

Saskatchewan Paint Stewardship Program

2014 Annual Report

Reporting Period: January 1, 2014 to December 31, 2014

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1 Introduction

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

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

Product Care Association received approval to operate a Paint Stewardship Program (Program) under the Waste Paint Management Regulations chapter E-10.21 Reg 3 (the Regulation) issued under the Environmental Management and Protection Act.

The following is the 2014 annual report of the Saskatchewan Paint Stewardship Program issued pursuant to section 8 of the Regulation covering the reporting period from January 1, 2014 to December 31, 2014.

2 Program Summary

The Program offers collection services throughout the province to which consumers can bring leftover household paint. The collection sites include SARCAN's collection depot network and retail locations. Some paint collected at SARCAN depots are also offered to the public for reuse through a paint exchange program. The program supplies collection sites and events with standard reusable collection bins (tubskids) and other containers such as drums. SARCAN manages the shipment of collected paint to a processor for recycling. Additional program elements managed by Product Care Association include revenue management, communications and administration.

3 Products Collected

This section sets out the total amount of waste paint collected in Saskatchewan and the location of all return collection facilities in the province.

3.1 Collection Facility Network

Product Care contracts SARCAN to provide the collection services of left-over paint at its 71 depots across Saskatchewan. In addition, Product Care works with 12 retail locations throughout the province to provide additional collection sites.

3.2 Total Amount of Waste Paint Collected

The Program defines “paint” to include the following:

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

The program utilizes tubskids (approximately 4’x4’x3’ plastic boxes) for the collection and transportation of the leftover paint.

Table 1 provides the number of tubskids collected in 2014.

Table 1: Number of Tubskids Collected

Tubskids Collected	2014
Paint	2,240
Aerosol	92
Total	2,332

Table 2 provides residual volumes of non-aerosol paint collected in 2014.

Table 2: Residual Volumes of Non-Aerosol Paint Collected

Non-Aerosol Paint Collected	2014
Water-based paint (L)	248,653
Solvent-based paint (L)	141,486
Total (L)	390,139

The recovery rate in Table 3 compares the volume of products sold in a year to the quantity of products collected by the program in that same year (i.e. residual recovery volume)¹. The recovery rate is continuously affected by factors outside of Product Care’s control. Since the recovery rate uses the volume of products sold in a year as the denominator, fluctuations in the volume of products sold can change the recovery rate – and this can easily change depending on economic conditions. Also note that the paint managed in the program can be stored for long periods of time and most are designed to be fully consumed.

¹ Residual recovery volume is calculated by dividing the volume of residual paint collected by the volume of paint sold each year.

Table 3: Recovery Rate

Recovery Rate	2014
Sales (million L)	6.74
Recovery Rate*	5.79%

* Recovery rate includes paint exchange volumes.

4 Product Management

The Saskatchewan PaintRecycle program employs a number of methods for managing recovered paint. Table 4 summarizes the volumes of paint managed under each processing method for 2014.

4.1 Reuse- Paint Exchange Program

The Paint Exchange Program is offered through all 71 SARCAN depots. Paint collected at the depots and deemed reusable is given away to members of the public at no charge. In 2014, approximately 61,793 litres of water-based paint and 5,514 litres of solvent-based paint for a total of 67,307 litres of paint collected by the program were reused through the Paint Exchange Program based on the average residual container being 75% full.

4.2 Recycling

In 2014, 186,860 litres of water-based paint collected by the Program were sent for recycling as raw material in the manufacturing of Portland cement or recycled paint.

4.3 Energy Recovery

In 2014, 135,767 litres of solvent-based (alkyd) paint collected by the Program were used as an alternative energy source in waste to energy applications such as permitted incineration.

4.4 Treatment/Incineration/Landfill

In 2014, 205 litres (approximately 1 drum) of paint exhibiting PCB contamination were incinerated.

4.5 Container Recycling

In 2014, 120.2 tonnes of metal paint cans were sent to scrap metal dealers and in turn sent to a metal smelter for recycling. In addition, 5.3 tonnes of plastic paint containers were sent for recycling or energy recovery. This represented 100% of all containers received through the Program.

Table 4: Material Processing Methods and Volumes

Material Process Method	Volume (L)
Reuse Paint Exchange Program (Total)	67,307
Water-Based Paint	61,793
Solvent-Based Paint	5,514
Recycling	186,860
Energy Recovery	135,767
Treatment/Incineration/Landfill	205
Container Recycling	120.2
Plastic	5.3

5 Public Education and Communications

The Program is committed to engaging with stakeholders, including consumers, collection locations, municipalities and retailers, to maintain a level of consumer awareness about the program. The following is a summary of the public education strategies used in 2014.

5.1 Radio Advertising

A full radio campaign was aired on CKRM, The Wolf, MY 92.1, News Talk, CKOM and Rock 102 for the months of August and September. Part of the campaign included a remote at the Regina Rochdale SARCAN depot, which was attended by a PCA staff member who handed out brochures and answered questions, as well as participated in interviews by three radio stations for a total of 45 thirty-second spots.

5.2 Point of Sale (PoS) and Point of Return (PoR) Materials (see Appendix A)

Program posters and brochures for existing retailers and collection sites were replenished upon request free of charge.

5.3 Program Website (see Appendix B)

A new website was developed to improve PCA's consumer engagement efforts and make the association more accessible, friendlier and more intuitive for all audiences, with the ultimate goal of increasing program awareness and collection volumes. The site included a Saskatchewan Paint page in English and French including:

- Collection site finder
- Collection site hours and operations
- Program product lists

An estimated 68,090 unique visitors utilized the website during the 2014 calendar year. The collection site finder page specifically had an estimated 28,160 unique page views.

5.4 Toll-free Number

PCA operated a toll-free number (1-888-772-9772) to answer consumer inquiries.

5.5 Partnerships

Saskatchewan Waste Reduction Council

PCA is a sustaining member of the Saskatchewan Waste Reduction Council. The Council helps promote responsible recycling of paint as part of its “where do I recycle” online database. They also run a booth for PCA and other produce stewardship organizations at homeshows in both Saskatoon and Regina on a fee for service basis. As in past years, PCA partnered with other product stewardship organizations to work with the Saskatchewan Waste Reduction Council, which has four summer students travel the province promoting the various stewardship programs.

The PCA portion included visits to 224 retailers to ensure they have stickers and posters and to answer questions, visits to 394 municipal offices to provide them with information to provide to their ratepayers, visits to all 71 SARCAN depots to ensure posters and promotional material were displayed, attending and promoting the program at the Regina Farmer’s Market and the Saskatoon Fringe Festival.

Recycle Saskatchewan

PCA is a founding member of Recycle Saskatchewan (RS). RS acts as a unified voice for the product management programs and supports the province wide cause of creating a recycling minded culture within the province. As well as quarterly meetings, in May 2014 RS held a Members of the Legislative Assembly (MLA) event at the Legislative Assembly. MLAs were invited to hear about the organization and the member organizations. In September, RS members met with the new Environment Minister to familiarize him with RS and the member organizations.

ARWMAS

PCA is an associate member of the Association of Regional Waste Management Authorities of Saskatchewan (ARWMAS). Through this membership, PCA participates on a monthly conference call with other members, which includes managers of the various regional waste management authorities, representatives of other product stewardship organizations, private waste and recycling contractors and representatives from provincial and municipal government. These calls provide opportunities to share program information, answer questions and generally raise program awareness among those working in the waste and recycling fields.

6 Financial Information

Table 5 identifies the key 2014 Financial performance indicators for the Program.

Table 5: Saskatchewan Paint Stewardship Program Financial Information

(\$'000)	2014
Total PaintRecycle Revenue	960
Program operations	887
Program administration	151
Education, Public Awareness & Communications	85
Total Operating Expenses	1123
Surplus/Deficit	(163)
Cumulative Surplus (Reserve)	886

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

The accumulated surplus also functions as an element of the Program's environmental risk management system, in addition to insurance coverage. The Program Plan stipulates that surplus funds will be used only for Program costs, and may not be used to cross-subsidize other programs.

Appendix A: Redesigned Informational Brochure

FREQUENTLY ASKED QUESTIONS

How do I store my products for later use?

- Store in original, securely sealed, labelled containers
- Paint can be stored for reuse. Clean the rim for a good seal, pour 3mm (1/8") of paint thinner on top of oil-based paints or 3mm (1/8") of water on latex paint, or store with container upside down
- Store in well-ventilated area, away from heat and ignition sources
- Keep out of reach of children and pets

What happens to the collected products?

Returned or leftover products are transported to an approved facility for processing, treatment, recycling and proper disposal.

How is the program funded?

Similar to other recycling programs in Saskatchewan, this program is funded by a recycling fee applied to the sale of new products to cover the cost of collection, transportation and recycling. The recycling fee may be included in a product's price or displayed as a separate charge at check out. Sales tax applies to the recycling fee because it is part of the product price. The recycling fee is not a government tax and is not collected or managed by the government.

HOUSEHOLD PAINT	
100 ml to 250 ml	\$6.19
251 ml to 1 litre	\$9.25
1.01 litre to 5 litres	\$9.66
5.01 litres to 23 litres	\$1.50
Aerosol paint (all sizes)	\$9.19

It's FREE to drop off accepted products at any SARCAN collection location!

ABOUT PRODUCT CARE

Product Care provides consumers with a no-charge collection system network for the products it manages. We are a not-for-profit industry association that manages product stewardship programs for household paint and special waste on behalf of its members across Canada. Our programs help protect the environment by diverting leftover and end-of-life products from landfills, waterways, and sewers.

REDUCE AND RECYCLE

Please do your part and remember the 3 R's rule!

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

FOR MORE INFORMATION

SARCAN
Saskatchewan Recycling Council

To find a SARCAN location near you, visit www.sarcana.ca/locations or call 1.800.667.3016

www.productcare.org

PaintRecycle

GOT LEFTOVER HOUSEHOLD PAINT?

TAKE IT TO SARCAN!
No-charge collection

www.productcare.org

ACCEPTED PRODUCTS

Household paint products are accepted at all SARCAN locations.

- Interior and exterior paints
- Latex, acrylic, or water-based paints
- Deck coatings, floor paints (including elastometrics)
- Single component varnishes and urethanes
- Concrete, masonry, drywall and stucco paints
- Primers
- Undercoats
- Marine paint
- Wood finishing oils
- Wood preservatives
- Textured paints
- 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 (non tar-based or bitumen-based)
- Empty paint containers

Note: Maximum container size is 23 litres full or empty

PAINT AEROSOLS

- All paint aerosols are accepted (consumer, industrial and automotive)

Note: Maximum container size is 660 grams or 24 ounces

WHAT TO KNOW

- We don't accept empty containers, other than empty paint or aerosols
- Products must be in their original container with label intact
- Container must be tightly sealed
- Do not mix different types of products together

NOT ACCEPTED

WE DON'T TAKE

The following items are **NOT** accepted at any SARCAN location.

- Commercial, industrial or agricultural products
- Unidentifiable, unknown or unlabelled products
- Leaking or improperly sealed products
- Non-aerosol automotive paint
- Non-aerosol craft paint
- Colorants and tints
- Quick drying or line marking paint
- Caulking compound
- Two-part or component paint containing catalyst or activator
- Brushes, rags and rollers
- Resins
- Roof patch or repair tars and grease
- Non-flammable glue and adhesive
- Deck cleaners
- Other household cleaners

To find a SARCAN location near you, visit www.sarcana.ca/locations or call 1.800.667.3016

www.productcare.org

Appendix B: Redesigned Collection Site Locator

The screenshot shows the ReGeneration website's Collection Site Locator. At the top left is the ReGeneration logo with the tagline "Special waste recycling by Product Care". A navigation menu includes PROGRAMS, ABOUT, NEWS, and EVENTS. On the right, a red button says "FIND A COLLECTION SITE" with a paint can icon.

The main content area has a teal background. On the left is a search sidebar with the following elements:

- Select product:** A dropdown menu set to "Paint".
- Enter a city or postal code:** A text input field containing "Saskatoon, SK, Canada".
- Refine distance:** A horizontal distance scale from 0 to 10 kilometers.
- Results:** A list of two SARCAN collection sites:
 - SARCAN Saskatoon - 2.58 km:** 7 - 2305 22nd Street W, Saskatoon, SK, S7M 0V6. Hours: Mon - Fri 8:00am - 5:00pm, Sat 8:00am - 4:00pm. Phone: 306-384-5699.
 - SARCAN Saskatoon - 3.39 km:** 2327 Faithfull Avenue, Saskatoon, SK, S7K 1T9. Hours: Mon - Fri 8:00am - 5:00pm, Sat 8:00am - 4:00pm.
- Get directions:** A link with an external icon.

On the right is the "Collection Site Locator" section:

- Text:** "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."
- Map:** A Google Map of Saskatoon showing the city's layout and the locations of the two SARCAN collection sites marked with red pins. The map includes labels for major landmarks like the University of Saskatchewan and the International Airport.