatings
Maximum container size is 25 L.

- Interior and exterior: water-based (e.g. latex, acrylic) and oil-based (e.g. alkyd, enamel) consumer paint
- Deck and floor coating (including elastomeric)
- Varnish and urethane (single-component)
- Concrete and masonry paint
- Drywall paint
- Undercoats and primers (e.g. metal, wood etc.)
- Stucco paint
- Marine paint (unless registered under Pest Control Products Act)
- Wood finishing oil
- Melamine, metal and anti-rust paint, stain and shellac
- Swimming pool paint (single-component)
- Stain blocking paint
- Textured paint
- Block filler
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- Already empty paint containers

Aerosol Paint
Aerosol paint spray cans 660 grams or 24 oz.
Aerosol paint of all types, including:

- Automotive
- Craft
- Industrial

Paint products not accepted

- Unidentifiable or unlabelled containers
- Brushes, rags and rollers
- Paint in glass containers
- Improperly sealed paint containers
- Paint containers with poor integrity (e.g. badly rusted or leaking cans)
- Bulging containers
- Industrial paints & finishes (e.g. baked-on, heat resistant etc.)
- Paints or wood preservatives that are registered as a pesticide under the Pest Control Products Act (has a P.C.P. Registration number on label)
- Craft paint (non-aerosol)
- Automotive paint (non-aerosol)
- Two-part or component paints containing catalyst or activator
- Roof patch or repair
- Tar or tar/bitumen-based products
- Traffic or line marking paint
- Quick drying paint
- Resins
- Paint thinner, mineral spirits or solvents
- Deck cleaners
- Colorants and Tints
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

Floor Decal




Paint can sticker




APPENDIX 4 - Sample Facebook Post

 **ReGeneration**
Sponsored · · ·

We distill exceedingly complex recycling challenges down into transparent, palatable, and achievable programs.



Easy to find, free to use!
We distill exceedingly complex recycling challenges down into transparent, palatab...

 Like Page



**APPENDIX 5 - Audited Financial Statements for the Newfoundland and Labrador
Paint Stewardship Program**

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR
PAINT RECYCLING PROGRAM**

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

31 DECEMBER 2017

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus**
For the year ended 31 December 2017

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E-mail: admin@rolfebenson.com

INDEPENDENT AUDITORS' REPORT

To: The Multi-Materials Stewardship Board

As required by the Newfoundland and Labrador Waste Management Regulations (100/10 (31.12(1(i)))) we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the Newfoundland and Labrador Paint Recycling Program (the "Statement") as reported by Product Care Association of Canada for the year ended 31 December 2017 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 Newfoundland and Labrador Paint Recycling Program as reported by Product Care Association of Canada for the year ended 31 December 2017 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 of Canada's management and The Multi-Materials Stewardship Board. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association of Canada's management and The Multi-Materials Stewardship Board, and should not be distributed to other parties.

Rolfe, Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
28 March 2018

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2017

2017

Revenues	\$	<u>755,303</u>
Program expenses		
Processing		325,018
Transportation		220,152
Administration (Note 3(b) & (d))		80,141
Collection		65,464
Communications		46,290
Regulatory		<u>6,685</u>
		<u>743,750</u>
Excess of revenues over expenses for the year		11,553
Accumulated surplus - beginning of the year, as previously stated		1,336,043
Change in accounting policy (Note 2)		<u>(26,010)</u>
Accumulated surplus - beginning of the year, as restated		<u>1,310,033</u>
Accumulated surplus - end of year	\$	<u>1,321,586</u>
Commitment (Note 4)		

The accompanying notes are an integral part of this statement of revenues and expenses and accumulated surplus.

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2017

1. Basis of Presentation

The Statement of Revenues and Expenses and Accumulated Surplus (the “Statement”) only includes the revenues and expenses of the Newfoundland and Labrador Paint Program (the “Program”), a segment of the operations of Product Care Association of Canada (the “Association”).

2. Change in Accounting Policy

During the year, the Association changed its accounting policy for the recognition of revenue from Environmental Handling Fees (EHFs). In previous periods, the Association had recognized revenue from EHFs in the period that the related program materials were sold by the member. The Association has now decided to recognize revenue from EHFs at the end of the month following the reporting period that the program materials were sold by the member. Management believes that the new policy is preferable because it better reflects the requirements of the Association’s membership agreements which defines the members’ obligations under the various programs.

The Association has accounted for this change in accounting policy retroactively as a prior period restatement of opening accumulated surplus. As a result, accumulated surplus as at 1 January 2017 has decreased by \$26,010 which represents revenues that were previously reported in the 2016 fiscal year and are now reported in 2017 under the new accounting policy. As the Program’s Statement does not present comparative figures the adjustments impacting the previous year are not reflected in the Statement.

3. 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

Environmental handling fees (“EHF”) are received from members of the Association making sales of designated program materials within the province of Newfoundland and Labrador. 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. EHF revenues are recognized as individual members report and remit them as required by the Association’s membership agreement which is at the end of the month following the reporting period that the designated program materials were sold by the member.

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2017

3. Summary of Significant Accounting Policies - continued

(b) Tangible Capital Assets

Tangible capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rates is as follows:

Depot equipment	5 years
-----------------	---------

Included in administration expense is \$1,100 of amortization expense.

(c) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses and disclosure of contingencies included in the Statement. Accounts subject to estimates include revenue accruals, expense accruals, amortization, overhead allocation and processing commitments. Actual results could differ from those estimates.

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to the Program. The allocation of general and administrative expenses to the Program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs. Included in administration expense is \$40,766 of overhead expense which has been allocated to the Program.

4. Processing Commitment

At year end, the Association had unprocessed program material on hand related to the Program with an estimated cost to process, transport and recycle of \$120,281 which will be incurred in 2018.