# 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; Iamps in British Columbia, Manitoba, Quebec and PEI; and alarms in British Columbia. See the Product Care website at <a href="https://www.productcare.org">www.productcare.org</a> 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 betterquality 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

	Tubskids Collected
Paint	2,274
Aerosol	103
Total	2,377



#### 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

Paint Collected	Volume <sup>1</sup> (L)
Water-based paint	287,050
Oil-based paint	115,611
Total Collected	402,661

#### 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.

<sup>&</sup>lt;sup>1</sup> 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

Recovery Rate	2018
Sales	5,469,795 L
Total Collected	402,661 L
Recovery Rate <sup>2,3</sup>	7.4%

# 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

<sup>&</sup>lt;sup>2</sup> Recovery rate includes PaintReuse volumes.

<sup>&</sup>lt;sup>3</sup> 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.



Table 4: Material Processing Methods and Volumes Processed

Material Processing Method	Total
Reuse (PaintReuse Program) Total	74,557 L
Water-Based Paint	69,659 L
Oil-Based (alkyd) Paint	4,898 L
Recycling	164,089 L
Energy Recovery	111,493 L
Incineration	820 L
Landfill	56,266 L
Total Litres Processed	407,225 L
Metal containers recycled	104.9 MT
Plastic containers recycled	2.3 MT
Composite containers	45.2 MT
Total Tonnes Recycled	152.4 MT

#### 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 Product Care.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** 

2018 Revenue and Expenses	\$'000
Total PaintRecycle Revenue	1,148
Program Operations	828
Program Administration	72
Education, Public Awareness & Communications	38
Total Operating Expenses	938
Surplus / Deficit	209
Cumulative Surplus (Reserve)	814

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.

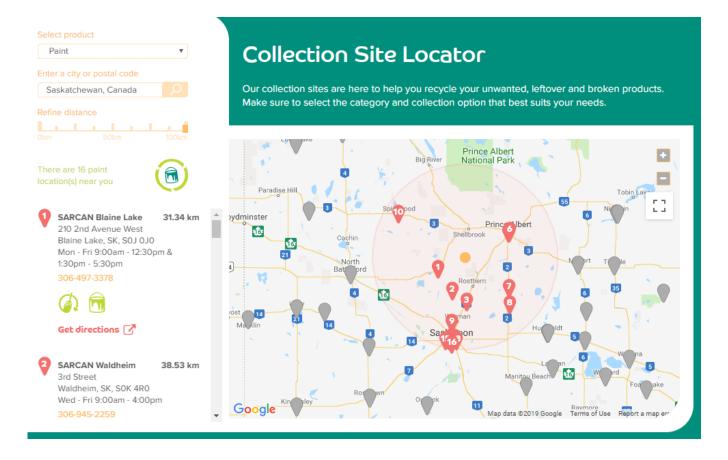
**Table 6: Current Environmental Handling Fees** 

Container Size	Current Fee
100 ml to 250 ml	\$0.20
251 ml to 1 litre	\$0.35
1.01 litres to 5 litres	\$0.75
5.01 litres to 23 litres	\$1.95
Aerosol Paint (any size)	\$0.25



# **Appendix 1 - Collection Site Locator**

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





# **Appendix 2 - Recycling Location Screen Advertisement**

# Recycle Paint Here or at any SARCAN Depot





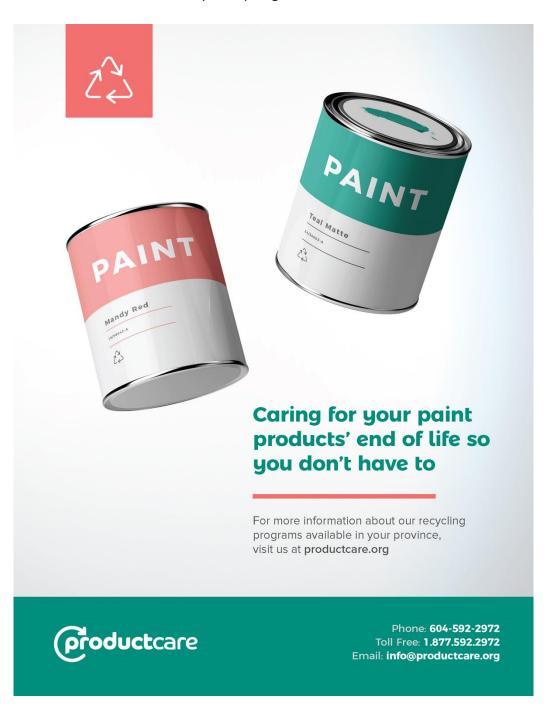






# Appendix 3 - CPCA Insight Print Advertisement

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

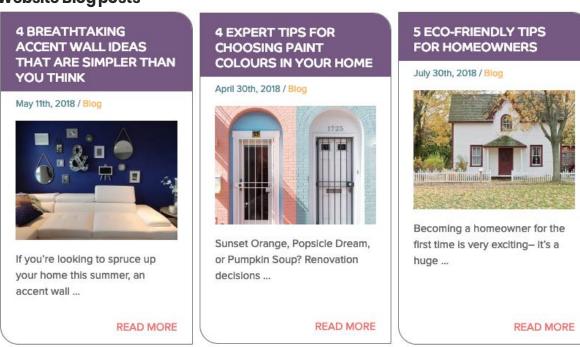


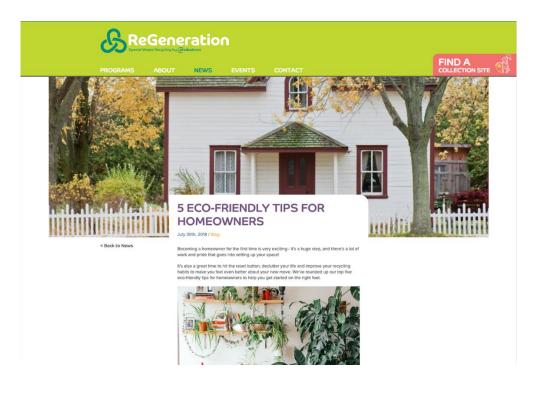


# Appendix 4 - Digital advertising activities

Examples of digital advertising employed by Product Care in 2018 across multiple platforms are shown below.

#### **Website Blog posts**







#### Google Search Ad

Recycle Old Paint Today | Find a Recycling Location

Ad www.regeneration.ca

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

**About Product Care** 

Donate Old Paint

Get Free Leftover Paint

Recycle Your Paint

#### **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 drop-off locations across Saskatchewan.







# 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**









#### **ACCEPTED**

- Interior and exterior: water-based (e.g. latex, acrylic) and oil-based (e.g. aikyd, enamel) consumer paint
  Deck and floor coating (including elastomeric)
  Varnish and urcthane (single-component)
  Concrete and masonry paint
  Drywall paint
  Undercoats and primers (e.g. metal, wood etc.)
  Stucco paint

- 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

- Already empty paint containers
  Aerosol paint of all types including Automotive, Craft





#### NOT ACCEPTED

- 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 const.)

- under (the Pest Control Floatics Ast, in Juniber on Jubbe)

  Craft paint (non-cerosol)

  Automotive paint (non-cerosol)

  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





