

Nova Scotia Paint Program Annual Report

March 30, 2019

Submitted by:

Product Care Association of Canada



productcare.org

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1.0 About Product Care Association of Canada

The Nova Scotia 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, recycling and management of all regulated post-consumer paints and paint aerosols.

Product Care 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 has developed and managed paint, lighting products, smoke and CO alarms, 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 *Nova Scotia Solid Waste-Resource Management Regulations N.S. Reg. 25/96* as amended (“Regulation”) pursuant to section 102 of the *Environment Act*. A current list of Product Care members can be found on Product Care's website.

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 18F (1) of the Regulation.

1.2 Program Summary

Product Care has operated an approved paint stewardship program plan with Nova Scotia Environment (“NSE”) under the Regulation since 2012. The Program was operated by Divert NS (formerly RRFB) between 2002 and 2012, after which Product Care assumed responsibility under its stewardship plan approved on August 31, 2012. Since 2012, Product Care has contracted with Divert NS to manage the Program’s collection and transportation system, as well as additional Program elements. A new Program Plan was submitted to NSE in June 2017 and received NSE approval on March

9, 2018. This annual report reports out against the requirements set out in the new program plan.

The Program includes all water-based, oil and solvent-based paints and stains, but does not cover specifically formulated industrial and automotive coatings. The Program also includes all paint aerosols (industrial, commercial, automotive, etc.) and marine paint (except those registered as a pesticide). For the purposes of this annual report, these are collectively referred to as “Program Products”. As of July 2018, Product Care began to accept empty paint containers at all Product Care collection sites in Nova Scotia, as per Program Plan commitments. NSE was notified of this change in July 2018. A detailed list of products accepted and non-accepted is available on Product Care’s [website](#).

The Program offers collection sites throughout the Province where consumers can bring leftover household paint for free. Collection services are offered through Enviro-depots™ (redemption centres), select retail stores and local government recycling/waste facilities. Product Care supplies collection sites with standard reusable collection containers (“tubskids” and drums). The Program contracts with Divert NS to deliver empty collection containers, pick up full ones from collection sites, and consolidate the full collection containers into loads, which are shipped to a processor for recycling. Additional program elements managed by Product Care include revenue management, communications and administration.

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 Nova Scotia. 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.

2.0 Brand Owner Sales Information

Program members reported the sale of approximately 5,534,529 litres¹ of Program Products in Nova Scotia from January 1 to December 31, 2018.

3.0 Collection

The following section provides the total amount of post-consumer paint collected in Nova Scotia, as well as the location of the Program's 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 during the reporting period.

Table 1: Total Amount of Post-Consumer Paint Collected in 2018

Item	Number of Tubskids ²	Number of Aerosol Tubskids ²	Residual Paint Volume (L) ³	Residual Aerosol Paint Volume (L) ⁴	Paint Reuse Volume (L)	Total Residual Paint Volume (L)
Volume Collected	3,059	18	469,862	2,342	5,548	477,752

Table 2 provides the Program's recovery rate in 2018 based on the volume of paint collected as a function of volume of paint sold in Nova Scotia in 2018.

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

² Tubskid dimensions (42" x 30" x 48") 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 Based on a rounded conversion rate of 153.6 L per collection bin derived from the number of tubskids processed and the total residual volume of material generated.

⁴ Based on a conversion rate of 130.1 L per tubskids derived from calculations made using historic sampling for volume.

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

	Total
Sales (litres)	5,534,529
Residual Recovery Volume (litres)	477,752
Recovery Rate	8.6 %

3.2 Collection Sites

As of December 31, 2018, 100 collection sites were participating in the Program, one less than in 2017. [Appendix 1](#) provides the location of the collection sites.

3.3 Process of Internal Accountability

The Program provides collection site guidelines to all collection sites setting out the operational procedures and requirements for the proper collection and handling of Program Products. In addition, the Program provides emergency spill kits and emergency procedure instructions to collection sites.

To ensure the environmental effectiveness of the Program, Product Care carried out collection site inspections to ensure they fulfilled their role as a service provider and adhered to all applicable Program guidelines and requirements. Prior to January 2018, inspections were conducted by Divert NS under contract to Product Care.

4.0 Processing

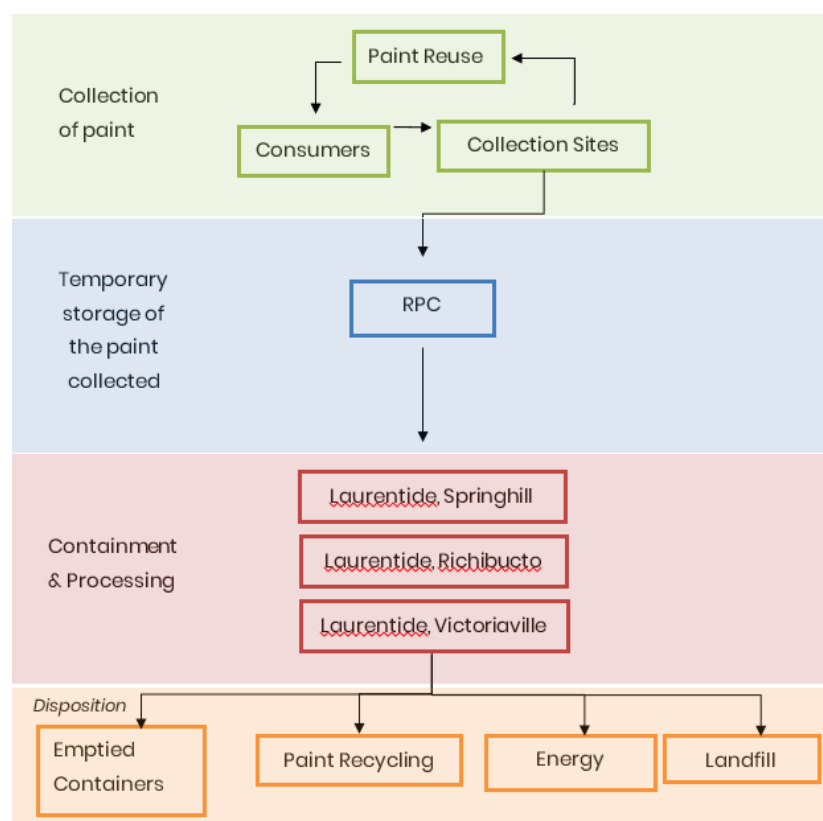
This section of the report sets out:

- 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, contained, 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;

- d) A description of the efforts to redesign paint products to improve reusability and recyclability; and
- e) The location of processing or containment facilities for post-consumer paint.

All paint collected through the Program was transported by Divert NS from collection sites to the Regional Processing Centre (RPC) in Kemptown. Accumulated full truck loads were then transported from Kemptown to Laurentide Re-source's processing facility in Springhill. All products were then unloaded and removed from the storage tubs, inspected, sorted, and processed as outlined in Figure 1.

Figure 1: Chain of custody of paint



4.1 Location of RPC and Processing Facilities

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

Divert NS Kemptown Facility 119 Mingo Road Kemptown, NS B6L 2K4	Containment Facility (Divert NS RPC)
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Containment Facility
Laurentide Re-sources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

4.2 Post-Consumer Paint Processed

All paint collected through the Program was sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for processing. In 2018, a total of 2,991 tubskids of leftover paint and 16 tubskids of aerosols were delivered to the Laurentide Springhill facility for processing, which included tubskids collected in 2018 and held at the Kemptown consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 2,925 tubskids of paint and 15 tubskids of aerosols. These volumes processed included some tubskids that were in their inventory from 2017.

Table 3 shows the volume of post-consumer paint shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres). Volumes collected but not shipped, or shipped but not processed, were managed in the following reporting year.

Table 3: Volume of Post-Consumer Paint Received and Processed in 2018

Item	Number of Tubskids ⁵	Number of Aerosol Tubskids ⁵	Residual Paint Volume (L) ⁶	Residual Aerosol Paint Volume (L) ⁷	Total Residual Paint Volume (L)
Volume Shipped to Processor	2,991	16	459,418	2,082	461,500
Volume Processed	2,925	15	449,313	1,952	451,265

The number of paint containers processed in 2018 at Laurentide Re-sources and the number of containers of non-program materials collected is set out in Table 4.

Table 4: Number of Paint Containers Processed in 2018 at Laurentide Re-Sources Atlantic Facility

	# of Containers
Paint containers	364,926
Non-program containers	13,121
Total containers	378,047
% of non-program containers	3.47%

The weight of metal and plastic containers recycled in 2018, their respective processors and management options are provided in Table 5.

Table 5: Weight of Metal and Plastic Containers Collected and Recycled in 2018

⁵ Tubskid dimensions (42" x 30" x 48") 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.

⁶ Based on rounded a conversion rate of 153.6 L per collection bin derived from the number of tubskids processed and the total residual volume of material generated. Residual paint volume does not included paint handled through the Paint Reuse Program.

⁷ Based on a conversion rate of 130.1 L per tubskids derived from calculations made using historic sampling for volume.

Container Type	Collected and Recycled (MT)	Processors	Management Process
Metal	73	DR Metal Recycling, NB	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	6.7	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)	21.1	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Processed and sold as a commodity for plastics recycling

4.3 Product Management

The following sections describe the methods employed by the Program to manage post-consumer paint.

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. The collection sites record and report the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing.

An estimated 5,548 litres of paint was given away to consumers in 2018 at no charge through the Paint Reuse Program. The reuse volume was estimated by assuming that each container was 75% full on average.

Recycling

At the Laurentide Re-sources Springhill facility, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulk paint of recyclable quality was then transferred to Laurentide Re-sources Richibucto storage facility, where it was distributed to an affiliated processor, Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or shipped to off-shore customers. Table 6 provides the quantities of water-based paint and solvent-based paint that were recycled and reprocessed as 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 was sent for energy recovery in 2018.

Table 6: Type and Quantity of Paint Recycled in 2018

Type	Litres	Percentage
Water-based paint	281,721	85.6%
Solvent-based paint	47,271	14.4%
Total	328,992	100%

Aerosol Paint Management

The residual volumes of paint recovered from paint aerosols were very small and represent a variety of product formulations that limit the options for recycling. Paint aerosol containers were punctured, the propellant filtered through activated carbon and the contents drained. The residual paint was used for energy recovery.

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 in 2018 that was not suitable for paint recycling was used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 38,018 litres of solvent-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

Incineration

During the reporting period, no material went for incineration.

Landfill

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 84,255 litres of non-recyclable water-based sludge/solid, which was solidified and disposed of at an engineered landfill.

4.4 Percentage of Post-Consumer Paint by Management Method

Table 7 below shows the breakdown of post-consumer paint managed by the different product management methods.

Table 7: Post-Consumer Paint by Management Method

Method	Volume (litres)	Percentage
Reuse – Paint Reuse Program	5,548	1.2 %
Reuse – Paint Recycling	328,992	72.1 %
Energy Recovery	38,018	8.3 %
Landfill	84,255	18.4 %
Incineration	0	0.0 %
Total	456,813	100%

4.5 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 Chemicals Management Plan (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 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 emission 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 increase sharply 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.

5.0 Communication and Education

In 2018, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in Nova Scotia, in accordance with regulatory requirements. The following section provides details regarding the Program's communication and public education activities in 2018.

5.1 Program Awareness

In November 2017, an online survey was conducted among 1,000 residents, representative of Nova Scotia's adult population. The survey revealed that 68% of residents are aware of a recycling program for paint in the province – an increase of 11 percentage points over 2015 awareness (57%). The next consumer awareness study will be conducted in 2019.

5.2 Website

ReGeneration.ca, Product Care's former consumer website (replaced by ProductCare.org in January 2019), included the following content for the Nova Scotia paint recycling program:

- Collection site locator (a searchable map displaying locations of all Nova Scotia paint recycling locations – see [Appendix 2](#))
- Recycling locations' hours of operations and contact information
- Accepted and not 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 Nova Scotia section (including sub-sections for accepted products, fee information, and PaintReuse) received 10,454 total page views. In addition, there were a total of 2,630 searches for Nova Scotia recycling locations using the ReGeneration collection site locator.

5.3 Program Hotline

Product Care continued to operate a toll-free, “hotline” where consumers obtained information about the Program.

5.4 Print Advertising

An inside cover print ad and article were featured in *CPCA Insight* Trade Publication. The full page advertisement (see [Appendix 3](#)) focused on paint programs, with seven thousand copies distributed to industry members.

5.5 Recycling Location Advertising

Product Care ran recycling location screen advertisements (see [Appendix 4](#)) at 15 recycling locations in the greater Halifax metropolitan area and other large centres across the province accepting paint products. The advertisements ran year-round and generated 500,000 impressions.

5.6 Digital Advertising

All digital campaigns listed below reached 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 the 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) Nova Scotia’s ads collectively generated 1,515 impressions and 341 clicks.
2. **Google Display Advertising Campaign:** June to December, 2018
 - a) A Nova Scotia-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 to test public response to different messaging. The first receiving 5,428,651 impressions and 1,098 clicks, and the second receiving 1,126,350 impressions and 1,588 clicks.
 - c) Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in Nova Scotia. 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 Nova Scotia-specific campaign promoted the paint recycling program, targeting the province's residents on an ongoing basis. Audience targeting was broad to allow data collection and analysis on a range of audiences to inform digital targeting strategy going forward.
 4. **Gated Facebook Content Strategy:** Nova Scotia-specific organic page content (aka unpaid content), available only to provincial residents who already follow the page, focused on paint recycling, and the recycling community in general. Gating the content ensures that is visible exclusively to residents of New Brunswick, allowing for targeted and localized messaging despite the page's national following.
 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 Nova Scotia. 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 5](#) for examples of all digital advertising activities.

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

In 2018, Product Care distributed both PoS and PoR materials to retailers and recycling locations for free on request. The following materials were available for order through an online request 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 6](#) for examples.

6.0 Financial Information

Product Care's audited financial statements are attached in [Appendix 7](#).

Appendix 1 – Collection Sites

Region	Collection site	City
Cape Breton	Admiral Recycling Ltd.	Port Hood
	Burke's Recycling Collection site Ltd	Louisbourg
	Cheticamp Recycling	Cheticamp
	Glace Bay Recycling Ltd.	Glace Bay
	Green Island Recycling	North Sydney
	Inverness Recycling	Inverness
	Isle Madame Bottle Exchange	Arichat
	Keltic Recycling Inc	Sydney River
	Municipality of C. of Victoria-Baddeck Landfill	Baddeck
	Neils Harbour New Haven Recycling Collection site	Neils Harbour
	New Waterford Recyclers	River Ryan, New Waterford
	North Sydney Recycling	North Sydney
	RONA Donovan Building Centre	Ingonish
	RONA Stephen's Home Centre Sydney	Sydney
	St. Peter's Bottle Exchange	St. Peter's
	Strait Bottle Exchange Ltd.	Port Hawkesbury
	Total Recycling Ltd.	Sydney
	Total Recycling Ltd. (Sub-Collection site)	Sydney
	Triple B Recycling Collection site	Sydney
Eastern	Beech Hill Waste Management Site (County of Antigonish)	Antigonish
	John's Bottle & Recycling Collection site	Pictou
	MacMillian's Service Center Ltd	Lower South River
	Mason's Recycling Centre	Canso
	Mount William Waste Management Site (Pictou County SWM)	Mount William
	Municipality of the District of Guysborough	Guysborough
	St. Mary's Transfer Station	Sherbrooke
Halifax	3K Enviro Collection site (3006877 NS Ltd)	Sheet Harbour
	Beaver Redemption & Recycling	Halifax

Region	Collection site	City
	Bluenose Bottle Exchange	Dartmouth
	Bluewater Recycling Corp. (Bedford)	Bedford
	Bluewater Recycling Corp. (Goodwood)	Goodwood
	Burnside Recycling	Dartmouth
	Canadian Recycling Limited	Dartmouth
	Clifton Recycling Centre	Halifax
	E.T. Bottle Exchange	Dartmouth
	Faders Bottle Exchange Ltd.	Lower Sackville
	Friends Collection site (Lady Beth Enterprises Ltd)	Ingram Port
	Green Tree Recycling Collection site	Lower Sackville
	Greenleaf Recycling Limited	Porter's Lake
	Halifax Regional Municipality Solid Waste Resources Dept.	Lakeside
	John Ross & Sons Ltd. (Halifax)	Halifax
	Karen's Recycling Ltd.	Halifax
	Matt's Bottle Exchange	Eastern Passage
	Preston Recycling	East Preston
	Sackville Bottle Exchange	Lower Sackville
	RONA Pierceys Windmill	Dartmouth
	RONA Pierceys Harbour	Dartmouth
	RONA Pierceys Tantallon	Upper Tantallon
	RONA Pierceys Elmsdale	Elmsdale
	RONA Pierceys Almon	Halifax
	RONA Bedford Place Mall	Bedford
	Tanner's Transfer	Halifax
	The Recycle Market	Lake Charlotte
	Timberlea Bottle Exchange	Timberlea
	Youth L.I.V.E. Recycling	Halifax
Northern	A & J Superette	Joggins
	Atlantic Industrial Services (for Municipality of the County of Colchester)	Debert
	Cumberland Joint Services Management	Little Forks
	Durant's Enviro Collection site	Parrsboro

Region	Collection site	City
	East Hants Waste Management Centre	Georgefield
	Elmsdale Recycling Ltd	Elmsdale
	John Ross & Sons Ltd. (Truro)	Truro
	Keep Garbage Beneficial	Pugwash
	M&R Recycling	Springhill
	Meehan's Recycling	Upper Rawdon
	Moore Nickels & Dimes for You Recycling	Oxford
	Nova 4 Enviro Ltd.	Amherst
	Subway Bottle Exchange	Truro
	Tatamagouche Recycling Collection site	Tatamagouche
	T'N'T Recycling	Shubenacadie East
	Two Capes Recycling (Advocate Country Store Inc.)	Advocate Harbour
South Shore/West Hants	Adam's Bottle Exchange Limited	Gold River
	Clyde's Trucking & Recycling	Liverpool
	Cogmagun Landfill Site (Waste Management)	Cogmagun
	Corkum Recycling Limited	Lunenburg
	Harlow Construction Limited	Shelburne
	Municipality of Barrington	Barrington
	Municipality of Shelburne	Shelburne
	Municipality of the District of Chester - Kaizer Meadow Landfill	Sherwood
	Municipality of the District of Lunenburg	Whynotts Settlement
	Municipality of the Region of Queens	Milton
	O'Leary's Bottle Collection site	Windsor
	Oak Park Bottle Exchange	Barrington
	Victor & Douglas Oickle's Bottle Exchange	Bridgewater
	New Germany Enviro Centre	New Germany
	Windsor Recycling Collection site	Windsor
Valley	Beehive Adult Service Center	Alyesford
	C.N. Orde & Sons (aka Lequille Enviro Collection site)	Annapolis Royal
	Greenwood Recycling Centre	Greenwood
	L.W. Layton Salvage	Canning

Region	Collection site	City
	New Minas Recycling	New Minas
	Valley Recycling	Greenwich
	Valley Waste - Eastern Waste Management Centre	Kentville
	Valley Waste - Western Waste Management Centre	Lawrencetown
Western	Comeau's Bottle Exchange	Meteghan Centre
	Digby Salvage & Disposal	Digby
	Municipality of Clare	Meteghan
	Paperchase Bottle Exchange Ltd.	Yarmouth
	Town of Yarmouth	Ohio
	Webber's Bottle Exchange	Digby

Appendix 2 – Collection Site Locator

Below is a snapshot of the collection site locator tool found at regeneration.ca.

Select product

Paint

Enter a city or postal code

Nova Scotia

Refine distance

0km 50km 100km

There are 17 paint location(s) near you

1

Timberlea Bottle Exchange
 2352 St. Margaret's Bay Road
 Timberlea, NS, B3Y 1M6
 Mon - Fri 8:00am - 5:00pm
 Sat 8:00am - 4:00pm
 902-876-2500

2.81 km

2

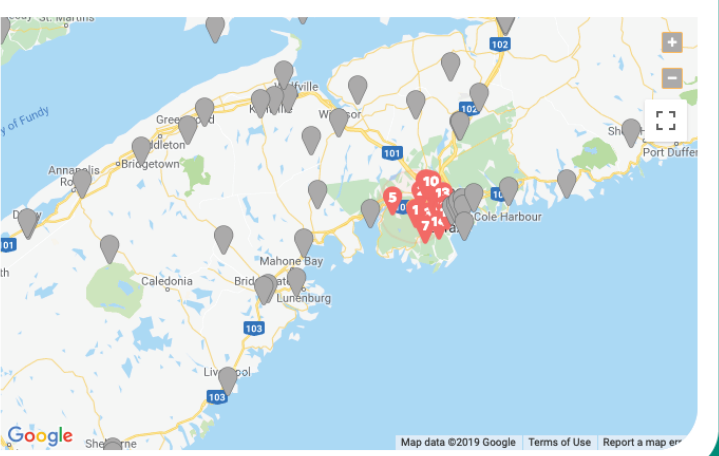
Bluewater Recycling Inc.
 23 Bluewater Road
 Bedford, NS, B4B 1G8
 Mon - Sat 9:00am - 5:00pm
 Sun 10:00am - 5:00pm

5.68 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

The 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, one red labeled 'Mandy Red' and one teal labeled 'Teal Matte', both with 'PAINT' written on their labels. A red recycling symbol is in the top left corner. The background is a light blue gradient.

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 – Collection Site Screen Advertisement Screenshots




Product Care ran recycling location screen advertisements at 15 locations in the greater Halifax metropolitan area, and other large centres across the province accepting paint products.



Appendix 5 – Digital Advertising Activities

Below are examples of digital advertising from 2018 across multiple platforms.

Website Blog Posts

<p>4 EXPERT TIPS FOR CHOOSING PAINT COLOURS IN YOUR HOME</p> <p>April 30th, 2018 / Blog</p>  <p>Sunset Orange, Popsicle Dream, or Pumpkin Soup? Renovation decisions ...</p> <p>READ MORE</p>	<p>DON'T CAN YOUR EMPTY PAINT CANS—RECYCLE THEM!</p> <p>June 1st, 2018 / Blog</p>  <p>It's official: you can recycle paint cans in almost all Canadian ...</p> <p>READ MORE</p>	<p>5 ECO-FRIENDLY TIPS FOR HOMEOWNERS</p> <p>July 30th, 2018 / Blog</p>  <p>Becoming a homeowner for the first time is very exciting— It's a huge ...</p> <p>READ MORE</p>
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The screenshot shows the ReGeneration website with a green header. The main navigation bar includes links for PROGRAMS, ABOUT, NEWS, EVENTS, and CONTACT. A red button labeled "FIND A COLLECTION SITE" is in the top right. The featured blog post is titled "DON'T CAN YOUR EMPTY PAINT CANS—RECYCLE THEM!" and is dated June 1st, 2018. The post includes a "Back to News" link and a paragraph stating that it's official that paint cans can be recycled in almost all Canadian provinces. Below the text is a photo of a pile of discarded paint cans.

Google Search Ad

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

 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 Ad

A Google Display Ad with a green and white background. The text "Nova Scotians recycled 445,939L of paint last year." is prominently displayed in white. Below this is a green button with the text "FIND OUT HOW TO DO YOUR PART". At the bottom left is the ReGeneration logo, and at the bottom right is a photograph of paint cans and a paintbrush.

**Nova Scotians
recycled 445,939L
of paint last year.**

**FIND OUT HOW TO
DO YOUR PART**

 **ReGeneration**
ReGeneration is a registered trademark of the Government of Nova Scotia.

Appendix 6 – PoS and PoR Materials

Below are examples of PoS and PoR materials circulated in 2018 including floor decals, rack cards, and collection site signage.

PoR and PoS Floor Decal



PoR and PoS Rack Cards





De la peinture inutilisée? Recyclez-la!

Se débarrasser de restes de peinture est gratuit et facile! Pour une liste des produits acceptés, visitez ReGeneration.ca ou appelez au 1-888-322-8473.

Qui dirige PaintRecycle?

PaintRecycle vous est présenté par Régénération, un leader Canadien dans le traitement des déchets spéciaux. Régénération aide les consommateurs à gérer de façon sûre et responsable leurs déchets grâce à un réseau de plus de 1000 sites de collectes gratuites et idéalement situés à travers le pays.

Les Produits que nous acceptons:

Peinture résidentielle jusqu'à 25 litres

- Peinture à usage résidentiel d'intérieur et d'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)
- Stuc
- Peinture pour usage marin (Sauf celles inscrites au Règlement relatif aux produits antiparasitaires)
- Huile de finition et de protection pour le bois
- Mélamine, peinture à métal et antirouille, coloration et gomme laque (shellac)
- Peinture à piscine (composant unique)
- Peinture d'isolation
- Peinture texturée
- Bouche-fissure
- Enduits pour bois, maçonnerie, asphalte ou hydrofuges (produits qui ne sont pas à base de goudron ou de bitume)
- Peintures en aérosols de tous types, incluant les peintures automobiles, de maison et industrielles

Also available in English




Collection Site Signage



✓ 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)
- 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

- Already empty containers
- Unidentifiable or unlabeled 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



Appendix 7 – Financial Statements

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

STATEMENT OF REVENUES AND EXPENSES

31 DECEMBER 2018

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**
Statement of Revenues and Expenses
For the year ended 31 December 2018

Contents

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ROLFE, BENSON LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

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Vancouver, B.C. V6E 3V7
Tel: 604-684-1101 Fax: 604-684-7937
E-mail: admin@rolfebenson.com

INDEPENDENT AUDITORS' REPORT

To: Nova Scotia Environment

Report on the Audit of the Statement of Revenues and Expenses

Opinion

As required by the Nova Scotia Solid Waste-Resource Management Regulation - Environment Act Section 102 (18(F(I))), we have audited the Statement of Revenues and Expenses of the Nova Scotia 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 of the Nova Scotia 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 Auditors' 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 Nova Scotia Environment. 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 Nova Scotia Environment, 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.



INDEPENDENT AUDITORS' REPORT - Continued

- 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.

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
25 March 2019

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

Statement of Revenues and Expenses

For the year ended 31 December 2018

	2018	2017
<hr/>		
Revenues	\$ 1,383,642	\$ 1,421,790
<hr/>		
Program expenses		
Processing	680,431	645,109
Collection	174,692	177,392
Administration (Note 2 (b) & (d))	164,480	132,805
Transportation	79,734	74,010
Communications	16,158	40,546
	<hr/> 1,115,495	<hr/> 1,069,862
<hr/>		
Excess of revenues over expenses for the year	\$ 268,147	\$ 351,928
<hr/>		
Commitment (Note 3)		

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

PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
For the year ended 31 December 2018

1. Basis of Presentation

The Statement of Revenues and Expenses (the "Statement") only includes the revenues and expenses related to the Nova Scotia 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 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 Nova Scotia. 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 rate is as follows:

Depot equipment	3 years
-----------------	---------

Included in administration expense is \$7,526 (2017 - \$1,487) 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
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
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 \$69,403 (2017 - \$58,641) 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 \$101,722 (2017 - \$61,277) which will be incurred in 2019.