



2014

Prince Edward Island

Paint Recycling 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. PCA has managed paint and other household hazardous waste industry stewardship programs since 1994.

PCA'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 plan with the Prince Edward Island Department of Environment, Labour and Justice under the Materials Recycling Regulations – Paint Stewardship (the "Regulation") of the Environmental Protection Act. The PEI Paint Recycling Program (the "Program") began in September 2012. PCA also operates the LightRecycle stewardship program for lamps in Prince Edward Island.

1.1 Report Period

This report covers the Program from January 1, 2014 to December 31, 2014.

1.2 Program Summary

The Prince Edward Island Paint Recycling Program offers collection sites throughout the province to which consumers can bring leftover household paint. The collection sites are operated by Island Waste Management Corporation under contract to PCA.

Environmental handling fees (EHFs) applied to each regulated container of paint and aerosols that is sold into the province provide funding to manage the Program (See Appendix 1 for 2014 EHF rates). The Program allows residents of PEI to return leftover paint to any of the six collection sites, free of charge.

PCA supplies collection sites with standard reusable collection bins and other containers, such as drums. A hauler contracted to the Program collects the filled bins from the collection sites and drops off empty bins. The full collection containers are shipped to a processor for recycling. Additional elements of the Program managed by PCA include revenue management, communications and administration.

2.0 Brand Owner Sales Information

Program members reported the sale of program products in PEI from January 1 to December 31, 2014, for an estimated liquid volume sold of 973,787 litres.

3.0 Collection

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

3.1 Total Amount of Waste Paint Collected

Table 1 shows the total amount of waste paint collected and processed by the Program for the reporting period by collection container (i.e., tubskids and drums) and by approximate residual volume (litres).

Table 1: Total Amount of Waste Paint Collected in 2014

	Number of Tubskids	Residual Paint Volume ¹	Number of Aerosol Drums	Residual Aerosol Paint Volume ²	Total Residual Paint Volume
Waste Paint Collected	422	61,654	32	168	61,822

(1) Conversion rate: 146.1 L per tubskid determined by the average volume of material generated during processing

(2) Conversion rate 5.25 L per drum

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 PEI in 2014.

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

	Total
Sales (litres)	973,787
Residual Recovery Volume (litres)	61,822
Recovery Rate	6.34%

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).

Table 3: 2012 and 2013 Adjusted PEI Paint Sales and Recovery Rate

	2012	2012 (Restated)
Sales (L)	249,925	226,052
Collection Volume (L)	16,950	16,950
Recovery Rate (%)	6.78%	7.50%
	2013	2013 (Restated)
Sales (L)	1,110,195	967,386
Collection Volume (L)	63,059	63,161
Recovery Rate (%)	5.68%	6.53%

*Note: 2012 was a partial year as the program began in September 2012

3.2 Collection Sites

As of December 31, 2013, six collection sites participated in the Program. All six collection sites are operated and managed by Island Waste Management Corporation. See Table 4 for the list of collection sites. Appendix 2 contains a provincial map of the collection site locations.

Table 4: 2014 PEI Collection Sites

Collection Site	Address	City
GreenIsle	8 Superior Crescent	Charlottetown
Brockton	2202 Dock Road Rte # 150	Elmsdale
New London	10142 Rte #6	Green Gables
Murray River	378 Cape Bear Road Rte #18	Murray River
Dingwells Mills	100 Selkirk Road Rte #309	Souris
EPWMF	29786 Rte #2	Wellington Station

4.0 Processing

This section of the report sets out the following:

- 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 was sent to the Laurentide Re-sources Atlantic Inc. facility in Springhill, Nova Scotia for processing. In 2014, a total of 422 tubskids of leftover paint were delivered to Laurentide facility for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 388 tubskids, including additional tubskids that remained in their inventory from 2013.

Table 5 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 5: Total Amount Waste Paint Processed in 2014

Item	Number of Tubskids ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums	Residual Aerosol Paint Volume (L) ³	Total Residual Paint Volume (L)
Shipped to Processor	422	61,654	32	168	61,822
Processed	388	56,690	24	126	56,816

(1) Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 108 one gallon containers.

(2) Based on a conversion rate of 146.1L per collection bin derived from on the number of tubskids processed and the total residual volume of material generated.

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

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)

During the reporting period, no paint was sent for reuse. PCA is working with Island Waste Management regarding the implementation of a paint exchange program in PEI.

Recycling

At the Laurentide Re-sources facility, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers. The bulked paint of recyclable quality was then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC, for further processing, manufacturing, and sale. Table 6 provides the quantity of latex paint and alkyd paint that was recycled. The diminishing market for alkyd paint has made it increasingly difficult to recycle. Consequently, the majority of alkyd paint was sent for energy recovery and limited amounts of alkyd paints were recycled.

Table 6: Quantity and Type of Paint Recycled

Type	Litres	Percentages
Latex Paint	37,845	82.5%
Alkyd Paint	8,035	17.5%
Total	45,879	100%

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, 5,197 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 5,740 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 7 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 7: Waste Paint by Disposal Method

Method	Volume (litres)	Percentage
Recycle	45,879	80.7%
Energy Recovery	5,197	10.1%
Landfill	5,740	9.2%
Total	56,816	100%

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 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:

- 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; and
- Variable eco fees aligned with container size in some jurisdictions.

4.5 Location of Processing Facilities

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

Laurentide Re-sources Atlantic Inc. 100 Main Street Springhill, NS B0M 1X0	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility
Clean Harbors Environmental Services Rang 5 East 400 Galipeau Street Thurso, QC J0X 3B0	Processing Facility

5.0 Communications and Education

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

5.1 Introduction of a new Consumer-Facing Brand

In recognition of product Care's 20th anniversary, a new consumer-facing brand, "ReGeneration", was introduced to the market. The brand, which was created using extensive research and polling data, was designed to stimulate consumer engagement with the company's numerous programs, including PEI's paint recycling program. The principal information and engagement tool of ReGeneration is its newly designed user-friendly website, ReGeneration.ca (see below).

5.2 Website

A new website was developed with a view of improving our consumer engagement efforts by making Product Care more accessible and intuitive for all audiences. The ultimate goal of the website is to increase program awareness and collection volumes. The site offers bilingual content for the Prince Edward Island paint recycling program including:

- Depot finder (a map showing the locations of the collection sites – See Appendix 2)
- Depot hours and operations
- Program product lists
- Other information (including a description on environmental handling fees and other frequently asked questions).

An estimated 68,000 unique visitors utilized 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 PEI received 1,611 visitors while the collection site finder page received 171 visitors.

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 (See Appendix 3 PoS and PoR examples). The following materials are available free of charge, for reorder through our online order form:

- Rack cards identifying accepted/not accepted products
- "Recycle Your Paint" can stickers
- Posters

5.4 Program Hotline

Product Care operated a "hotline" with a toll-free telephone number 1-888-772-9972 by which consumers were able to obtain information about the program. In addition, Island Waste Management Corporation (IWMC) also responded to all consumer inquiries regarding the program through a telephone, email and online service system.

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 Prince Edward Island.

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

Sample Facebook Post:



5.6 Social Media

The *Paint the Change* contest was held November 3 to November 22 on Prince Edward Island. The goal of the contest was to encourage more interaction between residents and their local paint recycling depots. PEI residents were encouraged to drop-off their leftover paint for recycling or simply visit their local depot to paint on the ReGeneration paint-by-numbers canvas, which gave them one ballot entry into the contest draw. Out of the 255 people who entered the contest, one lucky winner and a guest received a weekend get-away to Montreal to

visit the Montreal Museum of Fine Art. The Guardian Newspaper published an article regarding the contest and the PEI paint recycling program (see Appendix 4).

Sample Ballot Entry:

#Paint the Change

We are all part of the ReGeneration.

PAINT THE CHANGE BALLOT ENTRY

NAME
(FIRST NAME) (LAST NAME)

EMAIL

PHONE

Please note all fields are mandatory for a valid ballot. Only one (1) ballot per person. See a staff member for more details and full contest rules.

Paint The Change and enter to win!

Paint the Change for Prince Edward Island by recycling your old or leftover paint. Paint your mark onto the special ReGeneration canvas, and enter to win a trip for two to Montreal!

Earn five bonus entries by taking a selfie with the canvas and uploading it to Twitter or Facebook with the hashtag #PaintTheChange.

Ask a depot staff member for full contest rules and details.

facebook.com/JoinTheReGeneration
@ReGenerateThis

ReGeneration www.regeneration.ca
Special waste recycling by Product Care

5.7 Radio Campaign

PCA ran a two-week radio campaign to raise awareness of the paint recycling program and promote the Paint the Change contest. The radio campaign was aired on the Ocean 100.3 FM and Hot 105.5. Spots consisted of a combination of 30-second awareness ads and promotional ads for the contest.

5.8 Partnership

Product Care has contracted with Island Waste Management Corporation (IWMC) to promote the PEI paint recycling program to the public through the following methods:

- A link to Regeneration.ca is available through IWMC’s website
- Distribution of a biannual newsletter to each household in PEI
- Weekly newspaper columns, as applicable
- Promotion through IWMC’s customer service helpline.

6.0 Financial Information

Table 8 identifies the key 2014 financial performance indicators for the Program.

Table 8: PEI Paint Recycling Program Financial Information

(\$'000)	2014
Total PaintRecycle Revenue	189
Program Operations	195
Program Administration	34
Education, Public Awareness & Communications	16
Total Operating Expenses	245
Surplus/(Deficit)	(56)
Cumulative Surplus/(Deficit)	(117)

Appendix 1 – PEI’s 2014 PaintRecycle Environmental Handling Fee Rates

Paint Container Size	2014 Rates
100ml to 250ml	\$0.20
251ml to 1 litre	\$0.35
1.01 litres to 5 litres	\$0.70
5.01 litres to 23 litres	\$1.50
Aerosol paint (any size)	\$0.20

Appendix 2 – Product Care Association’s Collection Map

Below is a snap shot of what the new collection site locator tool available on regeneration.ca.

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: Prince Edward Island, Canada

Refine distance: 0km, 50km, 100km

There are 6 paint location(s) near you

- 1 New London** 6.15 km
10142 Route 6
New London, COA 1M0
Tues & Thurs 8:00am - 4:30pm
Sat 8:00am - 12:30pm
Mid-June - Aug:
Mon, Tues & Thurs 8:00am - 4:30pm
Sat 8:00am - 2:00pm
902-886-7425
- 2 Greensle** 33.51 km
8 Superior Crescent

Map data ©2015 Google

Appendix 3 – PoS and PoR Materials

Bilingual Paint Rack Card

PRINCE EDWARD ISLAND PAINT RECYCLING PROGRAM

Got leftover paint? Recycle it! Getting rid of leftover paint is easy – and it's free! Just take it to a Product Care collection site for recycling. Do your part to protect the environment and help preserve our valuable resources.



ACCEPTED PAINT PRODUCTS

There is no charge to drop off any of the following household paints for recycling:

- Interior and exterior paints
- Latex, acrylic, water-based paints
- Alkyd, enamel, oil-based paints
- Deck coatings, floor paints
- Single component varnishes and urethanes
- Concrete, masonry, drywall and stucco paints
- Metal and wood primers
- Undercoats
- Marine paint (Unless registered under Pest Control Product Act)
- Mejamine, metal and anti-rust paint, stains, shellac
- Single component swimming pool paint
- Stain blocking paint
- Block fillers
- Wood, masonry, driveway sealers and water repellants
- Empty paint containers

Maximum container size is 25 litres

All types of paint aerosols are accepted:

- Consumer, industrial and automotive

Maximum container size is 660 grams or 24 ounce

FIND A PAINT COLLECTION SITE NEAR YOU!

www.productcare.org/PEI 1-888-280-8111

LE PROGRAMME DE RECYCLAGE DE LA PEINTURE DE L'ÎLE-DU-PRINCE-ÉDOUARD

Vous avez des restants de peinture ? Recyclez-les ! Recycler ses restants de peinture est simple et gratuit ! Vous n'avez qu'à les rapporter à un point de collecte Product Care. Faites votre part pour protéger l'environnement et aidez à préserver nos ressources naturelles.



PRODUITS DE PEINTURE ACCEPTÉS

Le retour de restants de peinture suivants est gratuit:

- Peintures intérieures et extérieures
- Peintures latex, acrylique et à base d'eau
- Peintures alkyde, émail, à base d'huile
- Revêtements à patio ou terrasse et peintures à plancher
- Vernis & uréthanes (un composant)
- Peintures pour le béton, la maçonnerie et peinture pour cloisons sèches
- Apprêt (métal, bois)
- Sous couches
- Peintures marines pour bateaux*
- Huile pour le bois
- Peinture mélamine, à métal et antirouille, teintures et vernis à base de résine (shellac)
- Peintures pour piscine (un composant)
- Peintures anti-taches
- Produits à reboucher
- Produits répulsifs pour le bois, la maçonnerie, les entrées de garage et les imperméabilisants à l'eau
- Contenants de peinture vides

** Sauf les produits enregistrés auprès de la Loi sur les produits antiparasitaires. La capacité maximale du contenant est de 25 litres*

Tous les types de peintures en aérosol sont acceptés:

- Les produits à usage domestique, industriel et automobile

(La capacité maximale du contenant est de 660 g ou 24 oz)

Trouver un point de collecte de peinture proche de chez-vous !

www.productcare.org/PEI 1-888-280-8111

Bilingual Paint Poster

PRINCE EDWARD ISLAND PAINT RECYCLING PROGRAM

LE PROGRAMME DE RECYCLAGE DE LA PEINTURE DE L'ÎLE-DU-PRINCE-ÉDOUARD

GOT LEFTOVER PAINT? RECYCLE IT!

Getting rid of leftover paint is easy and it's free! Just take it to a Product Care collection site for recycling. Do your part to protect the environment and help preserve our valuable resources.

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

VOUS AVEZ DES RESTANTS DE PEINTURE ? RECYCLEZ-LES !

Recycler ses restants de peinture est simple et gratuit! Vous n'avez qu'à les rapporter à un point de collecte Product Care. Faites votre part pour protéger l'environnement et aidez à préserver nos ressources naturelles.

- Tous les produits de Peinture à usage domestique sont acceptés
- Tous les types de peintures en aérosol sont acceptés



Find a paint collection site near you!
Trouver un point de collecte de peinture
proche de chez-vous !

www.productcare.org/PEI 1-888-280-8111



PRODUCT STEWARDSHIP SOLUTIONS

Appendix 4 – Earned Media

The article published in The Guardian Newspaper regarding PEI’s paint recycling program “*Paint the Change*” contest.

Rewarded for her efforts

Charlottetown resident Joan Saunders wins Paint the Change contest

By SALLY COLE
THE GUARDIAN

When Joan Saunders noticed paint cans were piling up in her basement, she knew it was time to do something.

“After living in the same house for 43 years we had accumulated a lot of things. Our sons call it clutter but we prefer to call it frugality,” says the Charlottetown woman with a laugh.

So, she called the Island Waste Management Corporation (IWMC) office to find out when their collection days were.

In the conversation, Saunders learned that paint cans were considered hazardous waste products and could be taken to any of the six Waste Watch drop-off centres where they were collected free of charge.

So she filled the trunk of her car with the tins and set off for the closest depot.

Little did she know that her decision to rid her house of waste products would soon be rewarded.

“The woman who took my call did mention that there was a contest. But I didn’t think anything more of it,” says Saunders, who was surprised to receive a ballot from the technician on duty when she arrived.

“Coincidentally, it was the last day of the contest and almost 2 o’clock”



QUICK FACTS

Paint recycling on P.E.I.:

- ▶ Paint and paint products are accepted at all six Waste Watch drop off centres from residents, commercial painters and business owners at no charge.
- ▶ The cost for proper disposal is covered by ReGeneration. It’s a not-for-profit stewardship organization responsible for P.E.I.’s paint recycling program which started in September 2012
- ▶ When customers arrive on site, the paint is inspected to determine it is program material and whether the container is sealed and in good condition. Paint is then packed in large, rigid boxes with lids.
- ▶ To date, IWMC has received approximately 139,000 cans of paint.

Joan Saunders received a surprise Christmas present when she won the Paint the Change Contest. The Charlottetown resident, who likes to recycle, received a round-trip flight for two to Montreal, two nights accommodation, two admission tickets to the Montreal

does she give to others about recycling?
 “Sometimes it’s hard to make the effort. But it’s good to look into it and clear anything you don’t need out. It’s nice to have the basement clear of chemical fumes.”
 At the IWMC office, the CEO is pleased with the efforts of the Paint the Change contest winner.
 “It’s always nice to win something that is the result of doing good; using environmentally safe options to get rid of hazardous materi-