



2014

Newfoundland and Labrador

Paint Stewardship Program

Annual Report

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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.

PCA's members are the "producers" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

Product Care Association has filed a paint stewardship program plan with Multi-Materials Stewardship Board (MMSB) under the *Newfoundland and Labrador Waste Management Regulations, 2003 as amended by Regulation 100/10 (O.C. 2010-290)* (the "Regulation") issued under the *Environmental Protection Act (O.C. 2003-226)*. The program plan was approved on December 20, 2011.

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 31.12 of the *Newfoundland and Labrador Waste Management Regulations, 2003 as amended by Regulation 100/10 (O.C. 2010-290)* issued under the *Environmental Protection Act (O.C. 2003-226)*.

1.2 Program Summary

The Newfoundland and Labrador Paint Stewardship Program (the "Program") offers collection services throughout the province to which consumers can bring leftover household paint. The collection sites include retailers, Green Depots, local government waste facilities and collection events. The program supplies collection sites and events with standard reusable collection bins (tubskids) and other containers such as drums. The program contracts with a hauler to deliver empty collection containers and pickup filled ones to/from collection sites or events, and consolidate the filled collection containers into full loads which are shipped to a processor for recycling. Additional program elements managed by Product Care Association include revenue management, communications and administration.

Table 1 summarizes the program’s performance against regulatory requirements and commitments made in the approved stewardship plan.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2014 Performance
Achieve at least a 70% reuse rate	Reuse rate of 82.2% was achieved.
19 permanent collection sites in the 17 target communities, by end of year 1	Permanent collection sites were established in 16 of the 17 target communities. An unexpected closure of a collection site in Port Aux Choix during the year has created a gap.
Collection service in the 31 target communities, during years 1 and 2	Of the 31 targeted communities, permanent collection sites were established in or near 19 communities and the remaining communities were serviced through collection events.
The program will target an increase in recovery rate of 0.5% per year	A baseline of 3.78% was established in 2013; the first full reporting year for the program. The program achieved a recovery rate of 3.48% in 2014.

2.0 Brand Owner Information

The total sales volume reported by program members to the program for the period of January 1 to December 31, 2014 was 3,819,948 litres. Please note that the volume was estimated based on sold container size.

2.1 Fee Changes

The Program began on April 18, 2012 and the initial fee rates were established by PCA in accordance with anticipated program revenues and costs. In general, revenues have been greater than expected and expenses have been lower than anticipated. Consequently, PCA’s board of directors approved a reduction in fee rates effective February 1, 2014. The new fees are aligned with those for the New Brunswick paint stewardship program (see Table 2 below).

Table 2: Fee Changes

Paint container size range and standard sizes	Previous rates from May 1, 2012	New rates as of February 1, 2014
100 ml to 250 ml	\$0.30	\$0.20
251 ml to 1 litre (US quart)	\$0.50	\$0.35
1.01 litres to 5 litres (US gallon)	\$1.10	\$0.70
5.01 litres to 23 litres (US 5 gallon)	\$2.50	\$1.50
Aerosol paint (any size)	\$0.30	\$0.20

3.0 Collection

This section sets out the total amount of waste paint collected in Newfoundland & Labrador and the location of all return collection facilities in the province.

3.1 Total Amount of Waste Paint Collected

Table 3 and Table 4 below show the total amount of waste paint collected by the program for the reporting period, as well as how much was collected per collection site type.

Table 3: Total Amount of Waste Paint Collected in 2014

	Number of Paint Containers ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums	Residual Aerosol Paint Volume (L) ³	Total Residual Paint Volume (L)
Amount Collected	1186	132,951	13	68	133,019

(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 112.1L 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.

Table 4: Percentage of Waste Paint Collected by Collection Site Type in 2014

Type of Collection Site	% of Collection
Green Depot	13.9 %
Retailer	19.3 %
Collection Events	21.5 %
Local Government Waste Facilities	45.2 %
Total	100 %

Table 5 shows the calculation of the recovery rate, based on the volume of paint collected as a function of volume of paint sold in the province in 2014.

Table 5: 2014 NL Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	3,918,948
Residual Recovery Volume (litres collected)	133,019
Recovery Rate	3.48 %

Restatement of Sales Volumes and Recovery Rates

Through PCA’s member audit process, it was determined that a member significantly 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 6).

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

Table 6: 2012 and 2013 Adjusted NL Paint Sales and Recovery Rate

	2012	2012 (Restated)
Sales (L)	2,966,404	2,882,235
Collection Volume (L)	82,565	82,565
Recovery Rate (%)	2.78 %	2.86 %
	2013	2013 (Restated)
Sales (L)	5,188,508	4,258,282
Collection Volume (L)	161,083	161,083
Recovery Rate (%)	3.10 %	3.78 %

3.2 Return Collection Facility Locations

As of December 31, 2014, a total of 56 collection sites participated in the program (see Appendix 1 for a detailed list of collection sites).

The program plan requires the establishment of a minimum of nineteen permanent collection sites in 17 target communities. Table 7 lists the target communities where PCA has committed to establishing permanent collection sites.

Table 7: NL Permanent Sites in Target Communities

Community	Collection Site
Bay Roberts	Bay Roberts Green Depot
Carbonear	Carbonear Green Depot
Clarenville	Clarenville Home Hardware
Conception Bay South	Handyman Home Hardware
Corner Brook	Scotia Recycling Green Depot Corner Brook
Deer Lake	The Paint Shop
Gander	Scotia Recycling Green Depot Gander
Grand Falls-Windsor	Scotia Recycling Green Depot Grand Falls-Windsor
Happy Valley-Goose Bay	HVGB Green Depot
Labrador West	Paint Shop Home Decorating Center
Lewisporte	Pritchett's Building Supplies
Marystown	Aylwards Home Centre
Mount Pearl	Paint Shop Home Decorating Center
Port Aux Basques	PAB Green Depot
Port Aux Choix	<i>This collection site withdrew from the program following a change in ownership in June 2014. PCA is actively seeking a replacement site.</i>
St. John's (3 required locations)	<ol style="list-style-type: none"> 1. Paint Shop Home Decorating Center 2. Robin Hood Bay Facility 3. Rona (60 O'Leary Avenue)
Stephenville	Scotia Recycling Green Depot Stephenville

The program plan also commits PCA to offer collection services in or near an additional 31 communities identified by MMSB. Table 8 sets out the communities where PCA has committed to establishing either permanent collection sites or mobile collection services.

Table 8: Collection Services in the Additional 31 Communities

Community	Collection Site	Status
Baie Verte	White Bay Home Hardware	Permanent Site Established
Black Tickle	Black Tickle/Domino Local Service	Permanent Site Established
Bonavista	Bonavista Fire Hall	Mobile Collection Event
Botwood	Botwood Recycling Green Depot	Permanent Site Established
Burgeo	Burgeo Green Depot	Permanent Site Established
Cartwright	Cartwright Building Supplies	Permanent Site Established
Charlottetown	Charlottetown Town Hall	Mobile Collection Event
Dunville	Aylwards Home Centre	Permanent Site Established in Placentia (neighboring town)
Fogo	Fogo Island Home Hardware Building Centre	Permanent Site Established
Gambo	Pritchett's Building Supplies	Permanent Site Established

Community	Collection Site	Status
Glovertown	Glovertown Green Depot	Permanent Site Established
Hopedale	Hopedale Fire Hall	Mobile Collection Event
L'Anse Au Loup	Turnbull's Home Hardware Building Centre	Permanent Site Established in L'Anse Au Clair (neighboring town)
La Scie	La Scie Fire Hall	Mobile Collection Event
Makkovik	Makkovik Inuit Community Government	Permanent Site Established
Mary's Harbour	Mary's Harbour Fire Hall	Mobile Collection Event
Nain	Nain Inuit Community Government	Permanent Site Established
New Wes Valley (Badger's Quay)	Bungays Green Depot Inc.	Permanent Site Established
New World Island (Summerford)	Twillingate Transfer Station	Permanent Site Established in Twillingate (neighboring town)
Pasadena	Pasadena Fire Hall	Mobile Collection Event
Port Hope Simpson	Port Hope Simpson Fire Hall	Mobile Collection Event
Postville	Sheppard's Skidoo/Variety Shop	Permanent Site Established
Rigolet	Rigolet Town Garage	Mobile Collection Event
Riverhead	Riverhead Green Depot	Permanent Site Established
Robert's Arm	Robert's Arm Fire Hall	Mobile Collection Event
Rocky Harbour	Rocky Harbour Fire Hall	Mobile Collection Event
Springdale	Green Bay North Green Depot	Permanent Site Established
St. Alban's (Milltown)	Milltown Fire Hall	Mobile Collection Event
St. Anthony	Landfill Subregion 1	Permanent Site Established
St. Lewis	St. Lewis Fire Hall	Mobile Collection Event
Twillingate	1. Paint Shop Home Decorating Centre 2. Twillingate Green Depot	2 Permanent Sites Established

Of the 31 targeted communities, permanent collection sites were established in or near 19 communities, and the remaining 12 communities were serviced through “paint-only” collection events hosted by the Program.

PCA hosted twelve “paint-only” collection events in 2014. A total of 11 tubskids were collected during these events in 2014, and 10 tubskids were collected during the thirteen “paint-only” collection events held by PCA in 2013 (see Table 9). In general the volumes collected at each event were low, with one community (St. Lewis) generating no collection volume in 2013 or 2014.

Promotions for these events included social media (Facebook, Twitter and PCA's website) and printed posters that were sent to the fire halls in advance of the events for distribution

throughout the communities. Town halls were also notified of the events in advance to help promote the events.

Table9: Total Volumes Collected at the PCA Collection Events in 2013 and 2014

Collection Event Location	Tubskids Collected in 2013	Tubskids Collected in 2014
Charlottetown	1	2
Mary's Harbour	1	1
Port Hope Simpson	1	0
St. Lewis	0	0
Robert's Arm	1	0
La Scie	0	0
Pasadena	0	4
Rocky Harbour	0	2
St. Alban's/Milltown	2	1
Rigolet	1	0
Hopedale	1	0
Bonavista	1	1
Summerford	1	Permanent collection site established
Total	10	11

In addition to the collection services in the 31 targeted communities, the Program continues to work on expanding the collection network. As of the end of 2014, an additional 38 permanent collection sites have been established across the province beyond the program plan commitment of 19 collection sites (see Table 10 below).

Table 10: Additional Permanent Collection Sites

Community	Collection Site
Badger's Quay (New Wes Valley)	Bungays Green Depot Inc.
Baie Verte	White Bay Home Hardware
Bay Roberts	Rona
Black Tickle	Black Tickle/Domino Local Service District
Botwood	Botwood Recycling Green Depot
Burgeo	Burgeo Green Depot
Cartwright	Cartwright Building Supplies
Conception Bay South	Rona
Fogo	Fogo Island Home Hardware Building Centre
Fortune	Rona
Gambo	Pritchett's Building Supplies
Gander (2 Addition Sites Established)	1. Rona 2. Aylwards Home Hardware Building Centre

Glovertown	Glovertown Green Depot
Goulds	Rona
Grand Bank	Aylwards Home Centre
Grand Falls-Windsor	Paint Shop Home Decorating Center
Happy Valley-Goose Bay	Paint Shop Home Decorating Center
Makkovik	Makkovik Inuit Community Government
Labrador West	Labrador West Landfill
L'Anse Au Clair	Turnbull's Home Hardware Building Centre
Nain	Nain Inuit Community Government
Mount Pearl (2 Additional Sites Established)	1. Rona 2. Scotia Recycling Green Depot Mount Pearl
Norris Arm	Norris Arm Regional Waste Management Facility
Placentia (2 Additional Sites Established)	1. Aylwayrds Home Centre 2. Paint Shop Home Decorating Centre
Postville	Sheppard's Skidoo/Variety Shop
Riverhead	Riverhead Green Depot
Springdale	Green Bay North Green Depot
St. Anthony	Landfill Subregion 1
St. John's (3 Addition Sites Established)	1. Rona (710 Torbay Road) 2. Templeton Paint 3. Paradise Green Depot
St. Lawrence	Aylwards Home Centre
Twillingate (2 Additional Sites Established)	1. Paint Shop Home Decorating Centre 2. Twillingate Green Depot
Wabush (Labrador City)	Rona

3.3 Collection Events

In addition to providing collection services that satisfied the 17 targeted communities and the 31 additional communities, the program also participated in 48 additional collection events conducted by Multi-Materials Stewardship Board (MMSB) and the Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs. Table 11 lists the communities served by these collection events.

Table 11: Additional HHW Collection Events

Hosted By	Community Serviced	Hosted By	Community Serviced
EWMB	Avondale	MMSB: HHW	Corner Brook (Spring)
EWMB	Colliers	MMSB: HHW	Happy Valley/ Goose Bay
EWMB	Conception Bay Harbour	MMSB: HHW	Harbour Breton
EWMB	Fox Harbour	MMSB: HHW	Marystown
EWMB	Placentia	MMSB: HHW	Lethbridge
EWMB	St. Brides	MMSB: Multi-	Corner Brook (Fall)

EWMB	Port de Grave
EWMB	Bay Roberts
EWMB	Carbonear
EWMB	Come By Chance
EWMB	Fair Haven
EWMB	Little Harbour Ease (South West Avalon)
EWMB	Southern Harbour
EWMB	Fermuse
EWMB	Ferryland
EWMB	Mount Carmel
EWMB	Peter's River/ St. Vincents/ St.Stephen's
EWMB	Riverhead
EWMB	Trepassy
EWMB	Bellevue Beach/ Thornlea
EWMB	Green's Harbour
EWMB	Holyrood
EWMB	Norman's Cove
EWMB	Old Shop
EWMB	Trinity South Central (Whiteway)
EWMB	Witless Bay
EWMB	Adam's Cove
EWMB	Bay de Verde
EWMB	Carbonear
EWMB	Heart's Content
EWMB	Heart's Delight
EWMB	Old Perlican
EWMB	Winterton
EWMB	Spainiard's Bay
EWMB	Victoria
EWMB	Wabana
EWMB	Arnolds Cove
EWMB	Clarenville
EWMB	Long Harbour
Total EWMB Events	39

Material Event	
MMSB: Multi-Material Event	Grand Falls/ Windsor
MMSB: Multi-Material Event	Conception Bay South
MMSB: Multi-Material Event	Clarenville
Total MMSB Events	9

For the MMSB HHW and Multi-Material coordinated events, the program provided staff, transportation and recycling services for collected paint. For the EWMB HHW collection events, the program provided transportation and recycling services.

Table 12 provides the amount of paint that was collected through both the EWMB collection events and the MMSB HHW and Multi-Material collection events.

Table 12: Paint Volumes Collected at Additional 2014 Collection Events

2014 Collection Events	# of Paint Tubskids Collected	# of Aerosol drums Collected
MMSB HHW and Multi-Material Collection Events	176	5
Eastern Waste Management Board Events	65	3
Total Amount Collected	241	8

4.0 Processing

This section of the report sets out

- the total amount of waste paint processed or in storage,
- 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;
- 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;
- a description of the efforts to redesign paint products to improve reusability and recyclability; and
- the location of processing or containment facilities for waste paint.

4.1 Waste Paint Processed

Tubskids are received from collection sites and collection events across the province and consolidated into boxes at the haulers' warehouse in Mount Pearl. From there, the boxes are shipped to the program's processor, Laurentide Resources Atlantic Inc., in Springhill, Nova Scotia for processing (i.e., opened, sorted and bulked). In 2014, a total of 790 boxes of waste paint were delivered for processing and 593 boxes were processed (see Table 13).

Table 13: Total Amount of Waste Paint Processed in 2014

	Number of boxes	Residual Paint Volume (L) ¹	Number of Aerosol Drums	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume (L)
Volume Processed	593	114,195	22.5	118	114,313

(1) Conversion rate: 192.6 L per box

4.2 Management Method Descriptions

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

Reused (Paint Exchange Program)

The Paint Exchange Program (PEP) makes better quality returned paint available to the public free of charge at collection sites that agree to participate in the PEP. 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 8,675 litres of paint was given away through the PEP to consumers in 2014. PEP was offered at 20 collection sites (15 Green Depots, 1 retailer and 4 local government sites), accounting for 35% of the province’s collection site network. Reuse volumes are estimated by assuming that each container given away is on average 75% full.

Recycling

At the Laurentide Resources facility in Springhill, NS, paint containers are removed from the boxes, inspected, opened, sorted by type, colour and quality, and bulked into shipping containers. The bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ), in Victoriaville, QC, where the paint is further processed and recycled. Table 14 illustrates the quantity of latex and alkyd (oil-based) paint recycled.

Table 14: Quantity and Type of Paint Recycled in 2014

Type	Litres	Percentage
Latex paint	80,346	86.9%
Oil based paint	12,112	13.1%
Total	92,458	100%

The Regulation requires 70% of paint collected be “reused”, where reuse is defined as a combination of both reused (Paint Exchange) and recycled paint. In 2014, the program surpassed the target, achieving an 82.2% reuse rate.

Energy Recovery

Not all oil based paint collected is of suitable quality for paint recycling. In some cases the paint may be contaminated, in the form of skins/sludge, the wrong colour or of the wrong chemistry

for paint recycling. In addition, regulations such as the Federal VOC Regulations require tighter limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle oil-based paint. The market for recycled oil-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to the high solvent content of oil-based paints, these products 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, 10,170 litres of oil based paint were blended with other fuels and utilized for energy value at licensed facilities.

Landfill

The sorting and bulking of the latex paint by Laurentide generated 11,685 litres of non-recyclable latex sludge/solid, which were solidified and disposed of at a landfill.

Incineration

Incineration is typically utilized when oil-based paint is contaminated with PCBs and therefore not suitable for energy recovery. During the reporting period, no material was contaminated with PCB and hence there was no material sent for incineration.

4.3 Percentage of Waste Paint by Disposal Method

Table 15 below shows the breakdown (in percentages) of waste paint collected that was reused, recycled, recovered for energy, contained, or otherwise treated or disposed of.

Table 15: Percentage of Waste Paint by Disposal Method in 2014

Method	Volume (litres)	Percentage
Reuse - Paint Exchange Program	8,675	7.0%
Reuse - Paint Recycling	92,458	75.2%
Landfill	11,685	9.5%
Energy Recovery	10,170	8.3%
Total	122,988	100%

4.4 Metal and Plastic Containers Collected and Recycled

Table 16 summarizes the amount of metal and plastic containers that were collected and recycled through the paint recycling program.

Table 16: Metal and Plastic Containers Collected and Recycled in 2014

Container Type	Collected and Recycled (tonnes)	Processor
Metal	42.46	Tri Province Recycling, Moncton, NB
Plastic pails (HDPE 2)	1.39	Littleforks landfill, NS
Plastic paint cans (polypropylene)	3.0	RPM Environmental (QC), Laurentide (NB)

Littleforks landfill receives HDPE 2 plastics from paint containers and comingles them with their own recyclable plastics and bales them to reduce volume. The bales are then sold as a commodity to plastics brokers and other end-users for use in plastics manufacturing.

RPM Environmental is an industrial plastics recycler that shreds and mixes the plastics to sell as a commodity. RPM was able to accept and process the polypropylene for only a portion of 2014 and for the remainder of the year, Laurentide Resources temporarily stored these plastics while seeking an alternative recycler.

Tri-Province Recycling is a scrap metal recycler which takes empty metal containers that have been baled and mixes them with other metals. The bales of scrap metals are then sold as a commodity and eventually end up being recycled at a smelter.

4.5 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.

4.6 Research and Development

PCA agreed to contribute funding over a three year period (2015-2017) to MMSB's research partnership with the Leslie Harris Centre of Memorial University. The Harris Centre – MMSB Waste Management Research Fund was created to stimulate research related to Newfoundland and Labrador's solid waste management needs and opportunities, including research related to the management of post-consumer paint.

4.7 Processing and Containment Facilities

The following is a list of all the processing or containment facilities used by the program.

Hebert’s Recycling Inc. 14 Clyde Avenue, Mount Pearl, NL A1N 4S1	Containment Facility
Laurentide Resources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

5.0 Communication and Education

Product Care Association continued its communication and public outreach to educate consumers in accordance with regulatory requirements. The following section describes the 2014 communication and education activities in more detail.

5.1 Website

In recognition of Product Care’s 20th anniversary, the Association developed and launched a new look and approach for our consumer-facing brand. A new website was developed with a view to improving our consumer engagement efforts and to making our association more accessible, friendlier and intuitive for all audiences, with the ultimate goal of increasing program awareness and collection volumes. The site offers bilingual content for the Newfoundland and Labrador Paint Program including:

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

An estimated 68,090 unique visitors utilized the website during the 2014 calendar year. The collection site finder page specifically had an estimated 28,160 unique page views.

5.2 Program Hotline

Product Care Association operated a “hotline” with a toll-free telephone number 1-888-772-9772 by which consumers were able to obtain information about the program.

5.3 Point-of-Sale (PoS) and Point-of-Return (PoR) Materials

In 2014, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials are available free of charge, for reorder through our online order form (see Appendix 3 for examples):

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

5.4 PCA Collection Event Communication

For the months of September and October, Product Care partnered with 12 fire halls to host a series of one day paint-collection events. These events were held to satisfy our commitment to servicing the 31 additional communities – 19 of which now have permanent collection sites. To help promote these events, PCA:

- Designed and delivered posters to fire halls to print and distribute prior to the collection day.
- Contacted local municipal halls to ensure that they were aware of the event and would assist in its promotion.

In addition to MMSB’s HHW events, Product Care participated in a series of multi-material collection events organized by MMSB.

- Event announcement posters and logo inclusion on MMSB materials.
- Issued a joint press release with MMSB promoting the collection events.

5.5 Yellow Pages

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 Newfoundland and Labrador. 748,000 impressions were served each month (i.e. digital ads were displayed 748,000 times to Internet users who performed a relevant search) and Newfoundland’s click-through rate (the percentage of Internet users who saw the ad and clicked on it in order to learn more about the program) was 4.38.

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

Sample Facebook Post



6.0 Financial Information

PCA’s audited financial statements for the NL Paint Stewardship Program can be found in Appendix 4.

7.0 Assessment of the Newfoundland and Labrador Paint Stewardship Program

An assessment of the performance of the program prepared by MMSB in partnership with Product Care is appended to this report in Appendix 5.

APPENDIX 1 – Collection Sites as of December 31, 2014

Depot Name	City	Type	Paint Exchange
New Wes Valley Green Depot	Badger's Quay (New Wes Valley)	Green Depot	Yes
White Bay Home Hardware	Baie Verte	Retailer	No
Bay Roberts Green Depot	Bay Roberts	Green Depot	Yes
RONA Store	Bay Roberts	Retailer	No
Black Tickle / Domino Local Service District	Black Tickle	Local Government	No
Botwood Recycling Green Depot	Botwood	Green Depot	Yes
Burgeo Green Depot	Burgeo	Green Depot	Yes
Carbonear Green Depot	Carbonear	Green Depot	Yes
Cartwright Building Supplies	Cartwright	Retailer	No
Clarenville Home Hardware	Clarenville	Retailer	No
Handyman Home Hardware	Conception Bay South	Retailer	No
RONA Store	Conception Bay South	Retailer	No
Scotia Recycling Green Depot Corner Brook	Corner Brook	Green Depot	Yes
Paint Shop Home Decorating Center	Deer Lake	Retailer	No
Fogo Island Home Hardware Building Centre	Fogo	Retailer	No
RONA Store	Fortune	Retailer	No
Pritchett's Timbrmart	Gambo	Retailer	No
Aylwards Home Hardware	Gander	Retailer	No
RONA Store	Gander	Retailer	No
Scotia Recycling Green Depot Gander	Gander	Green Depot	Yes
Glovertown Green Depot	Glovertown	Green Depot	Yes
RONA Store	Goulds	Retailer	No
Aylwards Home Centre	Grand Bank	Retailer	No
Scotia Recycling Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Green Depot	Yes
Paint Shop Home Decorating Center	Grand Falls-Windsor	Retailer	No
HVGB Green Depot	Happy Valley-Goose Bay	Green Depot	Yes
Paint Shop Home Decorating Center	Happy Valley-Goose Bay	Retailer	No
Turnbull's Home Hardware Building Centre	L'Anse Au Clair	Retailer	No

Depot Name	City	Type	Paint Exchange
Paint Shop Home Decorating Center	Labrador City	Retailer	Yes
Labrador West Landfill	Labrador West	Waste Management Facility	No
Pritchett's Tim-Br Mart	Lewisporte	Retailer	No
Makkovik Inuit Community Government	Makkovik	Local Government	Yes
Aylwards Home Hardware	Marystown	Retailer	No
RONA Store	Mount Pearl	Retailer	No
Scotia Recycling Green Depot Mount Pearl	Mount Pearl	Green Depot	Yes
The Paint Shop	Mount Pearl	Retailer	No
Nain Inuit Community Government	Nain	Local Government	Yes
Norris Arm Regional Waste Facility	Norris Arm	Waste Management Facility	Yes
Aylwards Home Centre	Placentia	Retailer	No
Paint Shop Home Decorating Center	Placentia	Retailer	No
Port Aux Basques Green Depot	Port Aux Basques	Green Depot	Yes
Sheppard's Skidoo & Variety Shop	Postville	Retailer	No
Riverhead Green Depot	Riverhead	Green Depot	No
Green Bay North Green Depot	Springdale	Green Depot	No
Landfill Subregion 1	St. Anthony	Waste Management Facility	Yes
Paint Shop Home Decorating Center	St. John's	Retailer	No
Paradise Green Depot	St. John's	Green Depot	Yes
Robin Hood Bay Facility	St. John's	Waste Management Facility	No
RONA Store	St. John's	Retailer	No
RONA Store	St. John's	Retailer	No
Templeton Paint	St. John's	Retailer	No
Aylwards Home Centre	St. Lawrence	Retailer	No
Scotia Recycling Green Depot Stephenville	Stephenville	Green Depot	Yes

Depot Name	City	Type	Paint Exchange
Paint Shop Home Decorating Center	Twillingate	Retailer	No
Twillingate Green Depot	Twillingate	Green Depot	Yes
Rona Home Centre	Wabush	Retailer	No

APPENDIX 2 – Product Care Association’s Collection Site Map

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

Select product

Paint

Enter a city or postal code

Newfoundland & Labrador

Refine distance

0km 50km 100km

There are 15 paint location(s) near you

1 Rona 1.3 km

60 O'Leary Avenue
St. John's, NL, A1B 4B5
Mon - Fri 8:00am - 9:00pm
Sat 8:00am - 5:30pm
Sun 10:00am - 5:00pm
709-758-6237

[Get directions](#)

2 Templeton Paint 2.76 km

140 Harbour Drive
St. John's, NL, A1C 1C2
Mon - Weds 8:00am - 5:30pm
Thurs - Fri 8:00am - 9:00pm
Sat 9:00am - 5:30pm

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.

Map data ©2015 Google | [Terms of Use](#) | [Report a map error](#)

APPENDIX 3 – PoS and PoR Materials

Examples of point-of-sale and point-of-return materials:

PaintRecycle NL PoS Poster

NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

GOT LEFTOVER PAINT? RECYCLE IT! >>

Getting rid of your leftover paint is easy. Take it to a Product Care paint collection site for recycling and do your part to protect the environment.

- All household paints accepted
- All types of paint aerosols accepted

Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.

FIND A PAINT COLLECTION SITE NEAR YOU
www.productcare.org/nl | 1-888-772-9772

PaintRecycle PoR Poster

NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

GOT LEFTOVER PAINT? RECYCLE IT HERE! >>

Acceptable Paint Products

- Interior and exterior paints
- Latex, acrylic, water-based paints
- Alkyd, enamel, oil-based paints
- Deck coatings, floor paints
- Single component varnishes and sealers
- Concrete, masonry, drywall and stucco paints
- Metal and wood primers
- Undercoats
- Marine paints*
- Wood finishing oils
- Wood preservatives*
- Melanine, metal and antifouling paint, stains, shellac
- Single component swimming pool paint
- Slam blocking paint
- Block fillers
- Wood, masonry, driveway sealers and water repellents
- Empty paint containers
- * Unless registered under Pest Control Product Act. Maximum container size is 25 litres

All types of paint aerosols are accepted
* Consumer, industrial and automotive
Maximum container size is 950 grams or 24 ounces

There's no charge to drop off any of the acceptable products.

Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.

FOR MORE INFORMATION
www.productcare.org/nl | 1-888-772-9772

**PaintRecycle NL Paint Can Stickers for Retailer
Use**

Got Leftover Paint?
Recycle it at a
Product Care depot
at no charge!
www.productcare.org/nl
1-888-772-9772


**PaintRecycle NL Outdoor Sign
(4ft x 3ft)**

PAINT COLLECTION SITE >>

ONLY HOUSEHOLD ARCHITECTURAL PAINTS AND
PAINT AEROSOLS ARE ACCEPTED.
PRODUCTS ACCEPTED DURING OPERATING HOURS ONLY.

Paint: Max container size 25 litres
Paint aerosol: Max container size 660 grams or 24 ounce

ABANDONMENT IS PROHIBITED



**NEWFOUNDLAND AND LABRADOR
PAINT RECYCLING PROGRAM**
Operated by Product Care Association
www.productcare.org/nl | 1-888-772-9772





APPENDIX 4 - Audited Financial Statements for the NL PaintRecycle Paint Stewardship Program

APPENDIX 5 - Assessment of the NL PaintRecycle Paint Stewardship Program