

New Brunswick Paint Program Annual Report

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Submitted by:

Product Care Association of Canada



productcare.org

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1 About Product Care

The New Brunswick Paint Stewardship Program (“Program”) is administered and operated by Product Care Association of Canada (“Product Care”). Product Care, on behalf of its members, oversees the administration, collection, transportation and recycling and management of all regulated post-consumer paints and aerosols.

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

Product Care’s members are the “brand owners” (manufacturers, distributors and retailers) of “consumer paint products” as defined pursuant to the *Designated Materials Regulation 2008-54* (“Regulation”) under the category of architectural paint.

1.1 Reporting Period

This report covers the 2018 calendar year (January 1 to December 31, 2018). All content has been prepared in accordance with section 45(1) of the Regulation.

1.2 Program Summary

Product Care has had an approved paint stewardship program plan with Recycle New-Brunswick (“RNB”) under the Regulation since 2009.

Program Products are defined by the Regulation as “*a tinted or untinted water-based, oil or solvent-based architectural coating used for commercial or household purposes, including stain, and includes 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, industrial or automotive applications*”. A detailed list of products accepted by the Program is found on Product Care’s website.

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its’ paint industry members on sales of Program Products in or into New

Brunswick. The fees are used to operate the Program, including collection, transportation, recycling and management of leftover paint, as well as program administration and consumer education.

The Program offers collection sites throughout the Province where consumers can bring leftover household paint. Collection services are offered through redemption centres, retail locations, local government recycling/waste facilities and collection events. The Program supplies collection sites with standard reusable collection bins (“tubskids” and drums). The Program contracts with a hauler to deliver empty collection containers 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 processing. Additional Program elements managed by Product Care include revenue management, communications and administration.

2 Brand Owner Sales Information

Program members reported the sale of approximately 4,533,254 litres¹ of Program Products in New Brunswick for the reporting period.

3 Collection

The following section provides the total amount of post-consumer paint collected in New Brunswick, as well as the location of collection sites.

3.1 Total Amount of Post-consumer paint Collected

Table 1 below shows the total amount of post-consumer paint collected by the Program for the 2018 reporting period.

¹ Sales data is reported to Product Care in units. For the purpose of this report, sales units are converted to litres sold using coefficients based on the volume of the most common container size in each product category.

Table 1: Total Amount of Post-consumer paint Collected in 2018

Item	Number of tubskids ²	Number of Aerosol Drums ³	Residual Paint Volume from tubskids (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	Paint Reuse volume (L) ⁶	Total Residual Paint Volume (L)
Volume Collected	2,277	227	302,158	1,192	196	303,546

Table 2 provides the 2018 recovery rate and the volume of paint collected as a function of the volume of paint sold in New Brunswick in 2018.

Table 2: 2018 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	4,533,254
Residual Recovery Volume (litres)	303,546
Recovery Rate	6.7%

Table 3 shows the total amount of paint tubskids and aerosol drums collected by the individual regions of New Brunswick.

² Each collection bin measures 42" x 48" x 30" with a nominal capacity of 108 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

³ Each drum holds approximately 175 aerosol containers.

⁴ Based on a rounded conversion rate of 132.7 L per collection bin derived from the number of tubskids processed and the total residual volume of material generated.

⁵ Based on a conversion rate of 5.25L per drum.

⁶ PaintReuse volume are calculated assuming that containers are 75% full.

Table 3: Collection Containers Collected by Region in 2018

Region	Paint (tubs/kids)	Aerosols (drums)
Acadian Peninsula	70	1
Chaleur	167	20
Fredericton	438	46
Fundy	430	25
Greater Miramichi	58	6
Kent	65	4
Kings	84	5
Northwest	64	10
Restigouche	41	4
Southeast	720	97
Southwest	62	6
St. John	10	0
Western Valley	68	3
TOTAL	2,277	227

3.2 Collection Sites

As of December 31, 2018, 62 collection sites were participating in the Program. See Table 4 for the breakdown of collection site changes in 2018.

Table 4: Collection Site Changes in 2018

	# of Collection Sites	Changes
2018	62	3 sites closed, 4 sites opened
2017	61	

[Appendix 1](#) provides details on the collection sites, including location and participation in the PaintReuse program.

3.3 Collection Site Visits

A Product Care representative visited 48 collection sites in 2018 (see list in Table 5 below), providing in-person support to the collection sites, delivering informational brochures and providing any necessary training.

Table 5: Collection Sites Visited in 2018

Collection Site Name	Date of visit	Municipality	County
Airport General Store	03-Jul	Loch Lamond	St John
Billy's Bottle Exchange	19-Jun	Dalhousie	Restigouche
BMR St Quentin (formerly RONA Le Rénovateur store)	23-Jul	Saint-Quentin	Restigouche
Boyd Brothers Home Hardware	27-Sep	St George	Charlotte
Brooks Redemption Centre	05-Dec	Hartfield	York
Caraquet Home Hardware	20-Jun	Caraquet	Gloucester
Carpet Ranch	19-Jun	Beresford	Gloucester
Clark's Redemption Centre	05-Jul	Chipman	Queens
COGERNO	23-Jul	Rivière-Verte	Madawaska
Centre de Remboursement Gaetan Bosse	23-Jul	Saint-Quentin	Restigouche
Centre de Remboursement le Recyclage	23-Jul	Rivière-verte	Madawaska
Centre De Remboursement Shippagan Les Iles Inc.	20-Jun	Lameque	Gloucester
Dupuis Home Hardware Building Centre	23-Aug	Memramcook	Westmorland
G.M.Rioux et Fils Ltee	23-Jul	Grand Falls	Victoria
Golden Mile Redemption Centre	03-Jul	Saint John	St John
Gorbers Bottle Exchange	23-Aug	Moncton	Westmorland
Grand Bay Redemption Centre	03-Jul	Grand Bay - Westfield	Kings
Horsman's Bottle Exchange	05-Jul	Salisbury	Westmorland
J&L Bottle Exchange	23-Jul	Edmundston	Madawaska
Keith's Building Supplies	27-Sep	Saint Stephen	Charlottetown
La Société Cooperative de Lamèque Limité	20-Jun	Lamèque	Gloucester
Mapleview Redemption Centre	24-Jul	Weaver	Carleton
Marina Bottle Exchange	19-Jun	Athoville	Restigouche
Nepisiguit-Chaleur SWC (REDPINE) (District 3) - CSR3	19-Jun	Allardville	Gloucester
Northside Redemption Centre	15-May	Fredericton	York
Norrad's Express & Redemption Centre Ltd.	05-Jul	Sussex	Kings
Pub's Transfer & Bottle Exchange	03-Jul	Saint John	St John

Collection Site Name	Date of visit	Municipality	County
Recyclage Beresford Recycling Ltee.	19-Jun	Beresford	Gloucester
Recyclage Chaleur	19-Jun	Petit-Rocher	Gloucester
Regional Service Commission	24-Jul	Centreville	Carleton
Roblynn Home Hardware	05-Dec	Oromocto	Queens
Rogersville Home Hardware	18-Jun	Rogersville	Kent
RONA Le Rénovateur	23-Ju	Kedgwick	Restigouche
BMR Saint-Francois (formerly RONA Le Rénovateur store)	23-Jul	Saint Francois-de-Madawaska	Madawaska
RONA Le Rénovateur	23-Jul	Edmundston	Madawaska
Shediac Redeem Centre	23-Aug	Shediac	Westmorland
South West Service Commission	27-Sep	Lawrence Station	Charlotte
Southern Valley Transfer Station	24-Jul	Woodstock	Carleton
Southside Redemption Centre	05-Dec	Hanwell	York
Tediche Home Hardware Building Centre	23-Aug	Cap-Pele	Westmorland
Topmar	15-May	Fredericton	York
Vail's Bottle Exchange	24-Jul	Woodstock	Carleton
Valley Glass Recycling	23-Aug	Babin	Westmorland
Valley Glass - Collishaw	23-Aug	Moncton	Westmorland
Valley Redemption - Toombs	23-Aug	Moncton	Westmorland
Valley Redemption Centre	23-Jul	Quispamsis	Kings
Wheaton's All-In-One	23-Aug	Sackville	Westmorland
Wiebe's Home Hardware	24-Jul	Centreville	Carleton

3.4 Regional Service Commission Events

According to information available to Product Care, 88 household hazardous waste (HHW) collection events were held in 2018 by the Regional Services Commissions (RSCs) (see Table 6), 51 HHW events were held by the Southeast 360 Mobile Eco Depot. The Program managed all post-consumer paint collected from these events.

Table 6: HHW Collection Event Locations and Dates in 2018

Location	Date
Aldouane	Nov (1)
Alma	Jan (24, 25)
Alma	Apr (18, 19)
Alma	Jul (18, 19)
Alma	Oct (17, 18)
Bathurst	Oct (17)
Beaubassin-est	Mar (7, 8)
Belledune	Apr (28)
Beresford	May (2)
Cambridge Narrows	Jul (7)
Cap-Pele	Feb (7, 8)
Cap-Pele	Jun (6, 7)
Cap-Pele	Oct (3, 4)
Caraquet	Jun (2)
Chipman	Jul (21)
Clair	May(1)
Cocagne	Jun (9)
Dieppe	Feb (28), Mar (1)
Dieppe	Jun (27, 28)
Dieppe	Sep (26, 27)
Doaktown	May (26)
Dorchester	Jan (17, 18)
Dorchester	Apr (11, 12)
Dorchester	Jul (11, 12)
Dorchester	Oct (10, 11)
Edmundstown	May (5)
Edmundstown	Oct (20)
Florenville-Bristol	Sep (22)
Gagetown	May (5)
Grand Barachois	Jul (4, 5)
Grand Barachois	Nov (7, 8)
Grand Falls	May (12)
Grand Falls	Oct (6)
Harcourt	Sep (15)
Hillsborough	Feb (21, 22)
Hillsborough	May (23, 24)
Hillsborough	Aug (22, 23)

Location	Date
Moncton	May (2, 3)
Moncton	Aug (1, 2)
Lac Baker	Oct (4)
Lameque	Jun (3)
Miramichi	May (26)
Moncton	Oct (31), Nov (1)
Neguac	Jun (10)
Perth-Andover	Sep (22)
Petitcodiac	Jan (31), Feb (1)
Petitcodiac	May (30, 31)
Petitcodiac	Oct (24, 25)
Pointe-Verte	Oct (20)
Port Elgin	Jan (10, 11)
Port Elgin	May (9,10)
Port Elgin	Sep (5,6)
Riverside	Mar (28, 19)
Riverside-Albert	Mar (21, 22)
Riverside-Albert	Jun (20, 21)
Riverside-Albert	Sep (19, 20)
Riverside-Albert	Dec (19, 20)
Riverview	Jul (25, 26)
Riverview	Nov (28, 29)
Rothsay	Sep (20)
Rothsay	Sep (22)
Sackville	Mar (14, 15)
Sackville	Jun (13, 14)
Sackville	(15, 16) Aug
Sackville	(14, 15) Nov
Saint-Sauver	Oct (13)
Salisbury	Jan (3, 4)
Salisbury	Apr (25, 26)
Salisbury	Aug (29, 30)
Shediac	Apr (4,5)
Shediac	Aug (8, 9)
Shediac	Dec (5, 6)
St Louis de Kent	May (5)
St-Francois	Oct (9)

Location	Date
Hillsborough	Nov (21, 22)
Kingsclear	Oct (20)
Memramcook	Feb (14, 15)
Memramcook	May (16, 17)
Memramcook	Sep (12, 13)
Memramcook	Dec (12, 13)
Miramichi	Sep (29)

Location	Date
St-Leonard	May (3)
St-Quentin	May (10)
St-Quentin	Oct (2)
Sussex	May (12)
Sussex	Oct (20)
Tracadie	Jun (9)
Woodstock	Sep (23)

4 Processing

This section of the report sets out:

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

4.1 Design for Environment

The paint and coatings sector continues to move forward on many fronts seeking improvements in product design for the environment. This section highlights developments in 2018, including innovations in product formulation, assessment and reassessment of chemicals of concern, use of alternative ingredients based on informed substitution, further reductions to VOC emissions, integration of sustainability reporting into business planning, exploring integration of life-cycle and sustainability metrics accounting principles, increasing alignment with international sustainability goals, investment in bio-based alternatives, and advances in the development of Product Category Rules and Environmental Product Declarations. All of these measures continue to produce products that are less harmful and more sustainable.

Canada's Chemicals Management (CMP)

The paint and coatings industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health, safety and product performance. An example of industry's sustainability initiatives includes involvement with the federal government's CMP. This comprehensive federal government initiative assesses chemicals in commerce for all industry sectors, including paint and coatings, and 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 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.

The CMP entered its third phase in 2018 and identified 1,550 substances being risk assessed for potential to cause harm to human health or the environment. Over five hundred of those chemicals are implicated in the paint and coatings industry. Canadian Paint and Coatings Association (CPCA) is now concluding formal assessments of these 500-plus substances used in coatings formulations, which will conclude in 2020. Beyond 2020, the federal government will continue to identify new substances and issues to be reviewed related to chemicals in commerce including those used in the coatings industry. As part of the CMP, government and industry associations, including the CPCA, are engaged in formal discussions on how industry might consider 'informed substitution' for more sustainable ingredients to be used in paint product formulations. This will address the issue of removing any remaining 'chemicals of concern' from product formulations and replacing them with more environmentally friendly options.

VOC emissions reductions in the paint and coatings industry

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.

Over the past ten years VOC emissions have been reduced by an additional 20 per cent for a total of 94 per cent reduction, representing 41 kilotonnes. This is a total emissions reduction equivalent to approximately 380,000 average sized automobiles annually. This has been a major advancement in sustainability of paint.

The federal government under Environment and Climate Change Canada (ECCC) is now engaged in a new study looking at VOC emissions in coatings products beginning April, 2019. The study is proceeding with its broad national VOC Survey for all paint products sold in Canada, except for paint products not covered under Canada's *VOC Concentration Limits for Architectural Coatings Regulations*. The ECCC Products Division's goal is to identify possible amendments to regulations by looking at concentration limits in other jurisdictions while performing a cost-benefit analysis.

Sustainability reporting

Many companies now have sustainability goals and targets with regular sustainability reporting as an ongoing part of their business planning. This allows companies to integrate environmental challenges into their long-term product development strategy.

World Coatings Council: circular economy efforts aligned with leftover paint

The World Coatings Council (formerly IPPIC) Industry Stewardship Committee will soon proceed with two projects. Firstly, to develop a consensus approach on including life-cycle and sustainability metrics accounting for aspects related to chemical management efforts. Initially this will be for biocides and preservatives, but it will also be used to prepare for additional challenges with key raw material suppliers as part of the overall approach. Secondly, it will seek to align key industry activities with the UN Sustainable Development Goals, and focus on examples that provide real, quantifiable support. It will look at how paint and coatings contributes to the UN's 17 Sustainable Development Goals.

Environmental product declarations for architectural paint

The coatings industry is currently working on enhancing sustainability by establishing Product Category Rules (PCR). These PCRs will help form the basis for products to have Environmental Product Declarations (EPD), which would reflect the properties of

various architectural paint products. The documents developed to date relate to the Life Cycle Analysis (LCA) for the specific architectural product category to produce clear environmental product declarations according to ISO 14025 standard. The PCR includes all life-cycle phases for both interior and exterior applications. The scope excludes adhesives and coatings solely for shop applications, original equipment manufacturing, or application to non-stationary structures, such as vehicles, airplanes, ships, boats, and railcars.

The goal of this PCR is to specify the guidelines for developing a Type III Environmental Product Declaration (EPD) in conformance with ISO 21930 and 14025. The goal of an LCA study conforming to this PCR shall be, at a minimum, to identify the potential environmental impacts of each life cycle phase of the product, or enable product improvement over the full life cycle of the product. It shall be presented in such a way to ensure its relevance to the public or for internal company use.

Governments of Canada and Quebec support growth of CelluForce

The federal government will invest a combined \$6.4-million investment to support CelluForce Inc.'s innovative cellulose nanocrystal facility becoming the world's first full commercial demonstration-scale plant of its kind. This new material can be used in everything including paints and adhesives, and is produced from the cellulose in trees and made from wood that is abundant, renewable and biodegradable.

Worldwide sales of bio-based coating solvents currently account for just over 10 per cent share of the market (less than 13 per cent in the EU alone, or 630,000 tons/5 million tons). However, this niche is expected to gain significant traction in the near future, while permeating key applications such as architectural coatings and industrial equipment coatings.

Sustainability underlines contribution of coatings as an enabler for waste reduction

When coatings manufacturers source raw materials, they will have to join forces with their suppliers to sharply increase the share of bio-based materials and recycled content, learning to make better use of such materials. More importantly, brand owners want to offer customers technologies and solutions that enable them to

reduce emissions and material use, such as lower curing temperatures, low or zero solvents, and fewer layers. This helps customers reduce their overall environmental footprint, the ultimate goal of sustainability.

Above all, paint use is about better performance, durability and long-term protection of the underlying substrate – wood or metal – and products that reflect heat, reduce fuel use and friction, or create insulating capacity. It's about solutions being non-hazardous and thus enabling the underlying products such as furniture, transport or building materials to be reused and recycled. Coatings are indeed a true 'enabler' of environmental sustainability that prevents products from being turned into waste.

4.2 Post-Consumer Paint Processed

All paint collected through the Program is sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for initial processing. Volumes collected but not shipped, or shipped but not processed, are managed in the following program year.

In 2018, a total of 2,251 tubskids of leftover paint (excluding paint aerosols) were delivered to the Laurentide facility for processing, which includes tubskids collected in 2017 and held at the Hebert's Recycling consolidation facility. Paint aerosols were sent to Clean Harbors for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 2,341 tubskids (excluding paint aerosols), which includes tubskids that were in their inventory from 2017.

Table 7 shows the volume of post-consumer paint and aerosols shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres).

Table 7: Total Amount Post-consumer Paint Processed in 2018

Item	Number of Tubskids ⁷	Residual Paint Volume (L) ⁸	Number of Aerosol Drums ⁹	Residual Aerosol Paint Volume (L) ¹⁰	Total Residual Paint Volume (L)
Volume Shipped to Processor	2,251	298,708	209	1,097	299,805
Volume Processed	2,341	310,645	209	1,098	311,743

Information on the number of paint containers processed in 2018 at Laurentide Resources and the percentage of non-program materials collected is found in Table 8.

Table 8: Number of Paint Containers Processed in 2018 at the Laurentide Resources Atlantic Facility

	# of Containers
Paint containers	264,071
Non-program containers	11,627
Total containers	275,698
% of non-program containers	4.2%

Table 9 lists the amount of metal and plastic containers recycled in 2018 and their respective processors.

⁷ Tubskid dimensions (48" x 42 x 30") with a nominal capacity of 108 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.

⁸ Based on a rounded conversion rate of 132.7 L 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.

⁹ Each drum holds approximately 175 aerosol containers.

¹⁰ Based on a conversion rate of 5.25L per drum.

Table 9: Metal and Plastic Containers Collected and Recycled in 2018

Container Type	Collected and Recycled (tonnes)	Processor	Management Process
Metal	62.75 ¹¹	DR Metal Recycling, NB / Aim Metal, QC	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	4.3	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic paint cans (polypropylene)	16.1	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Processed and managed as a commodity for plastics recycling

4.3 Management Methods

The following section describes each method the Program used to manage post-consumer paint and the amount of paint managed through each method.

Reuse (Paint Reuse Program)

The Paint Reuse Program, previously “Paint Exchange”, makes better quality paint returned to collection sites available to the public to take and use at no cost. Paint Reuse was offered at 28 collection sites in 2018 (see [Appendix 1](#) for a list of sites offering Paint Reuse). An estimated 196 litres of paint was given away to consumers through the Paint Reuse Program. The amount of paint taken through the Paint Reuse Program is subject to consumer demand. The accuracy of volumes managed through the Paint Reuse Program is predicated on users completing the reuse tracking form. The Program believes that the reported volume is conservative as not all volumes passing through the Paint ReUse program were reported in 2018. Product Care will work with

¹¹ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

collection sites in 2019 to improve tracking of paint offered for reuse. Paint 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 collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulk paint of recyclable quality is then transferred to Laurentide Re-sources, Richibucto storage facility where it is distributed to an affiliated processor, Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or transferred to other international recyclers. Table 10 provides the quantities of water-based paint and solvent-based paint that were reprocessed and recycled into paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of solvent-based paints continue to be recycled, a large portion of the volume is sent for energy recovery.

Table 10: Quantity and Type of Paint Recycled

Type	Litres	Percentage
Water-based paint	196,378	87.5%
Solvent-based paint	28,021	12.5%
Total	224,399	100%

*Note: Volumes managed through the Paint Reuse Program are not included in Table 10.

Energy Recovery

Not all solvent-based paint collected is of suitable quality for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable color, contaminated or of the wrong chemistry for paint recycling. In addition, regulations such as the 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 solvent-based paints, these products are suitable for energy recovery. Through the process of fuel blending, solvent-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, 25,844 litres of solvent-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

Landfill

The sorting and bulking of the water-based paint by Laurentide Resources generated 61,500 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

Incineration

No material was incinerated during the reporting period.

Table 12 shows the breakdown of post-consumer paint collected that was reused, recycled, recovered for energy or disposed of in an engineered landfill. Each amount is shown in litres and as a percentage.

Table 12: Post-consumer paint by Management Method

Method	Volume (litres)	Percentage
Reuse	196	0.1%
Recycle	224,399	71.9%
Energy Recovery	25,844	8.3%
Landfill	61,500	19.7%
Incineration	0	0%
Total	311,939	100%

4.4 Location of Processing and Containment Facilities

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

Location Address	Facility Type
Hebert's Recycling Inc. 53 Walsh Avenue Miramichi, NB E1N 3A5	Containment Facility
Laurentide Re-sources 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
Clean Harbors Environmental Services Rang 5 East 400 Galipeau Street Thurso, QC J0X 3B0	Processing Facility

5 Communication and Education

In 2018, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in New Brunswick, in accordance with regulatory requirements. The following sections provide the Program's communication and public education activities in 2018.

5.1 Program Awareness

In November 2017, an online survey was conducted among 800 residents representative of New Brunswick's adult population. The survey found that 66% of residents were aware of a recycling program for paint in the province – an increase of 13 percentage points over 2015 awareness levels (53%), and 11 percentage points above the 55% awareness target for 2017. The next consumer awareness study will be conducted in 2019.

5.2 Website

ReGeneration.ca, Product Care's consumer website included the following bilingual content for the New Brunswick paint recycling program:

- Collection site locator (a searchable map displaying locations of all New Brunswick paint recycling locations – see [Appendix 2](#))
- Recycling locations' hours of operations and contact information
- Accepted and non-accepted products
- Tips for storing and buying the correct amount of paint
- Videos showing the product management approach for paint
- Other information (e.g., a description of the PaintReuse program, frequently asked questions, etc.)
- A fillable form for ordering promotional materials like rack cards and floor decals
- Information about the environmental and economic benefits of paint stewardship

An estimated 165,662 unique visitors accessed ReGeneration.ca during the 2018 calendar year. The New Brunswick section (including sub-sections for accepted products, fee information, and PaintReuse) received 4,757 total page views. In addition, there were a total of 8,577 searches for New Brunswick recycling locations using the ReGeneration collection site locator. ReGeneration.ca and Recycle New Brunswick's website cross-promoted one another with backlinks.

Effective January 1, 2019, Product Care replaced Regeneration.ca with a new website at [ProductCare.org](#) as part of a rebranding of the organization.

5.3 Radio and Print Advertising

- From September to November 2018, 1,154 thirty second French radio advertisements aired on La Superstation (CKLE-FM and CJVA-FM),
- From September to November 2018, 653 thirty-second English radio advertisements aired through La Superstation (CKLE0FM), K100 (C1OK-FM), Kool98 (CJYC-FM), The River (CFAN-FM), and 95 CKNB in Saint John, Miramichi, Bathurst, and Restigouche.

- An inside cover print ad and article were featured in CPCA's Insight Trade Publication: Full page advertisement (see [Appendix 3](#)). Seven thousand copies distributed to industry members.

5.4 Digital Advertising

All digital campaigns (excluding tactic targeted blog posts) were conducted in both English and French to reach the entire province.

1. **Google Search Advertising Campaign:** March to December, 2018
 - a) A search advertising campaign served text-based paint ads that show up at the top of internet search results. Ads were shown to provincial residents based on an extensive list of keyword searches relevant to the Program, with the intention of driving clicks through to the website.
 - b) New Brunswick's English and French ads collectively generated 1,588 impressions and 303 clicks.
2. **Google Display Advertising Campaign:** June to December, 2018
 - a) A New Brunswick-specific display advertising campaign served image-based paint-related ads to provincial residents based on increasingly refined targeting. These awareness-building ads appear as image boxes embedded within relevant third party websites.
 - b) Two iterations of the ads were run, the first receiving 3,834,053 impressions and 1,210 clicks (0.04% click through rate), and the second receiving 1,431,560 impressions and 2,227 clicks (0.16% click through rate).
 - c) Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in New Brunswick. Secondary targeting focused on individuals searching for home improvement and DIY-related terms, in order to reach a wider, but still relevant, population.
3. **Facebook Advertising Campaign:** A New Brunswick-specific Facebook paid ad campaign promoted the paint recycling program through News Feed ads, proactively targeting New Brunswick residents on an ongoing basis. Audience targeting was broad to allow data collection and analysis on a range of audiences to inform Product Care's digital targeting strategy going forward.¹

4. **Gated Facebook Content Strategy:** New Brunswick-specific organic page content (aka unpaid content), available only to New Brunswick residents who already follow the page, focused on paint recycling and the recycling community in general. Gating the content ensures that it is visible exclusively to residents of New Brunswick, allowing for targeted and localized messaging despite the page's national following. Product Care also regularly shared and reposted content from the Recycle NB page.
5. **Targeted blog posts:** More than 30 blog posts were targeted at relevant audience members including, but not limited to, homeowners, female heads of households, and environmentally-inclined individuals in New Brunswick. Topics included specific information on paint recycling, “do it yourself” (“DIY”) content, renovation tips, and sustainability best practices. All posts included a call-to-action to find a recycling location or interact with the brand on social media. Collectively, these posts received 62,141 views.

See [Appendix 4](#) for examples of all digital advertising activities.

5.5 Point of Sale (PoS) and Point of Return (PoR) Materials

In 2018, Product Care distributed both PoS and PoR materials as requested by retailers and recycling locations. The following materials were available for order through the online order form:

- Rack cards (English and French)
- Posters
- Floor decals

Signage for recycling locations was also made available throughout the year, free of charge, for participating recycling locations. See [Appendix 5](#) for examples.

A newly designed bilingual brochure (see [Appendix 6](#)) replaced the English and French paint recycling rack cards at the end of 2018 and part of Product Care's brand refresh, which was formally launched at the beginning of 2019.

5.6 Recycle New Brunswick Partnership

Product Care continued to partner with Recycle New Brunswick in 2018. The two

organizations collaborated by sharing in-market promotional strategies with one another to ensure maximum audience reach, synergies, and to avoid duplication of efforts. Recycle New Brunswick also assisted in the distribution of updated paint recycling informational brochures, and operated a toll-free, bilingual “hotline” where consumers obtained information about the Program.

6 Financial Information

The Program’s audited financial statements are provided in [Appendix 7](#) of this report.

7 Audit of NB Paint Stewardship Program

This annual report was reviewed by an independent, third-party auditor. The auditor’s report is attached in [Appendix 8](#).

APPENDIX 1 – Collection Site Details as of December 31, 2018

Collection Site Name	City	Paint Reuse
Airport General Store	Saint John	No
Baie Ste Anne Building Supplies / Castle Building Center	Baie Ste Anne	No
Betts Home Hardware	Doaktown	No
Billy's Bottle Exchange and Salvage Shop	Dalhousie	No
Boyd Brothers Ltd.	Saint George	No
Brooks Redemption Center	Hartfield	Yes
Caissie Building Supplies	Rogersville	No
Caraquet Home Hardware	Caraquet	No
Carpet Ranch / Grange a Tapis	Beresford	No
Centre de Remboursement Gaetan Bossé	Saint Quentin	Yes
Centre De Remboursement le Recyclage	Rivière Verte	Yes
Centre De Remboursement Shippagan Les Iles Inc.	Shippagan	Yes
Centre De Transbordement (CSRPA)	Caraquet	No
Clark's Bottle Exchange	Chipman	Yes
Cogerno	Rivière -Verte	Yes
Doran's Recycling Ltd.	Miramichi	No
Dupuis Home Hardware	Memramcook	No
Fredericton Region Solid Waste Commission (District 11)	Fredericton	No
Fundy Solid Waste - Crane Mountain Landfill	Saint John	No
Gilbert M Rioux et fils Ltee.	Grand Sault	Yes
Golden Mile Redemption Centre Ltd.	Saint John	Yes
Gorbers Bottle Exch. Ltd.	Moncton	Yes
Grand Bay Redemption Centre	Grand Bay- Westfield	No
Greater Miramichi Regional Service Commission	Miramichi	No
Hampton Recycling Centre - Satellite Depot	Hampton	No
Hebert's Bottle Exchange	Miramichi	Yes
Hillsborough Recycling Depot	Hillsborough	Yes
Horsman's Bottle Exchange Inc.	Salisbury West	Yes
Island Waste and Recycling	Grand Manan	No
J&L Warehousing Inc.	Edmundston	Yes
Keith's Building Supplies Ltd.	Saint Stephen	No
La Société Cooperative de Lamèque Ltee	Lamèque	No
Maison Du Tapis	Betrand	No
Mapleview Redemption Center	Weaver	Yes
Marina Bottle Exchange	Atholville	Yes

Collection Site Name	City	Paint Reuse
Nepisiguit-Chaleur SWC (REDPINE) (District 3) - CSR3	Allardville	No
Northside Redemption Centre	Fredericton	No
Norrad's Express and Redemption Centre Ltd.	Sussex	Yes
Pub's Transfer & Bottle Ex Ltd.	Saint John	Yes
Recyclage Beresford Recycling Ltee.	Beresford	Yes
Recyclage Chaleur	Petit-Rocher	Yes
Richibucto Home Hardware	Richibucto	No
Roblynn Home Hardware & Home Furniture	Oromocto	No
RONA Le Rénovateur - Edmundston (Store #8379)	Edmundston	No
RONA Le Rénovateur (Store #2125)	Saint-Francois-de-Madawaska	No
RONA Le Rénovateur (Store #7200)	Saint-Quentin	No
RONA Le Rénovateur (Store #7786)	Kedgwick	No
Sainte Antoine Home Hardware Building Centre / Ledger General Store	Sainte-Antoine	No
Shediac Redeem Center / Eastern Propane	Shediac	Yes
South West Solid Waste Commission (District 10)	Lawrence Station	No
Southeast ECO 360 Regional Service Commission	Moncton	No
Southern Valley Transfer Station	Woodstock	Yes
Southside Redemption Centre	Hanwell	Yes
Tediche Home Hardware Building Centre	Cap-Pele	No
Vail's Bottle Exchange	Woodstock	Yes
Valley Glass Recycling Ltd.	Dieppe	Yes
Valley Glass - Juniper/Collishaw (formerly Tri Province Enterprises (1984) Ltd.)	Moncton	Yes
Valley Glass - Toombs (formerly Tri Province Enterprises (1984) Ltd.)	Moncton	Yes
Valley Redemption Centre Inc.	Saint John	Yes
Watson's Store Ltd.	Harvey York Co	No
Wheaton's All in One	Sackville	Yes
Wiebe's Home Building Centre	Centreville	No

APPENDIX 2 – Collection Site Locator

The following provides a snapshot of the collection locator tool found at regeneration.ca.

Select product

Paint

Enter a city or postal code

New Brunswick, Canada

Refine distance

0 km 50 km 100 km

There are 58 paint location(s) near you

1

Bett's Home Hardware
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

25.62 km

2

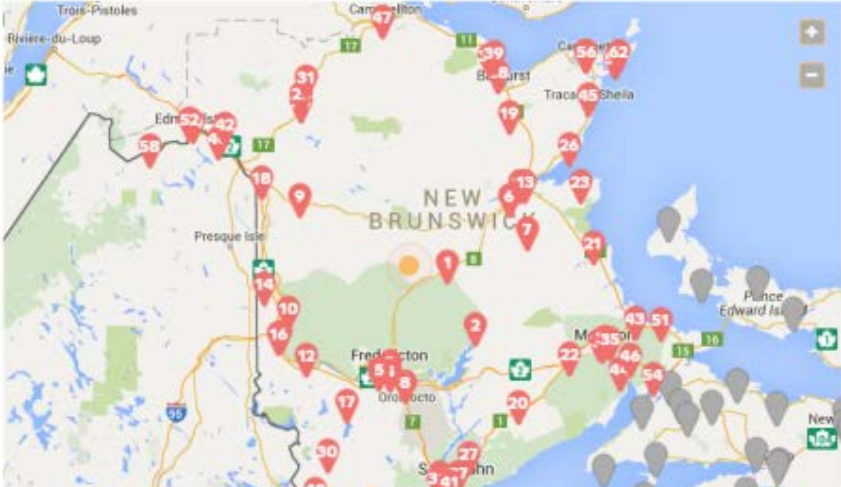
Clark's Bottle Exchange

60.69 km

Get directions

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 – CPCA Insight Print Advertisement

This CPCA ad was featured in CPCA Insight Trade Publication along with an article focused on Product Care paint programs.



The advertisement features two paint cans floating against a light blue background. The can on the left is red and white, labeled "PAINT" in large white letters on the red band, with "Mandy Red" and "INTERGLAZ" in smaller text below. The can on the right is teal and white, labeled "PAINT" in large white letters on the teal band, with "Teal Matte" and "INTERGLAZ" in smaller text below. In the top left corner, there is a red square containing a white recycling symbol. Below the cans, the text "Caring for your paint products' end of life so you don't have to" is written in teal. A red horizontal line separates this text from the contact information below. The contact information includes the Product Care logo, a phone number, a toll-free number, and an email address.

Caring for your paint products' end of life so you don't have to

For more information about our recycling programs available in your province, visit us at productcare.org

productcare

Phone: 604-592-2972
Toll Free: 1.877.592.2972
Email: info@productcare.org


APPENDIX 4 – Digital Advertising Activities

Below are examples of digital advertising employed by Product Care in 2018 across multiple platforms.

Website Blog Posts

4 EXPERT TIPS FOR CHOOSING PAINT COLOURS IN YOUR HOME

April 30th, 2018 / [Blog](#)




Sunset Orange, Popsicle Dream, or Pumpkin Soup? Renovation decisions ...

[READ MORE](#)

DON'T CAN YOUR EMPTY PAINT CANS—RECYCLE THEM!

June 1st, 2018 / [Blog](#)




It's official: you can recycle paint cans in almost all Canadian ...

[READ MORE](#)



5 ECO-FRIENDLY TIPS FOR HOMEOWNERS

July 30th, 2018 / [Blog](#)





Becoming a homeowner for the first time is very exciting— it's a huge ...

[READ MORE](#)

**ReGeneration**
Special Waste Recycling by  Edmonton

[PROGRAMS](#) [ABOUT](#) [NEWS](#) [EVENTS](#) [CONTACT](#)

[FIND A COLLECTION SITE](#) 




DON'T CAN YOUR EMPTY PAINT CANS—RECYCLE THEM!

June 1st, 2018 / [Blog](#)

[← Back to News](#)

It's official: you can recycle paint cans in almost all Canadian provinces through our programs. What does this mean for your trips to the local depot? Read on below!



Google Search Ads

Recyclage de peinture au N-B | Comment recycler la peinture ⓘ

Ad www.regeneration.ca

Nos programmes gardent les déchets dangereux hors des dépotoirs et cours d'eau.

[Trouver un dépôt](#)

[Recyclez votre peinture](#)

Recycle Old Paint Today | Find A Drop-Off Site Near You ⓘ

Ad www.regeneration.ca

Keep paint out of landfills - recycle it! Find your nearest drop-off site here

[About Product Care](#)

[Products We Accept](#)

[Donate Old Paint](#)

[Recycle Your Paint](#)

Google Display Ads

**New Brunswick
recycled 334,728 litres
of paint last year.**

**RECYCLE YOUR
PAINT FOR FREE**

 **ReGeneration**
Recycling and Resource Management



**334,728 litres de peinture
ont été recyclés au Nouveau-
Brunswick l'an dernier.**

**RECYCLEZ LA VÔTRE
GRATUITEMENT**

 **ReGénération**
Recyclage et Gestion des Ressources



Appendix 5 – PoS and PoR Materials

The following are examples of PoS and PoR materials made available in 2018, including posters, floor decals and collection site signage.

PoS and PoR Poster (English and French)



PoS and PoR Floor Decal



Recycling Location Signage (English & French)



PaintRecycle



ACCEPTED PRODUCTS

- 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 of all types including Automotive, Craft and Industrial
 - Maximum container size is 25 Litres.
 - Aerosol paint spray cans 660 grams or 24 ounces.
 - Products must be in their original container with label intact
 - Container must be tightly sealed
 - Do not mix different types of paint products together



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



recyclenb.com



ReGeneration.ca
Special Waste Recycling by (Produit)care



PaintRecycle



PRODUITS ACCEPTÉS

- Peinture à usage résidentiel d'intérieur et extérieur : à base d'eau (ex. latex, acrylique) et à base d'huile (ex. alkyde, émail)
- Revêtement à terrasse et peintures à plancher (y compris élastomère)
- Vernis et uréthane (composant unique)
- Peinture pour béton/maçonnerie
- Peinture pour cloisons sèches
- Revêtements et apprêts (ex. métal, bois)
- Stucco
- Peintures pour usage marin (sauf celles homologuées en vertu de la Loi sur les produits antiparasitaires)
- Huile de finition et de protection pour le bois
- Melamine, peinture à métal et anti-rouille, coloration et gomme laquée (shellac)
- Peinture à piscine (composant unique)
- Peinture d'isolation
- Peinture texturée
- Bouche-fissure
- Enduits pour bois, maçonnerie, asphalte ou hydrofuges (produits sans goudron ou de bitume)
- Contenants vides de peinture
 - Peinture résidentielle jusqu'à 25 litres
 - Peinture en aérosol 660 grammes ou 24 Ounces
 - Les produits doivent être dans leur contenant d'origine avec l'étiquette intacte
 - Les contenants doivent être correctement fermés
 - Ne mélangez pas différents types de peinture ensemble



NON ACCEPTÉS

- Contenants non identifiables ou sans étiquette
- Brosses, chiffons et rouleaux
- Peinture entreposée dans un contenant en verre
- Contenants de peinture mal scellés
- Contenants de peinture en mauvais état (ex. rouille ou fuites)
- Contenants bombés
- Peinture et vernis industriels (ex. cuit au four, résistant à la chaleur etc.)
- Peintures ou produits de préservation du bois homologuées en vertu de la Loi sur les produits antiparasitaires (numéro de PCP sur l'étiquette)
- Peinture artisanale (sauf aérosols)
- Peinture automobile (sauf aérosols)
- Peinture à 2 composants, contenant un catalyseur ou activateur
- Produits pour toitures
- Produits à base de goudron ou de bitume
- Peinture de signalisation routière
- Peinture à séchage rapide
- Résines
- Diluants de peinture, décapants et solvants
- Nettoyants pour terrasses
- Colorants et teintures
- Produits de calfeutrage, résines époxy, colles ou adhésifs
- Autres produits chimiques à usage résidentiel



recyclenb.com



ReGeneration.ca
Recycling des déchets spéciaux (Produit)care

Appendix 6 – Product Care’s newly designed brochure

A newly designed bilingual brochure replaced rack cards at the end on 2018. The new look incorporates Product Care’s new branding, which was fully implemented at the beginning of 2019.

Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based consumer paint (alkyd, enamel)
- Undercoat and primers (e.g. metal, wood, etc.)
- Masonry paint, block filler, deck and floor coating (including elastomeric)
- Varnish and urethane (single-component), wood finishing oil, melamine, stain, shellac, anti-rust paint, stain blocking paint
- Drywall and stucco paint
- Marine paint and wood preservatives (unless registered under Pest Control Product's Act)
- Swimming pool paint (single-component)
- Textured paint
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- All paint aerosols including consumer, industrial and automotive
- Already empty paint and aerosol containers

Maximum container size: 25 litres

Maximum aerosol size: 680 grams or 24 ounces

 This program is approved by Recycle NB
1-888-322-6473
www.recyclenb.com

Not Accepted Products

- Unidentifiable or unlabelled containers
- Paint in glass containers or containers with poor integrity (e.g. badly rusted, leaking, bulging, improperly sealed)
- Brushes, rags and rollers
- Non-aerosol industrial paints & finishes (e.g. baked-on, heat resistant, etc.)
- Colorants and Tints
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. Registration number on label)
- Non-aerosol craft or automotive paint
- Two-part or component paints containing catalyst or activator
- Roof patch and repair, tar or tar/bitumen-based products
- Traffic or line marking paint
- Paint thinner, resins, mineral spirits or solvents
- Deck cleaners
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

Always Remember the BUD Rule:

Buy no more than you need
Use all the paint you buy
Drop off the leftovers for recycling

*Product Care Recycling contributes to the local economy while at the same time protecting the environment, one can at a time.

Leftover Paint?

Recycle it for free across New Brunswick. To find a recycling location visit productcare.org



productcare.org 

Produits de peinture acceptés

- Peintures à l'eau (latex ou acrylique), à l'huile ou laque, d'intérieur ou d'extérieur
- Sous-couches et apprêts (pour métal, bois, etc.)
- Peintures pour maçonnerie, coulis pour remplissage des blocs de construction, revêtements pour terrasses et sols (élastomères inclus)
- Vernis à l'uréthane (à composant unique), huiles de finition pour bois, peintures mélaminées, peintures bloque-taches pour plafond, gammes laquées, peintures anti-rouille
- Revêtements pour cloisons sèches et stucco
- Peintures marines et produits de préservation du bois (sauf si homologué en vertu de la loi sur les produits antiparasitaires)
- Peintures pour piscine (à composant unique)
- Peintures au fini texturé
- Produits scellants ou hydrofuges pour bois, maçonnerie ou chaussée
- Toutes les peintures en aérosol sont acceptées, y compris les peintures résidentielles, industrielles et automobiles
- Contenants vides

Peinture résidentielle jusqu'à 25 litres

Peinture en aérosol 680 grammes ou 24 onces

 Ce programme est approuvé par Recycle NB
1-888-322-6473
www.recyclenb.com

Produits de peinture non acceptés

- Contenants non identifiables ou sans étiquette
- Peintures entreposées dans des contenants en verre ou des contenants en mauvais état (rouillés, avec fuites, mal fermés)
- Brosses, chiffons et rouleaux
- Peintures et apprêts industriels et fins (ex. aut. ou four, résistant à la chaleur, etc.)
- Colorants et teintures
- Produits homologués en vertu de la loi sur les produits antiparasitaires (doit avoir un numéro d'homologation)
- Peintures pour artisanat (sauf aérosols)
- Peintures automobiles (sauf aérosols)
- Peintures en 2 composants contenant un catalyseur ou activateur
- Produits pour toitures à base de goudron ou de bitume
- Peintures de signalisation routière
- Diluants à peinture, décapants et solvants
- Nettoyants pour terrasses
- Produits de coffrage, résines époxy, colles et adhésifs
- Autres produits chimiques domestiques

N'oubliez pas la règle « NUD »

Nachetez que ce dont vous avez besoin
Utilisez toute la peinture que vous achetez
Déposez vos restes de peinture pour les recycler

*Product Care Recycling contribue à l'économie locale tout en protégeant l'environnement, un contenant à la fois.

Restes de peinture?

Recyclez-les gratuitement partout au Nouveau-Brunswick. Visitez productcare.org pour trouver un dépôt.



productcare.org/fr 

APPENDIX 7 – Audited Financial Statements

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

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

31 DECEMBER 2018

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2018

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ROLFE, BENSON LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

1500 – 1090 West Georgia Street
Vancouver, B.C. V6E 3V7
Tel: 604-684-1101 Fax: 604-684-7937
E-mail: admin@rolfebenson.com

INDEPENDENT AUDITORS' REPORT

To Recycle New Brunswick,

Report on the Audit of the Statement of Revenues and Expenses and Accumulated Surplus

Opinion

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 of Canada (the "Association") for the year ended 31 December 2018 and a summary of significant accounting policies and other explanatory information.

In our opinion, the Statement presents fairly, in all material respects, the revenue and expenses and accumulated surplus of the New Brunswick Paint Recycling Program for the year ended 31 December 2018 in accordance with Canadian Accounting Standards for Not-For-Profit Associations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the Statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter - Restriction on Distribution and Use

This report is prepared on the direction of Product Care Association of Canada'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 of Canada's management and Recycle New Brunswick, and should not be distributed to other parties.

Responsibilities of Management and Those Charged with Governance for the Statement

Management is responsible for the preparation and fair presentation 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 Statement that is free from material misstatement, whether due to fraud or error.



INDEPENDENT AUDITORS' REPORT - Continued

In preparing the Statement, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditors' Responsibilities

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.



ROLFE, BENSON LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

INDEPENDENT AUDITORS' REPORT - Continued

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Rolfe, Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
19 March 2019

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2018

	2018	2017
Revenues	\$ 1,148,995	\$ 982,639
Program expenses		
Processing	519,072	609,942
Transportation	168,455	171,588
Administration (Notes 2(b) and (d))	100,451	91,847
Collection	98,044	103,026
Regulatory	82,220	80,000
Communications	44,457	42,070
	<u>1,012,699</u>	<u>1,098,473</u>
Excess (deficiency) of revenues over expenses for the year	136,296	(115,834)
Accumulated surplus - beginning of the year	440,956	556,790
Accumulated surplus - end of year	\$ 577,252	\$ 440,956
Commitment (Note 3)		

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

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2018

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 of Canada (the "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

Environmental Handling Fees are received from members of the Association making sales of designated program materials 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. Environmental Handling Fees 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.

(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	3 years
-----------------	---------

Included in administration expense is \$7,324 (2017 - \$496) of amortization expense related to tangible capital assets.

(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.

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2018

2. Summary of Significant Accounting Policies - continued

(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 \$63,007 (2017 - \$60,209) of overhead expense which has been allocated to the Program.

3. Processing Commitment

At year end, the Association had unprocessed program materials on hand related to the Program with an estimated cost to process, transport and recycle of \$23,578 (2017 - \$18,452) which will be incurred in 2019.

APPENDIX 8 – Report of Independent Third Party Reviewer

New Brunswick Paint Stewardship Program

2018 Program Performance Review

Prepared by
Kim Hughes BSc.
May 3, 2019

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1.0 INTRODUCTION

This report presents the results of an independent assessment of the performance of the New Brunswick Paint Stewardship Program for the year 2018. This assessment is an annual undertaking to satisfy the *Designated Materials Regulation* (2008-54) - *Clean Environment Act* requirement that the paint stewardship plan shall provide for the assessment of the performance of the brand owner's plan (New Brunswick Paint Stewardship Plan 2016-2021) and the New Brunswick Paint Stewardship 2018 Annual Report by an independent auditor.

Stewardship programs in Canada have been developed on the basis of an Extended Producer Responsibility (EPR) model where the responsibility for the end-of-life management rests with the organization producing the product. The implementation of such product stewardship programs will ensure that the management of the product after its use will include various alternatives such as reuse, recycling, energy recovery and environmentally sound disposal options.

The 2018 review and assessment of the New Brunswick Paint Stewardship Program was carried out by evaluating the 2016-2021 New Brunswick Paint Stewardship Plan and the 2018 Paint Stewardship Program Annual Report which were produced by Product Care Association of Canada (PCA), the agent of Brand Owners. The reviewer has also considered additional information collected through discussions with the provincial Product Care Association field coordinator, Recycle NB and the New Brunswick Department of Environment and Local Government in the assessment of the program's performance.

2.0 NEW BRUNSWICK PAINT STEWARDSHIP PROGRAM

The New Brunswick Paint Stewardship Plan 2016-2021 identifies Product Care Association as the administrator acting on behalf of the Paint Brand Owners selling, offering for sale or distributing paint products in the province. Product Care Association of Canada is a federally incorporated not-for-profit industry association incorporated under the laws of Canada. Product Care Association has been administering the Paint Stewardship Program in New Brunswick since 2009 and has been managing paint and other household hazardous waste stewardship programs in other jurisdictions since 1994. PCA is also currently involved in Stewardship and Recycling programs in the Provinces of British Columbia, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland and Labrador, Prince Edward Island, and Nova Scotia.

As of December 31, 2018, there were 71 Brand Owners registered under the New Brunswick Paint Stewardship Program. The program was operated through a network of 62 collection sites across the province for the collection of used leftover paints and coatings in liquid and aerosol form as well as empty containers from consumers in the Province. This information is available on the Product Care web page and is linked to the Recycle NB web page.

The New Brunswick Paint Stewardship Program provides a Paint Reuse component where better quality paint returned to collection sites is made available for the public to take free of charge. The Program also aims at reclaiming the majority of the collected waste paint to produce new paint. The bulked paint of recyclable quality is sent to Laurentide Resources Atlantic Inc. facility in Richibucto, NB for initial processing and from there to an affiliated processor, Peintures Recuperees de Quebec in Victoriaville, QC for recycling or transferred to other international

recyclers. Clean Harbors Environmental Services in Thurso, QC handles the treatment of aerosols. The waste paint that is not suitable for manufacturing new paint is considered for energy recovery or for disposal in an environmentally sound manner. Metal and plastic containers are directed to the appropriate recycling facilities.

The *Designated Materials Regulation* and the New Brunswick Paint Stewardship Plan (2016-2021) identify the reuse and recycling of waste paint as the top options for managing waste paint in the Province.

3.0 EVALUATION

3.1 COLLECTION

Program members reported the sale of 4,533,254 litres of program products in New Brunswick from January 1 to December 31, 2018. The recovery rate is calculated by dividing the volume of waste paint collected by the volume of paint sold in NB. In 2018 the total amount of waste paint collected was 303,546 litres representing a residual recovery rate of 6.7 %. This is consistent with recovery rates attained over the program since its inception in 2009.

Product Care Association, in partnership with RecycleNB, offer a comprehensive and robust service that enables recycling of paint products and containers across New Brunswick. Continuing efforts to inform the public through communication and education programs are very effective.

There were 62 collection sites participating in the program in 2018. Paint Reuse was offered at 28 collection sites in 2018, representing almost half of all sites across the province. The Paint Reuse program offers better quality returned paint for reuse at no charge to the consumer. In 2018 it was estimated that 196 litres of paint was used by consumers as a result of the Paint Reuse program. PCA has noted in its annual report that it is believed that not all paint passing through the Paint Reuse program is being reported. There are ongoing efforts to improve the tracking of paint being offered for reuse which will result in more accurate reporting for this part of the program.

It should also be noted that there were 139 household hazardous waste (HHW) collection events held throughout the Province in 2018 along with regular household hazardous waste collection at regional waste management facilities. All waste paint collected at these events was managed by Product Care under the New Brunswick Paint Stewardship Program.

These collection activities clearly meet program plan commitments to maintain 60 collection sites and to participate in one-day collection events managed by Regional Service Commissions.

Waste paint is collected and transported in a recovery unit known as a “tubskid” that effectively provides secondary containment to the waste paint from collection to subsequent processing or disposal. In 2018, the program collected 2,277 tubskids of waste paint.

Recommendations:

- Product Care Association and RecycleNB continue to promote the availability of paint reuse/recycling locations across New Brunswick
- PCA should consider opportunities to increase consumer awareness at point of sale that the recycling of leftover paint and containers is included in the purchase price of the product.

3.2 Processing & Recycling

Laurentide Resources Atlantic Inc. facility processed 311,743 litres (2341 tubskids/ 209 aerosol drums) of leftover paint in 2018. This highlights the continued success of the New Brunswick Paint Stewardship Program resulting from the public communication and education programs delivered by Product Care and Recycle New Brunswick.

The ultimate goal of the Paint Stewardship Program is to collect as much leftover paint as possible and to manage the product to avoid impacts to the environment and human health; pollution prevention.

In 2018, 73.9 % of waste paint was reused or recycled (The regulated target for reuse and recycling is 70%). The New Brunswick Paint Stewardship Program managed waste paint as follows;

*	reuse	196 litres
*	recycling	224,399 litres
*	energy recovery	25,844 litres

representing 80.3% of the volume of paint in the Paint Stewardship Program. The remainder of paint in the program, 61,500 litres was securely disposed of in engineered landfill sites. No incineration of waste paint took place.

Product Care Association continues to achieve a high level of program success in New Brunswick. Recovery rates continue to improve, evidence that paint consumers are aware they can recycle or dispose of unwanted painted in a convenient manner.

In 2018, a total of 55.3 tonnes of empty metal paint containers were generated and sent for metal recycling, 4.3 tonnes of plastics pails (HDPE 2) and 16.1 tonnes of plastic paint cans

(polypropylene) were sent for plastics recycling. This represents a total of 75.7 tonnes of metal and plastic that is being recycled and not going to landfill.

Recommendations:

- Product Care should continue its education program for the collection sites operators regarding the proper containers and materials to be accepted under the New Brunswick Stewardship Program.
- Product Care should also focus its public communication and education program towards educating the consumers about the proper containers and materials to be accepted under the New Brunswick Paint Stewardship Program.

3.3 Communications

Product Care continues to carry out the communication and education component of the Paint Stewardship Program in order to reach all those involved with the sale and use of paint as well as those involved with the collection of leftover paint. The partnership between Product Care and Recycle New Brunswick on this component of the program resulted in a collaborated effort in delivering the public communication and education program in the province. The combined efforts by Product Care and Recycle New Brunswick regarding the communication and education program have been effective in increasing consumer awareness of the New Brunswick Paint Stewardship Program.

In 2017 the program plan established a consumer awareness goal of 55%. In 2017 a survey was conducted and it showed that 66% of consumers were aware of the New Brunswick Paint Stewardship Program, an increase of 11 % over the last survey done in 2015.

Other communication and education programs in 2018 included:

The bilingual website that is maintained by Product Care, and is linked to the Recycle New Brunswick website, provides the public with relevant information regarding the New Brunswick Paint Stewardship Program such as the location of collection sites, depot hours of operation, information on the Paint Reuse program and Program product lists. There were 4,757 visitors who utilized the website in 2018, while the collection site finder page received about 8,577 page views.

Product Care continued to strengthen its relationship with the New Brunswick Regional Service Commissions during 2018. Regional Service Commission – Solid Waste facilities have played a major role in the waste paint management through efforts directed towards increasing public awareness of the Paint Stewardship Program and through special events held by the commissions to collect household hazardous waste. Regional Service Commission solid waste management facilities have regular household hazardous waste collection services. All waste

paint collected at these events was managed by Product Care under the New Brunswick Paint Stewardship Program.

Collection sites visits by the field coordinator for Product Care continued in 2018, where the local representative visited 48 collection sites (77% of all collection sites in the province). These site visits provided a face to face communication opportunity with collection site operators and allowed for the training of collection sites operators in order to improve the efficiency of the program. The field coordinator also visited several of the paint retailers throughout the Province to ensure that they have enough brochures and that the brochures are given to the public when buying paint. The continued efforts of the field coordinator serves to improve the efficiency of the program and provides a greater understanding of the goals of the Paint Stewardship Program among those using and selling paint, and those collecting waste paint in New Brunswick.

Furthermore, Product Care continued communication with the retailers and collection site operators regarding the distribution of program information to the public. These communication efforts have played a major role in increasing public awareness of the program and have added to the continued progress of the New Brunswick Paint Stewardship Program.

Recommendations:

- Product Care and Recycle New Brunswick should continue to adapt their public communication and education programs to maximize the desired goals of the Paint Stewardship Program across the province, including promotion of the industry efforts under the “Design for Environment” initiative.

3.4 Operations

The presentation in the above sections demonstrates that the operation of the program has been successful in 2018. The success of the program’s operation is largely attributed to the experience of the provincial program field coordinator, the support from Product Care Association (national) and the collection site operators. It is worth noting that PCA has initiated a program that will provide specific hazardous waste training to the collection site staff.

Product Care carries out regular training sessions with collection site operators and follows up on any issues raised in the monthly collection sites reports. Data collection and analysis is carried out by Product Care in order to ensure that the operation of the program is focused on achieving the goals of the New Brunswick Paint Stewardship Plan (2016-2021).

Product Care also conducts regular inspection of collection sites to ensure the collection sites are in compliance with the terms of their agreements with Product Care, to provide training, replenish program supplies, and to address any issues that the collection sites may have. Product Care

strives to improve the overall data collection and analysis in order to ensure that the operation of the program is directed towards achieving the goals of the New Brunswick Paint Stewardship Program.

It has been noted that a number of non-program containers have been returned by the consumers through the Paint Stewardship program's collection system. These containers have been one of the components of the program that Product Care has been dealing with and trying to minimize the non-program containers ending up at the collection sites. Continued efforts by the Product Care field coordinator were directed towards educating consumers and the collection site operators regarding non-program containers making their way into the collection and processing stream. The non-program containers represent a financial cost to the program and a potential risk to retailers and collection sites operators handling the returns. Product Care, RecycleNB, and the New Brunswick Department of Environment and Local Government should examine opportunities to better manage non-program materials and containers.

The assessment of the 2018 New Brunswick Paint Stewardship Program's annual report indicates that there is a continued improvement in the major components of the program; communications, collection, and processing & recycling.

Recommendations:

- Product Care should continue to carry out regular collection site visits/inspections, provide operator training and to continue working with the collection site operators in an effort to improve their operational effectiveness.
- Product Care should continue to enhance its efforts during site visits to educate the operators about the accepted program containers in order to reduce the volume of non-program containers coming into the program.

4.0 OVERALL PROGRAM ASSESSMENT & CONCLUSION

In 2018, there were 71 Paint Brand Owners registered under the New Brunswick Paint Stewardship Program and a network of 62 collection sites across the province for the collection of used paints and coatings in liquid and aerosol form as well as empty containers from consumers in the Province.

The evaluation and assessment of the performance of the New Brunswick Paint Stewardship Program for 2018 was based on the review of the 2018 Annual Report produced by Product Care. During the assessment, the reviewer held meetings with the major stakeholders in order to get their views and input on the 2018 program.

Since 2009, the New Brunswick Paint Stewardship Program has been operated by Product Care on behalf of Paint Brand Owners selling paint in the Province. It is clear from the review and assessment of the annual report, and interviews with RecycleNB, the provincial Product Care Field Coordinator, and the Department of Environment and Local Government, that Product Care had successfully fulfilled the program and reporting requirements of the *Designated Materials Regulation* 2008-54 under the *Clean Environment Act* and achieved the objectives of the program regarding the collection and utilization of waste paint mainly in paint reuse and recycling, as well as the collection and recycling of paint containers.

Despite the fact that recycling paint containers has been a problematic item in the recycling business, Product Care has been working hard to identify appropriate recycling facilities for empty paint containers collected under the New Brunswick Paint Stewardship Program. The efforts expended by Product Care in this regard are acknowledged in this assessment. In 2018 – 75.7 tonnes were collected and recycled, including metal, plastic, and polypropylene. This also demonstrates the effectiveness of Product Care in its efforts to achieve the goals of the New Brunswick Paint Stewardship Program.

Section 44 of the *Designated Materials Regulation* requires that the reuse rate for waste paint (the volume of paint reused plus the volume of paint recycled to produce paint divided by the volume of waste paint collected) shall be at least 70%. The reuse rate in 2018 was 72 % (reuse 0.1% /recycle 71.9%) exceeding the requirement of the *Designated Materials Regulation*.

It is worth noting the efforts that the paint and coatings industry is undertaking through their “Design for the Environment” initiative that is working towards product innovation that seeks to achieve sustainability in the industry. While these efforts are not part of the New Brunswick regulatory structure they are truly forward thinking and will impact on how this program is delivered in future years.

It is also important to recognize that the program was running an annual financial deficit in recent years. In April 2018 PCA adjusted the environmental handling fees to ensure the financial sustainability and ongoing success of the program.

On the basis of this assessment, the independent assessor concludes that Product Care has successfully managed the Paint Stewardship Program in the province in 2018 with outstanding performance. The efforts expended by Product Care have resulted in satisfying the objectives of the *Designated Materials Regulation*.

Executive Summary

In 2018 the New Brunswick Paint Stewardship Program was successfully implemented by Product Care Association of Canada and RecycleNB.

The Program continues to meet regulated and Program Plan objectives. Consumer awareness continues to increase across the province, evidence that the efforts of Product Care and RecycleNB are impacting the New Brunswick population.

The Highlights from 2018 are as follows:

- **66% consumer awareness to the program**
- **62 waste paint collection sites across the province that provide excellent public access to the waste paint recycling program**
- **48 waste paint collection site visits in 2018**
- **72% of waste paint collected was reused and recycled**
- **4,533,254 litres of paint sold in New Brunswick in 2018**
- **303,546 litres of waste paint collected**
- **193 litres of waste paint reused by consumers**
- **311,743 litres of waste paint processed (includes 2017 residual volume)**
- **25,844 litres of waste paint used for energy recovery**
- **61,500 litres of non-recycleable product solidified and disposed at landfill**
- **75.7 tonnes of metal and plastic containers recycled**

Product Care Association continues to advance the goal of recycling paint in the Province of New Brunswick. The 2018 New Brunswick Paint Stewardship Program was very successful and all program objectives were achieved.