

# Prince Edward Island Paint Program Annual Report

June 30<sup>th</sup>, 2019

**Submitted by:**

Product Care Association of Canada



[productcare.org](http://productcare.org)

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## 1.0 About Product Care Association of Canada

Product Care Association of Canada (“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, household hazardous waste and special waste stewardship programs since 1994.

Product Care administers and operates the Prince Edward Island (PEI) Paint Stewardship Program (“Program”). The Program is approved by the Prince Edward Island Department of Communities, Land and Environment under the *PEI Materials Recycling Regulations* (“Regulation”) and has been in operation since September 2012. Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of all designated consumer paint products. In addition, the Program is responsible for public education and fostering consumer awareness of the Program.

Product Care’s members are the “brand owners” (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint. In addition, Product Care operates paint product stewardship programs in seven other provinces: British Columbia, Manitoba, Saskatchewan, Ontario, New-Brunswick, Nova Scotia and Newfoundland and Labrador. Product Care also operates the stewardship program for lamps in Prince Edward Island.

### 1.1 Report Period

This report covers the Program’s activities from January 1, 2018 to December 31, 2018.

### 1.2 Program Summary

The Program offers collection sites throughout the Province where consumers can bring leftover household paint free of charge. Six collection sites are operated by Island Waste Management Corporation (IWMC) under contract with Product Care.

The Program is funded by Environmental handling fees (EHFs) remitted by Product Care’s members based on the number of units of designated consumer paint products sold in or into the Province (see [Appendix 1](#) for a list of current EHF rates).

Product Care supplies collection sites with standard reusable collection containers, such as tubskids and drums. A hauler contracted by the Program collects the filled containers from the collection sites and drops off empty containers. The full collection containers are shipped to a processor for recycling.

## **2.0 Brand Owner Sales Information**

Program members reported an estimated liquid volume of 977,237 litres<sup>1</sup> of Program Products sold in PEI from January 1 to December 31, 2018.

## **3.0 Collection**

The following section provides the total amount of post-consumer paint collected in PEI, as well as the location of the Program's collection sites.

### **3.1 Total Amount of Post-Consumer Paint Collected**

Table 1 shows the number of collection containers collected and the amount of post-consumer paint collected by the Program for the reporting period.

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<sup>1</sup> Sales data is reported to Product Care in units. For 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**

|                                      | Number of Tubskids <sup>2</sup> | Number of Aerosol Drums | Residual Paint Volume <sup>3,4</sup> (L) | Residual Aerosol Paint Volume <sup>3,5</sup> (L) | Paint Reuse Volume (L) | Total Residual Paint Volume (L) |
|--------------------------------------|---------------------------------|-------------------------|--|--|------------------------|---------------------------------|
| <b>Post-Consumer Paint Collected</b> | 848                             | 72                      | 89,666                                   | 1,613  | 524                    | 91, 803                         |

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

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

|                                   | <b>Total</b> |
|-----------------------------------|--------------|
| Sales (litres)                    | 977, 237     |
| Residual Recovery Volume (litres) | 91,803       |
| Recovery Rate                     | 9.4%         |

## 3.2 Collection Sites

As of December 31, 2018, six collection sites participated in the Program. All six collection sites were operated and managed by IWMC (see Table 3 for the list of collection sites). [Appendix 2](#) contains a provincial map of the collection site locations.

<sup>2</sup> Each collection bin measures 42 x 30 x 48" and 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. The total number of tubskids reported also includes drums collected converted into tubskids and then rounded (one drum equals 0.25 tubskids).

<sup>3</sup> Based on a rounded conversion rate of 105.8 L per tubskid determined by the average volume of material generated during processing. Residual paint volume does not include paint handled through the Paint Reuse Program.

<sup>4</sup> The values presented in Table 1 are rounded for presentation purposes.

<sup>5</sup> Based on a rounded conversion of 89.6 L per tubskid determined by the average volume of material generated during processing. One drum equals to 0.25 tubskids.

**Table 3: 2018 PEI Collection Sites**

| Collection Site                       | Address                    | City               |
|---------------------------------------|----------------------------|--------------------|
| Greenisle                             | 8 Superior Crescent        | Charlottetown      |
| Brockton                              | 2202 Dock Road Rte # 150   | Elmsdale           |
| New London                            | 10142 Rte #6               | Green Gables       |
| Murray River                          | 378 Cape Bear Road Rte #18 | Murray River       |
| Dingwells Mills                       | 100 Selkirk Road Rte #309  | Souris             |
| East Prince Waste Management Facility | 29786 Rte #2               | Wellington Station |

## 4.0 Processing

This section of the report sets out the following:

- a) The total amount of post-consumer paint processed or in storage;
- b) 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;
- c) 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.

### 4.1 Location of Processing Facilities

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

|   |                     |
|---|---------------------|
| <b>Laurentide Re-sources Atlantic Inc.</b><br>9322 Rue Main, Richibucto, NB E4W 4C7 | Storage Facility    |
| <b>Laurentide Resources Atlantic Inc.</b><br>100 Main Street Springhill, NS B0M 1X0 | Processing Facility |
| <b>Soci  t   Laurentide Inc.</b><br>345 Bulstrode Street, Victoriaville, QC G6T 1P7 | Processing Facility |
| <b>Terrapure Environmental</b><br>17 Jones Court, Sussex, NB E4E 2S2                | Processing Facility |

## 4.2 Post-Consumer Paint Processed

In 2018, a total of 848 paint tubskids, and 72 aerosols drums were shipped to Laurentide (Springhill) and Terrapure facilities for processing (see Table 4).

During the reporting period, Laurentide (Springhill) and Terrapure processed (i.e., opened, sorted and bulked into shipping containers) 786 tubskids and 61 aerosol drums, including collection containers that remained in their inventory from 2017.

Volumes collected but not shipped, or shipped but not processed, were managed in the following program year.

**Table 4: Total Amount Post-Consumer Paint Processed in 2018**

| Item                 | Number of Tubskids <sup>6</sup> | Number of Aerosol Drums | Residual Paint Volume <sup>7,8</sup> (L) | Residual Aerosol Paint Volume <sup>7,9</sup> (L) | Total Residual Paint Volume (L) |
|----------------------|---------------------------------|-------------------------|--|--|---------------------------------|
| Shipped to Processor | 848                             | 72                      | 89,666                                   | 1,613  | 91,803                          |
| Processed            | 786                             | 61                      | 83,188                                   | 1,365  | 84,553                          |

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<sup>6</sup> Each collection bin measures 42 x 30 x 48" and 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. This number includes drums converted into tubskids and then rounded.

<sup>7</sup> Based on a rounded conversion factor of 105.8 L per tubskid determined by the average volume of material generated during processing. Residual paint volume does not include paint reuse volume.

<sup>8</sup> The values presented in Table 1 are rounded for presentation purposes.

<sup>9</sup> Based on a rounded conversion of 89.6 L per drum determined by the average volume of material generated during processing. One drum equals to 0.25 tubskids.

Information on the management of containers 2018 is found in Table 5.

**Table 5: Container Management 2018**

| Container Type                     | Recycled (Tonnes) | Processor  | Management Process   |
|------------------------------------|-------------------|--|--|
| Metal                              | 17.9              | DR Metal Recycling, NB/Rebuts Métaux J P Grégoire Inc, QC            | Mixed with other scrap metal and sold as a commodity, which is eventually sent for smelting                |
| Plastic pails (HDPE 2)             | 1.2               | Laurentide Re-sources Atlantic (Springhill)/ 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) | 6.2               | Laurentide Re-sources Atlantic (Springhill)                          | Processed and managed as a commodity for plastics recycling  |

### 4.3 Disposal Method Descriptions

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

#### 4.3.1 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 524 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.



### 4.3.2 Recycling

At the Laurentide Re-sources facility, paint containers were removed from the collection containers, 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 transferred to other international recyclers.

Table 6 provides the quantity of water-based paint and solvent-based paint that was reprocessed and recycled as paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, the majority of solvent-based paint was sent for energy recovery and limited amounts of solvent-based paints were recycled.

**Table 6: Quantity and Type of Paint Recycled**

| Type                | Volume (L) | Percentage |
|---------------------|------------|------------|
| Water-based Paint   | 55,301     | 85%        |
| Solvent-based Paint | 9,606      | 15%        |
| Total               | 64,907     | 100%       |

### 4.3.3 Aerosol Paint Management

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

### 4.3.4 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 with demand continuing 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, 7,961 litres of solvent-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

#### **4.3.5 Incineration**

During the reporting period, no material went for incineration.

#### **4.3.6 Landfill**

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 11,685 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

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**

| <b>Method</b>          | <b>Volume (L)</b> | <b>Percentage</b> |
|------------------------|-------------------|-------------------|
| <b>Reuse</b>           | 524               | 1%                |
| <b>Recycle</b>         | 64,907            | 76%               |
| <b>Energy Recovery</b> | 7,961             | 9%                |
| <b>Landfill</b>        | 11,685            | 14%               |
| <b>Incineration</b>    | 0                 | 0%                |
| <b>Total</b>           | <b>85,078</b>     | <b>100%</b>       |

## **4.4 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.

### **4.4.1 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 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 Product Care, 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.

#### **4.4.2 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.

#### **4.4.3 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.

#### **4.4.4 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.

#### **4.4.5 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.

#### **4.4.6 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.

#### **4.4.7 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.

## **5.0 Communications and Education**

In 2018, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in PEI, in accordance with regulatory

requirements. The following sections provide details regarding the communication and public education for the program in 2018.

## 5.1 Website

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

- Collection site locator (a searchable map displaying locations of the collection site 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
- Consumer 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

An estimated 165,662 unique visitors accessed *ReGeneration.ca* during the 2018 calendar year. The PEI section (including sub-sections for accepted products, EHF information, PaintReuse, and large volume generator information) received 2,080 total page views. In addition, there were a total of 919 searches for PEI recycling locations using the ReGeneration collection site locator. Additionally, *ReGeneration.ca* and IWMC's website shared links.

## 5.2 Program Hotline

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

## **5.3 Print Advertising**

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

## **5.4 Partnerships**

Product Care continued to contract with IWMC to promote the Program to the public through the following methods on an ongoing basis:

### **5.4.1 Waste Watch News**

Newsletters were distributed to Island residences (including seasonal dwellings and apartment units) in June and December through Canada Post. These newsletters were available in English and French. French speaking individuals could either print newsletters off the IWMC website or call Customer Services for a physical copy to be mailed out. To supplement the unaddressed mail delivery, copies of newsletters were available at all Access PEI locations (central government service locations), and at city and town halls across the island.

### **5.4.2 Interactive Sorting Guide**

The IWMC website's provides information on specific products, such as steps to sorting recyclables into the correct stream, including an interactive sorting guide. The page includes a direct link to the Program's website for a complete list of products accepted and excluded by the Program. Hard copies of the sorting guide were made available in English, French, and Mandarin. They were also produced in poster size for display at businesses, community organizations and multi-family dwellings. IWMC produced approximately 5,000 hard copies of the sorting guide. Posters were printed as required and laminated to extend their use.

### **5.4.3 New Residential Customers**

New residential customers were provided with a set of carts, a kitchen mini bin, a Residential Participant Guide, and a Sorting Guide. French Participant Guides were made available upon request.



#### **5.4.4 Business Customers**

Business Guides helped the industry, commercial and institutional sectors manage waste. IWMC included Sorting Guides when distributing the Business Participant Guide. Sorting information for the business sector was also obtainable from IWMC's website.

#### **5.4.5 Waste Watch Program for Multi-Family Dwellings**

A brochure developed for the rental sector was made available to property owners upon request and was also posted on the IWMC website. The Sorting Guide was placed inside this brochure when distributed to tenants.

#### **5.4.6 Call Center**

In addition to the Program hotline operated by Product Care, IWMC's Customer Service Centre operates a toll free line where consumers call in to request for more information regarding the disposal of various recyclables, including paint. IWMC receives an average of 50,000 calls every year.

#### **5.4.7 Corporate Annual Report**

Information on paint recycling was highlighted in the IWMC Annual Report. This report was tabled in the Legislature, and the most current report made available on the IWMC website. Reports were also distributed to government officials and made available by special request at the Head Office.

#### **5.4.8 Newspaper Columns**

In 2018, six newspaper columns provided details on paint recycling, and can be found in [Appendix 4](#).

#### **5.4.9 Sorting Game**

A bilingual sorting game included paint icons on its Special Disposal panel (see [Appendix 5](#)). This game was widely used by audiences of every age (day care, schools, community college, English as a Second Language sessions, and community groups). The game was used at community events, when doing presentations, and

lent out to organizations wanting to enhance the waste knowledge of their membership. IWMC has five sets of the game and uses this tool approximately 50-60 times per year (potential reach of 1,000-1,500 people).

#### **5.4.10 Presentations & Tours**

IWMC was invited to make presentations at conferences, learning institutions, special events and to visitors at their recycling locations. In almost every case, the presentation included a sorting component. IWMC explained how its stewardship programs operate as part of Waste Watch and showed slides to capture the highlights of each program. The demand for presentations is increasing; staff presented approximately 40 times in 2018. See [Appendix 6](#) for slides used in a typical presentation.

#### **5.4.11 Posters & Pamphlets**

Information about the Program was available at all IWMC disposal facilities and offices. Where room permits, posters were displayed. Posters and pamphlets were also distributed as part of IWMC community events, displays and IWMC presentations.

#### **5.4.12 Website Linkage**

A link to ReGeneration.ca was available through IWMC's website.

### **5.5 Digital Advertising**

#### **5.5.1 Google Search Advertising Campaign (March to December, 2018)**

- a) A search advertising campaign served paint ads to provincial residents based on an extensive list of keyword searches relevant to the program.
- b) PEI's ads collectively generated 168 impressions and 28 clicks.

### **5.5.2 Google Display Advertising Campaign (June to October, 2018)**

- a) A PEI-specific display advertising campaign served paint-related ads to provincial residents based on relevant targeting. The ads received a total of 860 clicks and 3,898,185 impressions.
- b) Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in PEI.

### **5.5.3 Facebook Advertising Campaign**

A PEI-specific campaign promoted the paint recycling program, targeting PEI 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.

### **5.5.4 Gated Facebook Content Strategy**

PEI-specific content, available only to PEI residents, focused on paint recycling and the recycling community in general. Product Care's Facebook page was connected with the IWMC page.

### **5.5.5 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. 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 7](#) for examples of all digital advertising activities.

## **5.6 Point of Sale (PoS) and Point of Return (PoR) Materials**

In 2018, Product Care distributed both PoS and PoR materials upon request by retailers and recycling locations. The following materials were available for

reorder through the online order form:

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

Signage for recycling locations was also available throughout the year, free of charge, for participating recycling locations. See [Appendix 8](#) for examples.

## 6.0 Financial Information

A summary of the Program's financials for 2018 is provided in Table 8.

**Table8: Financial Summary**

| <b>2018 Revenue and Expenses</b>             | <b>\$'000</b> |
|--|---------------|
| <b>Total PaintRecycle Revenue</b>            | <b>454</b>    |
| <b>Total Operating Expenses</b>              | <b>335</b>    |
| Program Operations                           | 290           |
| Program Administration                       | 31            |
| Education, Public Awareness & Communications | 13            |
| <b>Surplus / Deficit</b>                     | <b>120</b>    |
| Cumulative Surplus (Reserve)                 | (8)           |

## Appendix 1 – Environmental Handling Fee Rates

The following table provides the Program's environmental handling fees as of December, 2018.

| Paint Container Size     | Current Rates |
|--------------------------|---------------|
| 100ml to 250ml           | \$0.25        |
| 251ml to 1 litre         | \$0.50        |
| 1.01 litres to 5 litres  | \$1.00        |
| 5.01 litres to 23 litres | \$1.95        |
| Aerosol paint (any size) | \$0.30        |

## Appendix 2 – Collection Site Locator

The following provides a snap shot of the collection site locator tool available on [regeneration.ca](http://regeneration.ca).

Select product

Paint

Enter a city or postal code

Prince Edward Island, Cana

Refine distance

0km 50km 100km

There are 6 paint location(s) near you

1

**New London**  
10142 Route 6  
New London, COA 1M0  
Tues & Thurs 8:00am - 4:30pm  
Sat 8:00am - 12:30pm  
Mid-June - Aug;  
Mon, Tues & Thurs 8:00am - 4:30pm  
Sat 8:00am - 2:00pm  
902-886-7425

6.15 km

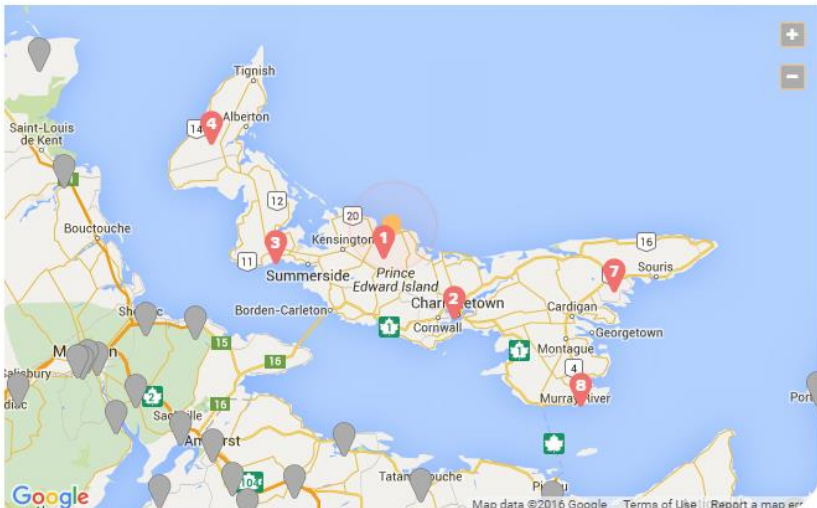
2

**Greenisle**  
8 Superior Court

33.51 km

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 Advertising

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, one red and one teal, both labeled 'PAINT' and 'Mandy Red' and 'Teal Matte' respectively. A recycling symbol is visible on the red can. A red square with a white 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](http://productcare.org)

**productcare**

Phone: 604-592-2972  
Toll Free: 1.877.592.2972  
Email: [info@productcare.org](mailto:info@productcare.org)



## Appendix 4 – Newspaper Articles

Newspapers columns provided details on paint recycling.

### WASTE WATCH UPDATE

Brought to you by The Guardian

#### GOT LEFTOVER PAINT? RECYCLE IT!

PaintRecycle is PEI's paint recycling program. It is funded and managed by ReGeneration, a Canadian leader in special waste recycling. ReGeneration helps consumers safely and responsibly manage their waste products through a network of more than 1000 collection sites across Canada. Getting rid of leftover paint is easy and FREE! Information on this program can be found at [ReGeneration.ca](http://ReGeneration.ca).

IWMC is proud to partner with ReGeneration and accepts paints at all Waste Watch Drop-Off Centers through this program. In 2016, over 105 tonnes (231,000 pounds) of paint products were received at our depots and shipped off Island for recycling.

#### A FEW NOTES ...

- Paint products are accepted FREE from households AND businesses
- Leftover paint must be properly sealed in its original container with the label intact.
- Maximum container size accepted is 25 liters or 24 oz (680 g) for aerosol spray paints
- The limit is 10 containers (or 50 spray paint containers) per visit
- Empty paint containers are accepted through this program

#### PRODUCTS ACCEPTED THROUGH PAINTRECYCLE

- interior & exterior water-based and oil-based paint
- deck & floor coating
- varnish & urethane
- concrete & masonry paint
- drywall paint
- undercoats & primers
- stucco paint
- marine paint \*
- wood finishing oil
- melamine, metal & anti-rust paint
- stain & shellac
- swimming pool paint (single-component)
- wood preservatives \*
- stain blocking paint
- textured paint
- block filler
- wood, masonry, driveway sealer or water repellent (non-tar or bitumen based)

\* unless registered under Pest Control Products Act

#### DO YOUR PART B.U.D.

**B**uy only what you need  
**U**se what you buy  
**D**rop off leftovers for recycling

**FOR MORE INFO:** Visit IWMC Website at [www.iwmc.pe.ca](http://www.iwmc.pe.ca)  
 Customer Service Centre (Toll Free) 1-888-280-8111  
 Email our Info Line at [info@iwmc.pe.ca](mailto:info@iwmc.pe.ca)

### WASTE WATCH UPDATE

Brought to you by The Journal Pioneer

## PAINT RECYCLING

IWMC is proud to partner with ReGeneration, a Canadian leader in special waste disposal. Paint products are accepted at all Waste Watch Drop-Off Centers through ReGeneration's paint recycling program. Over 105 metric tonnes (231,000 lb) of paint was received at our depots last year and shipped off Island for recycling.

#### PRODUCTS ACCEPTED FREE!

- interior & exterior water-based and oil-based paint
- deck & floor coating
- varnish & urethane
- concrete & masonry paint
- drywall paint
- undercoats & primers
- stucco paint
- marine paint \*
- wood finishing oil
- melamine, metal & anti-rust paint
- stain & shellac
- swimming pool paint (single-component)
- wood preservatives \*
- aerosol paints (automotive, craft & industrial)
- stain blocking paint
- textured paint
- block filler
- wood, masonry, driveway sealer or water repellent (non-tar or bitumen based)

\* unless registered under Pest Control Products Act

## REMINDERS

- Paint products and empty cans are accepted FREE from businesses and homes
- Paint products must be properly sealed in original container with label intact
- Maximum container size accepted is 25 liters (or 680 g for aerosol spray paints)

For additional information: Visit our Website at [www.iwmc.pe.ca](http://www.iwmc.pe.ca)  
 Phone Customer Service Centre (Toll Free) 1-888-280-8111  
 or Email our Info Line at [info@iwmc.pe.ca](mailto:info@iwmc.pe.ca)  
**ISLAND WASTE MANAGEMENT CORPORATION**



## Appendix 5 – Sorting Game with Paint Icons



## Appendix 6 – Presentation Slides

### Stewardship Programs

- **ELECTRONICS** – Electronics Products Recycling Association
- **LEAD ACID BATTERIES** – Canadian Battery Association
- **LIGHT BULBS** – Light Recycle
- **MEDICATIONS** (*Residential Only*) – Health Stewards Association
- **NEEDLES/SYRINGES** (*Residential Only*) – Health Stewards Association
- **MOTOR OIL / AUTOMOTIVE ANTIFREEZE** – UOMA Atlantic-Atlantique
- **PAINT PRODUCTS** -- Regeneration




## Appendix 7 – Digital Advertising Activities

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

### Website Blog posts

#### 4 BREATHTAKING ACCENT WALL IDEAS THAT ARE SIMPLER THAN YOU THINK

May 11th, 2018 / [Blog](#)




If you're looking to spruce up your home this summer, an accent wall ...

[READ MORE](#)

#### 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](#)

#### 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](#)



Special Waste Recycling by [Calabrese](#)

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

[FIND A COLLECTION SITE](#)



### 5 ECO-FRIENDLY TIPS FOR HOMEOWNERS

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

[← Back to News](#)

Becoming a homeowner for the first time is very exciting— it's a huge step, and there's a lot of work and pride that goes into setting up your space!

It's also a great time to hit the reset button, declutter your life and improve your recycling habits to make you feel even better about your new move. We've rounded up our top five eco-friendly tips for homeowners to help you get started on the right foot.





## Google Search Ad

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

Ad [www.regeneration.ca](http://www.regeneration.ca)

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

[About Product Care](#)

[Donate Old Paint](#)

[Recycle Your Paint](#)

[Products We Accept](#)

## Google Display Ads



## Sample Facebook Ad



Our recycling program keeps millions of litres of paint out of landfill each year. Recycle your leftover paint at locations across PEI.



[REGNERATION.CA/PAINT-REC...](http://REGNERATION.CA/PAINT-REC...)

**How To Recycle Your Leftover Paint**

[LEARN MORE](#)

41

2 Comments 43 Shares

## Appendix 8 – PoS and PoR Materials

The following are examples of PoS and PoR materials circulated in 2018, including rack cards, posters, collection site signage, floor decal and paint can stickers.

### Rack Card English and French – 5”x8” Front and Back



## Posters – 11” x 17”



## Collection Site Sign – 4’ x 3’



## Floor Decal

