Saskatchewan Waste Paint Management Program Annual Report
June 28th, 2019

Submitted by:
Product Care Association of Canada
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1.0 Introduction
The Saskatchewan Waste Paint Management Program ("Program") is operated and managed by Product Care Association of Canada ("Product Care"). 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.

This annual report is prepared in accordance with the requirements outlined in The Waste Paint Management Regulations Chapter E – 10.21 Reg 3 ("Regulation") issued under The Environmental Management and Protection Act 2010, and the commitments set out in the Saskatchewan Waste Paint Product Management Program Plan approved by the Saskatchewan Minister of Environment on May 7, 2005. This report provides information for the period covering January 1 – December 31, 2018.

Product Care operates product stewardship programs for paint in seven other Canadian provinces: British Columbia, Manitoba, Ontario, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Product Care also operates programs for household hazardous wastes in British Columbia, Manitoba and Ontario; lamps in British Columbia, Manitoba, Quebec and PEI; and alarms in British Columbia. See the Product Care website at www.productcare.org for more information.

2.0 Program Summary
As stated in section 2(c) of the Regulation, the Program accepts the following categories of products ("Program Products"):

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

The Program offers collection services throughout the province where consumers can bring leftover Program Products. Collection sites include SARCAN’s 72 depots, as well as various retail locations. The Program also offers the Paint Reuse Program, whereby better-quality paint collected at SARCAN depots is offered to the public for reuse at no charge.
SARCAN, under contract, manages the collection and shipment of collected paint from its own depots to a processor for recycling. Product Care manages the collection and shipment of collected paint from retailers to a processor for recycling.

Additional program elements managed by Product Care include revenue management, communications and administration.

3.0 Collection System
Product Care does not directly own or manage any collection sites, but rather contracts with SARCAN to provide the collection services for leftover paint at its 72 depots across Saskatchewan. Product Care also contracts and partners with 15 retail locations throughout the province to provide additional collection sites.

In addition to the established collection network, Product Care participated in 24 one-day collection events around the province in 2018, in partnership with municipalities, as part of their Household Hazardous Waste Day events.

4.0 Program Products Collected

4.1 Tubskids Collected
The Program utilizes tubskids (approximately 4’x4’x3’ plastic boxes) for the collection and transportation of leftover paint. Table 1 provides the number of tubskids collected in 2018.

Table 1: Tubskids Collected in 2018

<table>
<thead>
<tr>
<th></th>
<th>Tubskids Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paint</td>
<td>2,274</td>
</tr>
<tr>
<td>Aerosol</td>
<td>103</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,377</strong></td>
</tr>
</tbody>
</table>
4.2 Residual Volumes Collected

Residual volume refers to the volume of paint collected, including volumes reused through the PaintReuse program. Table 2 provides the estimated residual volumes of paint collected in 2018.

Table 2: Estimated Residual Volumes of Paint Collected in 2018

<table>
<thead>
<tr>
<th>Paint Collected</th>
<th>Volume 1 (L)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water-based paint</td>
<td>287,050</td>
</tr>
<tr>
<td>Oil-based paint</td>
<td>115,611</td>
</tr>
<tr>
<td>Total Collected</td>
<td>402,661</td>
</tr>
</tbody>
</table>

4.3 Recovery Rate

Recovery rate compares the volume of products collected by the Program during the year with the volume of products sold over the same period. In the context of Program Products, using recovery rate as an indicator of program performance should be treated with caution, as it is not necessarily an accurate measure of success:

- Paint is designed to be consumed, therefore it is arguable that a low recovery rate could indicate strong program performance, suggesting consumers are being efficient with the use of the consumable products they purchase. Indeed, Product Care actively promotes reduction by promoting campaigns highlighting the BUD rule: “Buy what you need, Use what you buy and Dispose of leftovers safely.” This rule serves to reduce the amount of waste generated, which further drives down the recovery rate.
- The relationship between volumes of Program Products purchased and recycled is not linear. Program Products have a long shelf life and leftover product may be stored by the consumer for long periods of time with the intention of later use.
- The time span between the purchase of a product and the decision by a consumer that it is no longer needed varies considerably and is heavily dependent on consumer habits.

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1 Residual volume collected is estimated using 95.6 litres/tubskid of latex paint, 46.1 litres/tubskids of oil-based paint, and 57 litres/tubskid for aerosol paint. Volumes include PaintReuse.
Table 3 sets out the volume of paint sold, paint collected and recovery rate for 2018.

**Table 3: Recovery Rate for 2018**

<table>
<thead>
<tr>
<th>Recovery Rate</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>5,469,795 L</td>
</tr>
<tr>
<td>Total Collected</td>
<td>402,661 L</td>
</tr>
<tr>
<td>Recovery Rate$^{2,3}$</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

### 5.0 Product Management

The Program employs a number of methods for managing recovered paint including reuse, recycling (both paint and containers), energy recovery, landfill, and incineration. These approaches are described in greater detail below.

#### 5.1 Reuse (PaintReuse Program)

The PaintReuse Program is offered through all 72 SARCAN depots. Paint collected at the depots and deemed reusable is made available to members of the public at no charge. In 2018, 74,557 litres of paint collected by the Program was reused by members of the public through the PaintReuse Program, including approximately 69,659 litres of water-based paint and 4,898 litres of solvent-based paint. Volumes are calculated based on the assumption that the average paint container is 75% full.

#### 5.2 Recycling

164,089 litres of water-based paint were processed by the Program back into paint. A limited market for solvent-based paints and regulatory limits on VOCs makes solvent-based paints difficult to recycle. Consequently, solvent-based paints are sent for energy recovery.

#### 5.3 Energy Recovery

Solvent-based paint is often not suitable 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

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$^{2}$ Recovery rate includes PaintReuse volumes.

$^{3}$ Recovery rate is calculated by dividing the volume of residual paint collected by the volume of paint sold each year.
chemistry for paint recycling. In addition, 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 their high solvent content, these products are suitable for energy recovery as an alternative energy source in applications such as permitted incinerators.

In 2018, 111,493 litres of oil-based (alkyd) paint and paint from paint aerosols was blended with other fuels and utilized as an alternative energy source in waste to energy applications, such as licensed / permitted incineration.

5.4 Incineration
In 2018, 820 litres (approximately 4 drums) of solvent-based paint exhibiting PCB contamination were incinerated at a permitted incinerator.

5.5 Landfill
The Program recovered 56,266 litres of water-based paint that could not be reused or recycled. This paint was solidified and sent to landfill.

5.6 Container Recycling
In 2018, 104.9 tonnes of metal paint cans were sent to scrap metal dealers for recycling. In addition, 2.3 tonnes of plastic paint containers were sent to plastics brokers for recycling, and another 45.2 tonnes of composite paint containers (containers that had both plastic and metal components), were sent for recycling as commodities. This represented 100% of all containers processed by the Program.

5.7 Summary of Volumes Processed by Processing Method
Table 4 below summarizes the various processing methods employed to manage program products and the volumes processed in 2018 as reported by the processors. Processed volumes do not necessarily align with volumes collected. Processed volumes may include Program Products received in the 2017 fiscal year, but processed in the 2018 fiscal year and may exclude volumes collected in the 2018 fiscal year that were not processed as of December 31, 2018.
### 6.0 Public Education and Communications

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

#### 6.1 Program Awareness

In November 2018, an online survey was conducted among 610 adult Saskatchewan residents. The survey revealed that 73% of residents are aware that they can recycle household paint in the province. The next consumer awareness study will be conducted in 2020.

#### 6.2 Website

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

- Recycling locator (a searchable map displaying locations of the recycling locations – see Appendix 1)
- Tips for storing and buying the correct amount of paint
- Recycling locations’ hours of operations and contact information
- Accepted and non-accepted products
- 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 Saskatchewan section (including sub-sections for accepted products, EHF information, PaintReuse, and large volume generator information) received 8,847 total page views. In addition, there were a total of 4,734 searches for Saskatchewan recycling locations using the ReGeneration recycling locator. Additionally, ReGeneration.ca and Recycle Saskatchewan cross promoted each other’s homepages.

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

### 6.4 Depot Advertising
Product Care ran screen advertisements (see Appendix 2) at 15 SARCAN depot locations across the province accepting paint products. The advertisements communicated general paint program information to consumers returning recyclable products to these locations. The advertisements ran year-round and generated 1.2 million impressions.

### 6.5 Print Advertising
An inside cover print ad and article were featured in CPCA Insight Trade Publication. A full page advertisement (see Appendix 3) for Product Care paint programs, with seven thousand copies distributed to industry members.
6.6  Events
The Program attended multiple events with the goal of educating businesses, municipalities and the general public about the importance of waste diversion and recycling, including:

- SUMA Tradeshow and Convention: Regina, February 4–6, 2018
- Homestyles (home show): Saskatoon, March 22–25, 2018
- Saskatchewan Waste Reduction Council Conference: Regina, April 18–20, 2018
- Ministry of Environment’s Solid Waste Management Strategy: North Battleford, October 4, 2018
- ARWMAS Regional Roundup Workshop: Saskatoon, October 26, 2018
- Saskatchewan Waste Reduction Council Workshop: Prince Albert, November 2, 2018

6.7  Digital Advertising

6.7.1  Google Search Advertising Campaign: March to December 2018
A search advertising campaign served paint ads to provincial residents based on an extensive list of keyword searches relevant to the program. Saskatchewan’s ads collectively generated 1,306 impressions and 141 clicks.

6.7.2  Google Display Advertising Campaign: June to December 2018
A Saskatchewan-specific display advertising campaign served paint-related ads to provincial residents based on increasingly refined targeting. Two iterations of the ads were run, the first receiving 1,722,482 impressions and 1,638 clicks, and the second receiving 2,287,675 impressions and 2,625 clicks. Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in Saskatchewan. Secondary targeting focused on individuals searching for home improvement and DIY-related terms, in order to reach a wider, but still relevant, population.

6.7.3  Facebook Advertising Campaign
A Saskatchewan-specific campaign promoted the program targeting Saskatchewan residents on an ongoing basis. Audience targeting was broad to allow data collection and analysis on a range of audiences to inform Product Care’s digital targeting strategy going forward.
6.7.4 Gated Facebook Content Strategy

Saskatchewan-specific content, available only to Saskatchewan residents, focused on paint recycling, special waste and the recycling community in general. Product Care’s Facebook page was connected with the Saskatchewan Waste Reduction Council and SARCAN pages.

6.7.5 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 Saskatchewan. Topics included specific information on paint recycling, “do it yourself” (“DIY”) content, renovation tips, and sustainability best practices. All posts included a call-to-action to find a recycling location or interact with the brand on social media. Collectively, these posts received 62,141 views.

See Appendix 4 for examples of digital advertising activities.

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

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

- Rack cards (English and French)
- Poster
- Floor decal

Signage for recycling locations is also available throughout the year, free of charge, for participating recycling locations. See Appendix 5 for examples.
7.0 Financial Information

A summary of the Program’s financials for 2018 is provided in Table 5.

Table 5: Financial Summary

<table>
<thead>
<tr>
<th>2018 Revenue and Expenses</th>
<th>S’000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total PaintRecycle Revenue</strong></td>
<td>1,148</td>
</tr>
<tr>
<td>Program Operations</td>
<td>828</td>
</tr>
<tr>
<td>Program Administration</td>
<td>72</td>
</tr>
<tr>
<td>Education, Public Awareness &amp; Communications</td>
<td>38</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>938</td>
</tr>
<tr>
<td><strong>Surplus / Deficit</strong></td>
<td>209</td>
</tr>
<tr>
<td>Cumulative Surplus (Reserve)</td>
<td>814</td>
</tr>
</tbody>
</table>

Any surplus in revenue is retained as a reserve to cover any deficits in future years, subject to Product Care’s Reserve Policy. The Program Plan stipulates that surplus funds will be used only for Program costs and may not be used to cross-subsidize other programs. In addition to insurance coverage, the accumulated surplus also functions as an element of the Program’s environmental risk management system.

The Program’s environmental handling fees (EHF) for each product category are set out in Table 6.

Table 6: Current Environmental Handling Fees

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Current Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 ml to 250 ml</td>
<td>$0.20</td>
</tr>
<tr>
<td>251 ml to 1 litre</td>
<td>$0.35</td>
</tr>
<tr>
<td>1.01 litres to 5 litres</td>
<td>$0.75</td>
</tr>
<tr>
<td>5.01 litres to 23 litres</td>
<td>$1.95</td>
</tr>
<tr>
<td>Aerosol Paint (any size)</td>
<td>$0.25</td>
</tr>
</tbody>
</table>
Appendix 1 – Collection Site Locator

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

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.

SARCAN Blaine Lake   31.34 km
210 2nd Avenue West
Blaine Lake, SK, S5J 0J0
Mon - Fri 9:00am - 12:30pm & 1:30pm - 5:30pm
306-497-3378

Get directions

SARCAN Waldheim   38.53 km
3rd Street
Waldheim, SK, S0K 4R0
Wed - Fri 9:00am - 4:00pm
306-945-2359
Appendix 2 – Recycling Location Screen Advertisement

Recycle Paint Here or at any SARCAN Depot

ReGeneration

SARCAN Recycling
A Division of SARC
Appendix 3 – CPCA Insight Print Advertisement

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

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

Phone: 604-592-2972
Toll Free: 1.877.592.2972
Email: info@productcare.org
Appendix 4 – Digital advertising activities
Examples of digital advertising employed by Product Care in 2018 across multiple platforms are shown below.

**Website Blog posts**

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 BREATHTAKING ACCENT WALL IDEAS THAT ARE SIMPLER THAN YOU THINK</td>
<td>May 11th, 2018 / Blog</td>
</tr>
<tr>
<td>If you’re looking to spruce up your home this summer, an accent wall ...</td>
<td>READ MORE</td>
</tr>
<tr>
<td>4 EXPERT TIPS FOR CHOOSING PAINT COLOURS IN YOUR HOME</td>
<td>April 30th, 2018 / Blog</td>
</tr>
<tr>
<td>Sunset Orange, Popsicle Dream, or Pumpkin Soup? Renovation decisions ...</td>
<td>READ MORE</td>
</tr>
<tr>
<td>5 ECO-FRIENDLY TIPS FOR HOMEOWNERS</td>
<td>July 30th, 2018 / Blog</td>
</tr>
<tr>
<td>Becoming a homeowner for the first time is very exciting—It’s a huge ...</td>
<td>READ MORE</td>
</tr>
</tbody>
</table>
Appendix 5 – PoS and PoR Materials

Examples of PoS and PoR materials circulated in 2018 are shown below, including rack cards, posters and floor decal.

**Rack Card (front and back)**

**PoR/PoS Poster**
PoR/PoS Floor Decal

Recycling Location Signage

Recycle Paint Here

- **Household Paint**
  - Maximum Size: 25 Litres

- **Aerosol Paint**
  - Maximum Size: 660 grams or 24 oz.

- Products must be in their original container with lead intact
- Do not mix different types of paint products together
- Container must be tightly sealed
**PaintRecycle**

**ACCEPTED**
- Interior and exterior water-based (e.g. latex, acrylic) and oil-based (e.g. alkyd, linseed, vegetable oil) paint
- Deck and fence coating (excluding stain
- Varnish and varnish remover
- Deck and fence paint
- Concrete and masonry paint
- Drywall paint
- Undercoats and primers (e.g. primer, undercoat, etc.)
- Stucco paint
- Finishing paint (marine paint registered under Pest Control Products Act)
- Wood finishing oil
- Nutshell, metal anti-rust paints, stain and shellac
- Swimming pool paint (single-component)
- Stain blocking paint
- Textured paint
- Black Flat
- Wood, masonry, driveway sealer or water repellent (water-based)
- Special-use paints
- Already empty paint containers
- Aerosol paint of all types (including Automotive, Craft and household

**Maximum container size is 28 L.**

**NOT ACCEPTED**
- Unidentified or unrelated containers
- Brushes, rags and cloths
- Paint in glass containers
- Improperly sealed paint containers
- Paint containers with poor integrity (e.g. badly sealed or leaking caps)
- Bulging containers
- Painted items & finishes (e.g. cabinets, doors, resistant, etc.)
- Paints or paint preservatives that are registered as a pesticide under the Pest Control Products Act (ICP Registration Number is noted)
- Craft paint (non-oil-based)
- Automotive paint (non-oil-based)
- Two-part or component paints containing catalyst or accelerator
- Roof paints or stucco
- Tar or coal-tar-based products
- Traffic or fire-retardant paint
- Quick-drying paint
- Respirator
- Paint thinners, mineral spirits or solvents
- Deck cleaners
- Carbonate and Tints
- Caulking component, adhesives, glues or sealants
- Other household chemicals

**ReGeneration.ca**