

# 2014 New Brunswick Paint Stewardship Program Annual Report

Submitted to: **Recycle New Brunswick**  
Submitted by: **Product Care Association**  
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## 1.0 About Product Care Association

Product Care Association (PCA) 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 Association has managed paint and other household hazardous waste industry stewardship programs since 1994.

Product Care Association's members are the "brand owners" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

PCA has an approved paint stewardship program plan with Recycle NB under the *Designated Materials Regulation* (the "Regulation") of the *Clean Environment Act*. The New Brunswick Paint Recycling Program (the "Program") began in April, 2009.

### 1.1 Report Period

This report covers the 2014 calendar year (January 1 to December 31, 2014). All content has been prepared in accordance with section 45(1) of the *Designated Materials Regulation 2008-54* of the *Clean Environment Act (O.C. 2008-180)*.

### 1.2 Program Summary

The Program offers collection sites throughout the province where consumers can bring leftover household paint. The collection sites include retailers, Regional Service Commissions (including events) and Redemption Centres (bottle return depots). The program supplies collection sites with standard reusable collection bins and other containers such as drums. The filled bins are collected from the collection sites by a hauler contracted to the program, and empty bins are dropped off. Bins of collected paints are consolidated at the hauler's warehouse into full loads which are shipped to processors for recycling. Additional elements of the program managed by Product Care Association include revenue management, communications and administration.

## 2.0 Brand Owner Sales Information

Program members reported the sale of 1,745,538 containers of program products in New Brunswick from January 1 to December 31, 2014, for an estimated liquid volume sold of 4,593,235 litres.

### 3.0 Collection

The following section provides the total amount of waste paint collected in New Brunswick, as well as the location of return depots.

#### 3.1 Total Amount of Waste Paint Collected

Table 1 below shows the total amount of waste paint collected by the program for the reporting period.

**Table 1: Total Amount of Waste Paint Collected in 2014**

| Item                    | Number of Tubskids <sup>1</sup> | Residual Paint Volume (L) <sup>2</sup> | Number of Aerosol Drums <sup>3</sup> | Residual Aerosol Paint Volume (L) <sup>4</sup> | Total Residual Paint Volume (L) |
|-------------------------|---------------------------------|--|--------------------------------------|--|---------------------------------|
| <b>Volume Collected</b> | 1,786                           | 241,646                                | 122                                  | 641  | 242,287                         |

(1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 126 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.

(2) Based on a conversion rate of 135.3L per collection bin derived from on the number of tubskids processed and the total residual volume of material generated. Reuse volume is not included in calculation.

(3) Each drum holds approximately 175 aerosol containers.

(4) Based on a conversion rate of 5.25L per drum.

(5) Note: This table does not include Paint Exchange volume.

Table 2 shows the calculation of the recovery rate, based on the volume of paint collected as a function of volume of paint sold in New Brunswick in 2014.

**Table 2: 2014 Paint Sales, Residual Recovery Volume and Recovery Rate**

|                                   | Total     |
|-----------------------------------|-----------|
| Sales (litres)                    | 4,593,235 |
| Residual Recovery Volume (litres) | 242,287   |
| Recovery Rate                     | 5.27%     |

#### ***Restatement of Sales Volumes and Recovery Rates***

Through PCA's member audit process, it was determined that a member over-reported sales for the years 2012 and 2013. This was caused by an error in the member's reporting system.

Corrected information has now been obtained and verified; resulting in the following restatement of 2012 and 2013 sales volumes, as well as a recalculation of the recovery rates (see Table 3).

The current year Program Financial Statements include a Prior Period Adjustment reflecting the over reporting made in prior years.

**Table 3: 2012 and 2013 Adjusted NB Paint Sales and Recovery Rate**

|                       | 2012      | 2012 (Restated) |
|-----------------------|-----------|-----------------|
| Sales (L)             | 5,212,841 | 5,101,094       |
| Collection Volume (L) | 289,202   | 289,202         |
| Recovery Rate (%)     | 5.54%     | 5.67%           |
|                       | 2013      | 2013 (Restated) |
| Sales (L)             | 5,491,670 | 4,906,169       |
| Collection Volume (L) | 236,749   | 236,749         |
| Recovery Rate (%)     | 4.31%     | 4.83%           |

Table 4 shows the total amount of paint tubs and aerosol drums collected by the individual regions of New Brunswick.

**Table 4: 2014 Collections by Region in 2014**

| Region             | Paint (Tubs) | Aerosols (Drums) | Total |
|--------------------|--------------|------------------|-------|
| Cogedes            | 43           | 0                | 43    |
| Cogerno            | 72           | 13               | 85    |
| Fredericton        | 360          | 4                | 364   |
| Fundy              | 355          | 16               | 371   |
| Kent               | 34           | 5                | 39    |
| Kings County       | 51           | 3                | 54    |
| Nepisiquit-Chaleur | 133          | 7                | 140   |
| Northumberland     | 65           | 3                | 68    |
| Restigouche        | 23           | 1                | 24    |
| South West         | 48           | 3                | 51    |
| St John            | 11           | 0                | 11    |
| Valley             | 39           | 1                | 40    |
| Westmorland-Albert | 552          | 66               | 618   |

### 3.2 Collection Sites

As of December 31, 2014, 60 collection sites were participating in the program, an increase of 1 collection site as compared to 2013. See Table 5 for the breakdown of collection site changes in 2014.

**Table 5: 2014 NB Paint Collection Site Changes**

| Year | Status                      | Amount |
|------|-----------------------------|--------|
| 2013 | Total # of Collection Sites | 59     |
| 2014 | # New Collection Sites      | 5      |
| 2014 | # Collection Sites Closed   | 4      |
| 2014 | Total # of Collection Sites | 60     |

Appendix 1 provides details on the collection sites, including location and participation in the paint exchange program. In addition to the depots listed in Appendix 1, there are two fire departments that accept paint products for the paint recycling program that are not advertised as official collection sites:

- Saint Francois de Madawaska Fire Department; and
- Edmundston Fire Department

Materials collected at these two locations are delivered to the Cogerno SWC facility in Riviere-Verte; a collection site under the program.

### 3.3 Regional Service Commission Events

According to information available to Product Care Association, 79 household hazardous waste (HHW) collection events were held in 2014. All waste paint collected at these events was managed by the Program. These events are listed in Table 6.

**Table 6: 2014 NB HHW Event Locations and Dates**

| Location               | Date       | Location                | Date       |
|------------------------|------------|-------------------------|------------|
| Alma (Activity Centre) | 26-May-14  | Memramcook (Arena)      | 13-May-14  |
| Alma (Activity Centre) | 27-Oct-14  | Memramcook (Arena)      | 01-Oct-14  |
| Bathurst               | 10-May-14  | Miramichi               | 21-Jun-14  |
| Bathurst               | 01-Nov-14  | Miramichi               | 04-Oct-14  |
| Beaubassin Est         | 21-May-14  | Moncton (Coliseum)      | 29-Apr-14  |
| Beaubassin Est         | 22-Oct-14  | Moncton (Coliseum)      | 29-Oct-14  |
| Belledune              | 06-Apr-14  | Moncton (Kay Arena)     | 30-Apr-14  |
| Beresford              | 03-May-14  | Moncton (Kay Arena)     | 28-Oct-14  |
| Campbellton            | 13-Sept-14 | Moncton (Mapleton Park) | 01-May-14  |
| Canterbury             | 14-May-14  | Moncton (Mapleton Park) | 30-Oct-14  |
| Cap-Pelé (Arena)       | 14-May-14  | Perth Andover           | 17-Sept-14 |
| Cap-Pelé (Arena)       | 08-Oct-14  | Petitcodiac             | 22-May-14  |
| Clair                  | 01-May-14  | Petitcodiac             | 09-Oct-14  |
| Cocagne (Marina)       | 03-May-14  | Plaster Rock            | 21-May-14  |

|                                |            |
|--------------------------------|------------|
| Dalhousie                      | 14-Sept-14 |
| Dieppe (Leblanc Arena)         | 10-May-14  |
| Dieppe                         | 18-Oct-14  |
| Doaktown                       | 21-Jun-14  |
| Dorchester                     | 21-Jun-14  |
| Dorchester                     | 15-Oct-14  |
| Drummond                       | 02-Oct-14  |
| Edmundston Fire Department     | 13-Jan-14  |
| Edmundston Fire Department     | 19-Feb-14  |
| Edmundston Fire Department     | 22-Apr-14  |
| Edmundston Fire Department     | 12-May-14  |
| Edmundston Fire Department     | 26-May-14  |
| Edmundston Fire Department     | 18-Jun-14  |
| Edmundston Fire Department     | 08-Jul-14  |
| Edmundston Fire Department     | 28-Jul-14  |
| Edmundston Fire Department     | 19-Aug-14  |
| Edmundston Fire Department     | 01-Sept-14 |
| Edmundston Fire Department     | 19-Sept-14 |
| Edmundston Fire Department     | 29-Oct-14  |
| Edmundston Fire Department     | 14-Nov-14  |
| Edmundston Fire Department     | 12-Dec-14  |
| Florenceville                  | 10-Sept-14 |
| Grand Falls                    | 10-May-14  |
| Hartland                       | 24-May-14  |
| Hillsborough (Salem Train Lot) | 08-May-14  |
| Hillsborough (Salem Train Lot) | 23-Oct-14  |
| Janeville                      | 18-Oct-14  |
| Kent County                    | 04-Oct-14  |
| Lac Backer                     | 04-Oct-14  |

|                                  |            |
|----------------------------------|------------|
| Pointe-Verte                     | 25-Oct-14  |
| Port Elgin (MT Bottles)          | 20-May-14  |
| Port Elgin (MT Bottles)          | 21-Oct-14  |
| Riverview (Public Works)         | 31-May-14  |
| Riverview (Public Works)         | 25-Oct-14  |
| Rogersville (Municipal Building) | 07-Jun-14  |
| Sackville (Public Works Garage)  | 07-May-14  |
| Sackville (Public Works Garage)  | 07-Oct-14  |
| Salisbury (Village Office)       | 15-May-14  |
| Salisbury (Village Office)       | 16-Oct-14  |
| Shediac (Rotary Park)            | 28-May-14  |
| Shediac (Rotary Park)            | 06-Oct-14  |
| St-Basile                        | 07-Oct-14  |
| St-Jacques                       | 03-May-14  |
| St-Léonard                       | 06-May-14  |
| St-Quentin                       | 08-May-14  |
| St-Quentin                       | 30-Sept-14 |
| Sussex                           | 24-May-14  |
| Sussex                           | 01-Nov-14  |
| Sussex (Transfer Station)        | 24-May-14  |
| Sussex (Transfer Station)        | 01-Nov-14  |
| Woodstock                        | 13-Sept-14 |

## 4.1 Processing

This section of the report sets out

- a) the total amount of waste paint processed or in storage,
- b) the percentage of waste 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 waste 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 waste paint.

#### 4.1 Waste Paint Processed

All paint collected through the Program is sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for processing. In 2014, a total of 1,751 tubskids of leftover paint were delivered to Laurentide facility for processing, which includes residual tubskids collected in 2013 and held at the Hebert's Recycling consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 1,818 tubskids, including additional tubskids that were in their inventory from 2013.

Table 7 shows the volume of waste 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 program year.

**Table 7: Total Amount Waste Paint Processed in 2014**

| Item                               | Number of Tubskids <sup>1</sup> | Residual Paint Volume (L) <sup>2</sup> | Number of Aerosol Drums <sup>3</sup> | Residual Aerosol Paint Volume (L) <sup>4</sup> | Total Residual Paint Volume (L) |
|------------------------------------|---------------------------------|--|--------------------------------------|--|---------------------------------|
| <b>Volume Shipped to Processor</b> | 1,751                           | 236,910                                | 58                                   | 305  | 237,215                         |
| <b>Volume Processed</b>            | 1,818                           | 245,916                                | 58                                   | 305  | 246,221                         |

(1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 126 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.

(2) Based on a conversion rate of 135.3L per collection bin derived from on the number of tubskids processed and the total residual volume of material generated. Reuse volume is not included in calculation.

(3) Each drum holds approximately 175 aerosol containers.

(4) Based on a conversion rate of 5.25L per drum.

Information on the number of paint containers processed in 2014 at Laurentide Re-sources and the percentage of non-program materials collected is found in Table 8.

**Table 8: Number of Paint Containers Processed in 2014 at the Laurentide Re-sources Atlantic Facility**

|                       | Total Containers (paint/non-program) | Total Containers (program paint) | Non-program Containers | % of Non-program Containers per Collection Bin |
|-----------------------|--------------------------------------|----------------------------------|------------------------|--|
| <b>Program Totals</b> | 231,508                              | 222,527                          | 8,981                  | 4%   |



The amount of metal and plastic containers that were recycled in 2014 and their processor is found in Table 9.

**Table 9: Metal and Plastic Containers Collected and Recycled in 2014**

| Container Type                     | Collected and Recycled (tonnes) | Processor                               | Management Process   |
|------------------------------------|---------------------------------|---|--|
| Metal                              | 68.3                            | Tri-Province Recycling, NB              | Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting  |
| Plastic pails (HDPE 2)             | 3.37                            | Little Forks Landfill, NS               | Combined and baled with other plastics and sold as a commodity for plastics recycling      |
| Plastic paint cans (polypropylene) | 5.97                            | RPM Environmental (QC), Laurentide (NB) | Processed and sold as a commodity for plastics recycling<br>Laurentide – temporary storage |

## 4.2 Disposal Method Descriptions

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

### ***Reuse (Paint Exchange Program)***

Through the Paint Exchange Program, better quality paint returned to collections sites are made available for the public to take, free of charge, and use. Paint Exchange was offered at 30 collection sites in 2014, representing half of all sites across the province. An estimated 903 litres of paint was given away at no charge through the Paint Exchange program to consumers, a 34% increase over last year (673 litres). Reuse volumes are estimated by assuming that each container is 75% full on average.

### ***Recycling***

At the Laurentide Re-sources facility, paint containers are removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers. The bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC. Table 10 provides the quantity of latex paint and alkyd paint that was recycled. Due to a diminishing market for alkyd paint, it has become an increasing challenge to recycle. Consequently, the majority of the alkyd paint is sent for energy recovery and limited amounts of alkyd paints continue to be recycled.

**Table 10: Quantity and Type of Paint Recycled**

| Type        | Litres  | Percentage |
|-------------|---------|------------|
| Latex paint | 165,597 | 87.6%      |
| Alkyd paint | 23,434  | 12.4%      |
| Total       | 189,031 | 100.0%     |

\*Note: Paint Exchange volume is not captured in the Residual Recovery volume.

***Energy Recovery***

Not all oil based paint collected is of suitable quality for recycling. In some cases the paint may be contaminated, not in liquid form, wrong colour or of the wrong chemistry for recycling. In addition, regulations such as the Federal VOC Regulations require tighter limits on certain chemical constituents, which tend to be higher in older paints, making it difficult to recycle oil based paint. The market for the recycled oil based paint is significantly smaller than that for the water based products and continues to diminish as water-based technology replaces oil based technology.

Due to the high solvent content of oil based paints, oil based paints are suitable for energy recovery. Through the process of fuel blending, some of the oil 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, 22,340 litres of alkyd paint and paint from paint aerosols were blended with other fuels and utilized for energy value at licensed facilities.

***Landfill***

The sorting and bulking of the latex paint by Laurentide Re-sources generated 34,850 litres of non-recyclable latex sludge/solid which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

***Incineration***

During the reporting period, no material went for incineration.

**4.3 Percentage of Waste Paint by Disposal Method**

Table 11 shows the breakdown of waste paint collected that was reused, recycled, recovered for energy, disposed of in an engineered landfill, contained, or otherwise treated or disposed of. Each amount is shown in litres and in a percentage.

**Table 11: Waste Paint by Disposal Method**

| Method          | Volume (litres) | Percentage    |
|-----------------|-----------------|---------------|
| Reuse           | 903             | 0.4%          |
| Recycle         | 189,031         | 76.5%         |
| Energy Recovery | 22,340          | 9.0%          |
| Landfill        | 34,850          | 14.1%         |
| <b>Total</b>    | <b>247,124</b>  | <b>100.0%</b> |

#### 4.4 Design for Environment

The paint and coating industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health & safety and performance. This is done working in concert with key agencies such as Health Canada, Environment Canada and numerous standard-setting organizations. An example of industry’s sustainability initiatives is the industry’s involvement with the federal Chemicals Management Plan, assessing chemicals in commerce for all industry sectors including paint and coatings, to assess risks associated with product use. This is done with a view to banning the highly toxic substances or managing them in some way, when they are considered harmful for the environment, either from a human health or ecological perspective.

Where toxicity in chemicals is considered potentially harmful to human health, a risk management approach is required to permit continued use of the substances contained in products like paint and coatings. This may result in regulations, pollution prevention plans, codes of practice or compliance agreements and ultimately reformulation or re-design of products for the marketplace, which reduces or eliminates negative impacts to human health and the environment.

The manufacturing of paint continues to shift from oil-based paints to water-based paints due to a number of factors, including:

- Consumer preference for more environmentally friendly products
- Advanced water based coating technology providing similar product performance as oil based technology
- Regulatory influences such as Environment Canada’s *Volatile Organic Compound (VOC) Concentration Limits for Architectural Coatings Regulations (P.C. 2009-1535)* which sets limits for VOC for a number of coatings including architectural coatings. These new regulations require coatings manufacturers to switch to low-VOC formulations.

Waterborne paints now make-up more than 90 percent of paint products on the market. In addition, the Program utilizes the following tools to increase the amount of reuse of leftover paint and minimize the environmental impact of residual paint where possible:

- Recovery and recycling of 10 percent of the paint that is available for recovery;
- Variable eco fees aligned with container size in some jurisdictions; and
- Operation of a paint exchange program whereby leftover paint is made available to the public free of charge.

#### 4.5 Location of Processing and Containment Facilities

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

|  |                      |
|--|----------------------|
| <b>Hebert’s Recycling Inc.</b><br>53 Walsh Avenue<br>Miramichi, NB E1N 3A5                           | Containment Facility |
| <b>Laurentide Resources Atlantic Inc.</b><br>100 Main Street<br>Springhill, NS B0M 1X0               | Processing Facility  |
| <b>Soci t  Laurentide Inc.</b><br>345 Bulstrode Street<br>Victoriaville, QC G6T 1P7                  | Processing Facility  |
| <b>Clean Harbors Environmental Services</b><br>Rang 5 East 400 Galipeau Street<br>Thurso, QC J0X 3B0 | Processing Facility  |

### 5.0 Communication and Education

Product Care Association implemented a communication and education program to educate consumers in accordance with the Regulation. The following sections provide details regarding the communication and education program for 2014.

#### 5.1 Social Media

PCA hosted a nation-wide trivia contest to raise awareness about paint recycling (see Appendix 3). The winning consumer (from New Brunswick) was awarded a professionally painted room of their choice, including paint and labour costs. Product Care produced a short video which focussed on the winner, the before & after of her room of choice, and short messaging around paint recycling.

The video was posted to the Product Care YouTube channel which can be viewed through this link: <https://www.youtube.com/watch?v=tFJ5YrJ4eLo>. The video was also shared on the Product Care website. This trivia contest was promoted through social media channels, including regionally-targeted messaging to New Brunswick audiences.

## 5.2 Website

A new website was developed with a view to improving consumer engagement efforts and making Product Care more accessible, friendlier and intuitive for all audiences, with the ultimate goal of increasing program awareness and collection volumes. The site includes the following bilingual content:

- Depot finder (a map displaying locations of the collection sites – see Appendix 2)
- Depot hours and operations
- Information for trade painters (list of collection sites that can accept large volumes);
- Program product lists
- Other information (such as a description of the paint exchange program).

An estimated 68,090 unique visitors utilized [productcare.org/regeneration.ca](http://productcare.org/regeneration.ca) during the 2014 calendar year. The collection site finder page specifically had an estimated 28,160 unique page views. The program page specific to New Brunswick received 11,055 visitors, while the collection site finder page received 4,237 visitors. Additionally, the PCA website is linked to (and from) the Recycle New Brunswick website.

## 5.3 Point of Sale (PoS) and Point of Return (PoR) Material

In 2014, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials are available for reorder through our online order form (see Appendix 4 for examples):

- Tri-fold brochures identifying accepted/not accepted products
- “Recycle Your Paint” can stickers
- Posters

## 5.4 Program Hotline

Recycle NB operates a bilingual “hotline” to respond to consumer enquiries about paint and other products.

## 5.5 Yellow Pages Ads

PCA launched an Atlantic Canada targeted digital campaign via YP Group, including syndicated Facebook posts, targeted digital display ads, and smart digital display (re-serving impressions to

pre-qualified audience). Digital ads were specifically generated to Internet users who performed online searches related to the purchase, use and disposal of paint products in New Brunswick.

Additionally, our Facebook advertising campaign pursued a “gated” strategy, which is to say, content viewable by residents of New Brunswick is relevant to that audience specifically, and was not seen by audiences in other provinces.

### Sample Facebook Post



## 5.6 Online Advertising

The Program engaged various online advertising strategies, including:

- Google Adwords campaign: 1,051,330 impressions and 1,080 clicks to the website
- Facebook Timeline Advertisement: Ad reached 47,547 people with 1,046 clicks to the website (see Appendix 5).

## 5.7 Radio Campaign

PCA ran a bilingual, 12-week radio campaign to raise awareness of the paint recycling program and promote the depot locator. The radio campaign was delivered in English and French on the highest profile stations in St-John (The Wave 97.3 and Country 94), Moncton (C103 and XL

Country 109) and Dieppe (CFBO FM and CJSE FM). Spots consisted of a combination of 30-second awareness ads and 15-second calls to action. Throughout the duration of these radio ads the program saw a 15% lift in collection volumes as compared to the same time period in 2013.

## 5.8 Recycle New Brunswick Partnership

Product Care Association continued to partner with Recycle New Brunswick, the provincial oversight body for designated stewardship programs, including used tires, paint, oil and glycol. Recycle New Brunswick undertook a 3-month public awareness and education campaign in the fall of 2014, in French and English, with designated advertisements for the Paint Recycle program. The campaign included television, radio and newspaper advertisements that spanned the province. In addition, Recycle New Brunswick disseminated more than 40,000 Paint Recycle informational brochures via direct mail to major metropolitan centres.

## 5.9 Depot Visits

The 37 collection depots listed in Table 12 were visited by a PCA representative in 2014. The PCA representative provided in-person support to the depots, delivered informational brochures, as well as training about acceptable and not acceptable products.

**Table 12: Collection Sites visited in 2014 by a PCA Representative**

| Collection Site                              | Municipality  | County             |
|--|---------------|--------------------|
| AIM Recycling Bathurst Inc (Closed Aug 2014) | Bathurst      | Glouster           |
| Baie Ste Anne Building Centre                | Bair Ste Anne | Northumberland     |
| Bett's Home Hardware                         | Doaktown      | Northumberland     |
| Billy's Bottle Exchange                      | Dalhousie     | Restigouche        |
| Brooks Redemption Centre                     | Hartfield     | York               |
| Canadian Solid Waste (Kent County)           | Boutouche     | Kent               |
| Centre de Remboursement Gaetan Bosse         | Saint-Quentin | Restigouche        |
| Centre de Remboursement Lameque Inc.         | Savoy Landing | Glouster           |
| Centre de Remboursement le Recyclage         | Riviere-Verte | Madawaska          |
| Clark's Bottle Exchange (x2)                 | Chipman       | Queens             |
| Cogerno                                      | Riviere-Verte | Madawaska          |
| Fundy Region Solid Waste                     | Saint John    | St John            |
| Gilbert M Rioux et Fils Ltée                 | Grand Falls   | Victoria           |
| Golden Mile Redemption Centre                | Saint John    | St John            |
| Gorbers Bottle Exchange                      | Moncton       | Westmorland-Albert |
| Hebert's Bottle Exchange                     | Miramichi     | Northumberland     |
| J&L Bottle Exchange                          | Edmundston    | Madawaska          |
| La Cooperative de Caraquet Ltee              | Caraquet      | Glouster           |
| La Société Cooperative de Laméque Ltee       | Tracadie      | Glouster           |

|                                       |                             |                    |
|---------------------------------------|-----------------------------|--------------------|
| Mapleview Redemption Centre           | Weaver                      | Carleton           |
| Nepisiguit-Chaleur SWC (Redpine)      | Allarville                  | Glouster           |
| Nequac Home Hardware                  | Nequac                      | Northumberland     |
| Northumberland Co-Op Ltd              | Miramichi                   | Northumberland     |
| Pub's Transfer & Bottle Exchange Ltd. | Saint John                  | St John            |
| Recyclage Beresford Recycling Ltee    | Beresford                   | Glouster           |
| Recyclage Chaleur                     | Petit-Rocher                | Glouster           |
| Richibucto Home Hardware              | Richibucto                  | Kent               |
| RONA Le Renovateur                    | Saint-Quentin               | Restigouche        |
| RONA Le Renovateur                    | Saint-Francois-de-Madawaska | Madawaska          |
| RONA Le Renovateur                    | Kedwick                     | Madawaska          |
| RONA Le Renovateur                    | Edmundston                  | Madawaska          |
| Southern Valley Transfer Station      | Woodstock                   | Carleton           |
| Tracadie Home Hardware                | Tracadie                    | Gloucester         |
| Vail's Bottle Exchange                | Woodstock                   | Carleton           |
| Valley Glass – Juniper & Collishaw    | Moncton                     | Westmorland-Albert |
| Valley Glass Toombs Ltd               | Moncton                     | Westmorland-Albert |
| Valley Redemption Centre              | Quispamsis                  | Kings              |

## 6.0 Financial Information

Product Care Association's audited financial statements are attached in Appendix 6.

## 7.0 Audit of NB Paint Stewardship Program

A report prepared by an independent auditor as to the program performance is attached in Appendix 7.



## APPENDIX 1 – NB Paint Program Collection Site Details as of December 31, 2014

| Depot Name  | City             | Paint Exchange |
|---|------------------|----------------|
| Nepisiguit-Chaleur SWC (REDPINE) (District 3) - CSR3      | Allardville      | No             |
| Baie Ste Anne Building Supplies / Castle Building Center  | Baie Ste Anne    | No             |
| Crain's Bottle Depot Ltd.                                 | Bath             | Yes            |
| Carpet Ranch / Grange a Tapis                             | Beresford        | No             |
| Marina Bottle Exchange                                    | Campbellton      | Yes            |
| Tediche Home Hardware Building Centre                     | Cap-Pele         | No             |
| Caraquet Home Hardware                                    | Caraquet         | No             |
| La Cooperative de Caraquet Ltee                           | Caraquet         | No             |
| Clark's Bottle Exchange                                   | Chipman          | Yes            |
| Billy's Bottle Exchange and Salvage Shop                  | Dalhousie        | No             |
| Miramichi City Surplus Inc.                               | Derby Junction   | Yes            |
| Valley Glass Recycling Ltd.                               | Dieppe           | Yes            |
| Betts Home Hardware                                       | Doaktown         | No             |
| J&L Warehousing Inc.                                      | Edmundston       | Yes            |
| RONA Le Renovateur - Edmundston (Store #8379)             | Edmundston       | No             |
| Fredericton Region Solid Waste Commission (District 11)   | Fredericton      | No             |
| Topmar Building Supplies                                  | Fredericton      | No             |
| Gilbert M Rioux et fils Ltee.                             | Grand Sault      | Yes            |
| Southside Redemption Centre                               | Hanwell          | Yes            |
| Brooks Redemption Center                                  | Hartfield        | Yes            |
| Watson's Store Ltd.                                       | Harvey York Co   | No             |
| RONA Le Renovateur (Store #7786)                          | Kedgwick         | No             |
| La Societe Cooperative de Lameque Lte                     | Lameque          | No             |
| South West Solid Waste Commission (District 10)           | Lawrence Station | No             |
| Dupuis Home Hardware                                      | Memramcook       | No             |
| Greater Miramichi Regional Service Commission             | Miramichi        | No             |
| Hebert's Bottle Exchange                                  | Miramichi        | Yes            |
| Northumberland Co-op Ltd.                                 | Miramichi        | No             |
| Gorbers Bottle Exch. Ltd.                                 | Moncton          | Yes            |
| Southeast Regional Service Commission                     | Moncton          | No             |
| Valley Redemption - Juniper/Collishaw                     | Moncton          | Yes            |
| Valley Redemption - Toombs                                | Moncton          | Yes            |
| Neguac Home Hardware / Centre de Renovation Home Hardware | Neguac           | No             |
| Roblynn Home Hardware & Home Furniture                    | Oromocto         | No             |
| Recyclage Chaleur   | Petit-Rocher     | Yes            |
| Richibucto Home Hardware                                  | Richibucto       | No             |
| Centre De Remboursement le Recyclage                      | Riviere Verte    | Yes            |
| CSR 1- Cogerno  | Riviere-Verte    | Yes            |

| Depot Name   | City                        | Paint Exchange |
|--|-----------------------------|----------------|
| Caissie Building Supplies  | Rogersville                 | No             |
| Wheaton's All in One   | Sackville                   | Yes            |
| Fundy Solid Waste - Crane Mountain Landfill                        | Saint John                  | No             |
| Golden Mile Redemption Centre Ltd.                                 | Saint John                  | Yes            |
| Pub's Transfer & Bottle Ex Ltd.                                    | Saint John                  | Yes            |
| Valley Redemption Centre Inc.                                      | Saint John                  | Yes            |
| Sainte Antoine Home Hardware Building Centre                       | Sainte-Antoine              | No             |
| RONA Le Renovateur (Store #2125)                                   | Saint-Francois-de-Madawaska | No             |
| RONA Le Renovateur (Store #7200)                                   | Saint-Quentin               | No             |
| Horsman's Bottle Exchange Inc.                                     | Salisbury West              | Yes            |
| Centre De Remboursement Lameque Inc. / Shippigan Redemption Center | Savoie-Landing              | Yes            |
| Shediac Redeem Center / Eastern Propane                            | Shediac                     | Yes            |
| Boyd Brothers Ltd.   | St. George                  | No             |
| Keith's Building Supplies Ltd.                                     | St. Stephen                 | No             |
| Centre de Remboursement Gaetan Bosse                               | St.Quentin                  | Yes            |
| Norrad's Express and Redemption Centre Ltd.                        | Sussex                      | Yes            |
| Tracadie Home Hardware   | Tracadie                    | No             |
| Mapleview Redemption Center  | Weaver                      | Yes            |
| Southern Valley Transfer Station                                   | Woodstock                   | Yes            |
| Vail's Bottle Exchange   | Woodstock                   | Yes            |

## APPENDIX 2 – Product Care Association’s Collection Site Map

Below is a snap shot of what the new collection site locator tool found on the PCA website looks like.

### Collection Site Locator

Whether you are a consumer or a business, 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.

**Select product**

Paint

**Enter a city or postal code**

New Brunswick, Canada

**Refine distance**

0km 50km 100km

There are 56 paint location(s) near you

**1 Bett's Home Hardware** 25.62 km

420 Main Street  
Doaktown, NB, E9C 1E7  
Mon - Thurs 8:00am - 5:30pm  
Fri 8:00am - 9:00pm  
Sat 8:00am - 5:30pm  
506-365-7888

[Get directions](#)

**2 Clark's Bottle Exchange** 60.69 km

137 Lilloette Drive  
Chipman, NB, E4A 1V8  
Tue - Fri 8:00am - 5:00pm

### APPENDIX 3 – Social Media Contest

An example of the promotional material used for the nation-wide trivia contest.



## APPENDIX 4 – PoS & PoR Materials

### NB PaintRecycle Poster for Retailers



**Leftover Paint?**  
**Vous avez des restants de peinture ?**

*Recycle it! Recyclez-les!*

Getting rid of your leftover paint in New Brunswick is not only easy but it's free too! Just bring your paint to any of the many collection points across the province and you'll be doing your part to protect the environment and preserve our valuable resources through recycling.

Recycler ses restants de peinture au Nouveau-Brunswick est simple et gratuit! Vous n'avez qu'à déposer vos pots de peinture non-utilisée aux endroits désignés un peu partout dans la province. Faites votre part pour protéger l'environnement et nos précieuses ressources!

To find your nearest depot or to learn what products are accepted by the program, visit [www.recyclenb.com](http://www.recyclenb.com) or call 1-888-322-8473

Pour savoir où se trouve le lieu de collecte le plus près de chez-vous et pour obtenir la liste des produits recyclables, visitez le [www.recyclenb.com](http://www.recyclenb.com) ou téléphonez au 1-888-322-8473.

The New Brunswick Paint Recycling Program is brought to you by Product Care Association on behalf of the manufacturers and retailers of paint in New Brunswick. For information please visit [www.productcare.org](http://www.productcare.org)

Le programme de recyclage de peinture du N.-B. est géré par Product Care Association en collaboration avec les fabricants et les détaillants de peinture de la province. Pour plus d'information visitez le [www.productcare.org](http://www.productcare.org).

### NB PaintRecycle Poster for Depots



**PAINT COLLECTION DEPOT**

We only accept architectural (household) paints and paint aerosols.  
Products accepted during operating hours only!

**Abandonment is prohibited**  
and in violation under the Motor Vehicle Act & Clean Environment Act



**DÉPÔT DE PEINTURE**

Nous acceptons seulement les peintures résidentielles et aérosols.  
Laissez vos produits seulement lors de nos heures d'ouverture.

**L'abandon de produits est interdit**  
et est une violation de la Loi sur l'assainissement de l'environnement et la Loi sur les véhicules à moteur.

 New Brunswick Paint Recycling Program  
Programme de recyclage de Peinture au Nouveau Brunswick  
[www.recyclenb.com](http://www.recyclenb.com)  
1-888-322-8473

 **Product Care**  
[www.productcare.org](http://www.productcare.org)  
1-888-772-9772


## APPENDIX 5 – Online Advertising

### Facebook Timeline Post

**Product Care Association**

Sponsored · 🌐

Once you're done painting your masterpiece, remember to recycle your leftover paint.



**New Brunswick Paint**

Since April 2009, paint consumers including homeowners and businesses, can drop off leftover household paint at paint collection sites located throughout New Brunswick for free.

PRODUCTCARE.ORG Learn More

Like · Comment · Share · 👍 29 🗨️ 3 ➦ 20

### Google Adwords

| Campaign May 2014  | Clicks | Impressions |
|--|--------|-------------|
| Display Network + Search Network   |        |             |
| <ul style="list-style-type: none"> <li>• <a href="#">Yes, Paint is Recyclable</a></li> <li>• And it's free to drop off!</li> <li>• Find a collection site near you.</li> <li>• <a href="http://www.productcare.org">www.productcare.org</a></li> <li>• (mobile)</li> </ul> | 301    | 307,626     |
|  |        |             |

## APPENDIX 6 – Financial Statements

## APPENDIX 7 – Program Performance Review