

Newfoundland and Labrador Paint Stewardship Program 2016 Annual Report

Submitted to: **Multi-Materials Stewardship Board**

Submitted by: **Product Care Association of Canada**

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1.0 About Product Care Association

Product Care Association of Canada (“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 and special waste industry stewardship programs since 1994.

PCA has an approved paint stewardship 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)* (“Regulation”) enacted pursuant to the *Environmental Protection Act* (O.C. 2003-226). The Newfoundland and Labrador Paint Recycling Program (“Program”) began in April 2012.

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

1.1 Reporting Period

This report covers the 2016 calendar year (January 1 to December 31, 2016). All content has been prepared in accordance with section 31.12 of the Regulation.

1.2 Program Summary

The Program offers collection services throughout the Province where consumers can bring leftover household paint. Collection services are offered through retail locations, Green Depots, local government waste facilities and collection events. The Program supplies collection sites and events with standard reusable collection containers (“tubskids” and drums). The Program contracts with a hauler to deliver empty collection containers to and pick up full ones from collection sites and events, and consolidate the full collection containers into loads, which are shipped to a processor for recycling. Additional program elements managed by PCA include revenue management, communications and administration.

The Newfoundland and Labrador Paint Recycling Program Plan (“2012-2015 Program Plan”) was submitted and approved by the Minister in 2012 at the launch of the Program. A new program plan was submitted to MMSB in January 2016. Following consultation with MMSB, a revised Program Plan was submitted in September 2016. The Program Plan is currently under review with MMSB. This annual report addresses the performance of the Program in relation to the 2012-2015 Program Plan.

Table 1 summarizes the Program's performance against regulatory requirements and commitments made in the 2012-2015 Program Plan.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2016 Performance
Achieve at least a 70% reuse rate	Reuse rate of 79.6% was achieved.
19 permanent collection sites in the 17 target communities, by end of year 1	19 permanent collection sites were established in the 17 target communities.
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, 4.40% in 2015 and 4.7% in 2016

2.0 Brand Owner Information

Program members reported the sale of 3,654,562 litres of program products in Newfoundland and Labrador for the reporting period. "Program products" are defined by the Regulation as "a tinted or untinted latex, oil or solvent-based architectural coating used for a commercial or household purpose, and includes stain and the coating's container," or a "a coloured or clear paint or stain sold in an aerosol container and includes the paint's or stain's container, but does not include coatings intended for marine antifouling or industrial applications...". A detailed list of products accepted by the Program can be found on PCA's website (www.productcare.org).

3.0 Collection

This section provides a summary of:

- Collection volumes of the Program in 2016
- Overview of the collection network in the Province.

3.1 Total Amount of Waste Paint Collected

Table 2 and Table 3 below show the total amount of waste paint collected by the Program for the reporting period, as well as volumes collected by collection site type.

Table 2: Total Amount of Waste Paint Collected in 2016

	Number of Tubskids ¹	Residual Paint Volume (L) ²	Number of Aerosol Drums ³	Residual Aerosol Paint Volume (L) ⁴	Total Residual Paint Volume (L) ⁵
Amount Collected	1,307	170,171	26	137	173,109

Table 3: Percentage of Waste Paint Collected by Collection Site Type in 2016

Type of Collection Site	% of Collection Network
Green Depot	25.2 %
Retailer	19.8 %
Collection Events	5 %
Local Government Waste Facilities	50 %
Total	100 %

Table 4 provides the number of litres of paint sold into the Province, the amount recovered and the Program's recovery rate, calculated based on the volume of paint collected as a function of volume of paint sold in the Province in 2016.

¹ Tubskid dimensions (42" x 34" x 48") with a nominal capacity of 108 one gallon paint containers. Tubskids are collected in depots and unpacked into boxes. 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 rounded conversion rate of 130.2 L per collection bin derived from the number of tubskids processed and the total residual volume of material generated.

³ Each drum holds approximately 175 aerosol containers.

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

⁵ Includes reuse volume.

Table 4: 2016 NL Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	3,654,562
Residual Recovery Volume (litres collected)	173,109
Recovery Rate	4.7%

3.2 Collection Network

The collection network of the Program is comprised of contracted permanent collection sites and one-time collection events.

3.2.1 Collection Sites

The 2012-2015 Program Plan commits PCA to offer 19 permanent collection sites in 17 target communities identified by MMSB. The Program exceeded the target by 11 sites in 2016 with a total of 30 permanent collection sites in the 17 target communities (see Table 5).

In addition, the Program committed to providing collection services in or near an additional 31 communities. Of the additional 31 communities, permanent collection sites were established in or near 19 communities at the end of 2016. The remaining 12 communities were serviced through “paint-only” collection events hosted by the Program.

As of December 31, 2016, the Program’s collection network included 59 collection sites (see Appendix 1 for a complete list).

Table 5: Permanent Sites in Target Communities at the end of 2016

Community	Collection Site
Bay Roberts	1. Bay Roberts Green Depot 2. RONA Bay Roberts
Carbonear	Carbonear Green Depot
Clarenville	Clarenville Home Hardware
Conception Bay South	1. Handyman Home Hardware 2. RONA Conception Bay
Corner Brook	1. Corner Brook Green Depot 2. Western Regional Waste Management Wild Cove Transfer Station
Deer Lake	Paint Shop Deer Lake
Gander	1. Gander Green Depot 2. Aylwards Home Centre Gander
Grand Falls-Windsor	1. Grand Falls-Windsor Green Depot 2. Paint Shop Grand Falls
Happy Valley-Goose Bay	1. HVGB Green Depot 2. Paint Shop HVGB
Labrador West	Hodge Brother
Lewisporte	Pritchett's Building Supplies
Marystown	Aylwards Home Centre Marystown
Mount Pearl	1. Mount Pearl Green Depot 2. RONA Mount Pearl 3. Paint Shop Mount Pearl
Port Aux Basques	Port Aux Basques Green Depot
Port Aux Choix	Hawkes Bay Landfill
St. John's (3 required locations)	1. Paint Shop St John's 2. Paradise Green Depot 3. Robin Hood Bay Facility 4. RONA (60 O'Leary Avenue) 5. RONA 710 (Torbay Road) 6. Smiths Home Hardware
Stephenville	Stephenville Green Depot

Table 6 sets out the list of 31 communities and the type of collection service offered in each community (permanent collection site or collection events).

Table 6: Collection Services in the Additional 31 Communities at the end of 2016

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	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	Collection Event
Dunville	Aylwards Home Centre	Permanent Site Established in Placentia (neighbouring town)
Fogo	Fogo Island Home Hardware Building Centre	Permanent Site Established
Gambo	Pritchett's Building Supplies	Permanent Site Established
Glovertown	Glovertown Green Depot	Permanent Site Established
Hopedale	Hopedale Fire Hall	Collection Event
L'Anse Au Loup	Labrador Strait Green Depot	Permanent Site Established
La Scie	La Scie Fire Hall	Collection Event
Makkovik	Makkovik Inuit Community Government	Permanent Site Established
Mary's Harbour	Mary's Harbour Fire Hall	Collection Event
Nain	Nain Inuit Community Government	Permanent Site Established
New Wes Valley	Bungays Green Depot Inc.	Permanent Site Established in Badger's Quay (neighbouring town)
New World Island	Twillingate Green Depot	Permanent Site Established in Twillingate (neighbouring town)
Pasadena	Pasadena Fire Hall	Collection Event
Port Hope Simpson	Port Hope Simpson Fire Hall	Collection Event
Potsville	Sheppard's Skidoo/Variety Shop	Permanent Site Established
Rigolet	Rigolet Town Garage	Collection Event
Riverhead	Riverhead Green Depot	Permanent Site Established
Robert's Arm	Robert's Arm Fire Hall	Collection Event
Rocky Harbour	Rocky Harbour Fire Hall	Collection Event
Springdale	Springdale Green Depot	Permanent Site Established
St. Alban's	Milltown Fire Hall	Collection Event
St. Anthony	Landfill Subregion 1	Permanent Site Established
St. Lewis	St. Lewis Fire Hall	Collection Event
Twillingate	1.Twillingate Green Depot 2.Paint Shop Home Decorating Centre	2 Permanent Sites Established

The 12 “paint-only” collection events, hosted in partnership with municipalities or fire halls, netted a total of 10.5 tubskids of Program products (see Table 7). For synergistic purpose and where possible, the Program collaborated with the “Recycle my Electronics” program operated by EPRA⁶ for 5 collection events. In general, the volumes collected at each event were low, with three communities (Charlotte Town, St Alban Milltown and Rigolet) generating less than a tubskid in 2015 and 2016 collectively. The low collection volumes suggest little or no demand for paint collection services in some of these communities. Promotions for “paint only” collection events included social media (Facebook, Twitter and PCA’s website) and printed posters or banners sent to fire halls and municipalities in advance of the events for distribution throughout the communities.

Table 7: Tubskids Collected at PCA Collection Events in 2014, 2015 and 2016

Collection Event Location	Tubskids Collected ⁷		
	2014	2015	2016
Charlottetown	2	0	0
Mary’s Harbour	1	1	0
Port Hope Simpson	0	1	1
St. Lewis	0	0	1
Robert’s Arm	0	1	1
La Scie*	0	2	0
Pasadena*	4	3	2.5
Rocky Harbour*	2	1	2
St. Alban’s/Milltown*	1	0	0
Rigolet	0	0	0
Hopedale	0	0	2.5
Bonavista*	1	3	0.5
Total	11	12	10.5

* Events held in partnership with EPRA

As of the end of 2016, a total of 59 permanent collection sites were established across the Province, exceeding the minimum requirement for 19 permanent collection sites. Table 8 below presents the 10 additional permanent sites established outside of targeted communities.

⁶ Electronic Products Recycling Association

⁷ Events with “0” tubskids generally collected a few cans of paint but not enough to fill ½ a tubskid.

Table 8: Additional Permanent Collection Sites outside of targeted communities

Community	Collection Site
Grand Bank	Aylwards Home Centre - Grand Bank
St. Lawrence	Aylwards Home Centre - St. Lawrence
Fortune	Chester Dawe - Fortune (RONA Store #45090)
Goulds	Chester Dawe - Goulds (RONA Store #45030)
Labrador City	The Paint Shop Home Decorating Center - Labrador City
L'Anse Au Clair	Turnbull's Home Hardware Building Centre
Norris Arm	Regional Site - CWMN Norris Arm - North Access Road
Salt Pond	Burin Peninsula Regional Service Board
Wabush (Labrador City)	Rona Home Centre - Wabush (Store # 4505) Wabush Green Depot

3.3 Collection Events

The Program also participated in 28 additional collection events conducted by Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs (see Table 9), providing transportation and processing services. These events collected 46 tubskids.

Table 9: Additional HHW Collection Events

	Community Serviced	Event Date
1.	Admirals Beach	25-Jun-17
2.	Arnold's Cove	11-Jun-17
3.	Bays Bulls	17-Sept-17
4.	Bay de Verde	17-Sept-17
5.	Bay Roberts	25-Jun-17
6.	Carbonear	25-Jun-17
7.	Chance Cove	11-Jun-17
8.	Clarenville	11-Jun-17
9.	Conception Hr.	25-Jun-17
10.	Ferryland	17-Sept-17
11.	Greens Hr.	17-Sept-17
12.	Hants Hr.	17-Sept-17
13.	Hearts Delight	17-Sept-17
14.	Holyrood	11-Jun-17
15.	Little Heart Ease	11-Jun-17
16.	Mount Carmel	25-Jun-17
17.	Norman's Cove	11-Jun-17
18.	North Harbour (Placentia Bay)	11-Jun-17
19.	Placentia	11-Jun-17
20.	Smith Sound	11-Jun-17
21.	Southern Hr	11-Jun-17
22.	St Josephs	25-Jun-17
23.	St Shots	25-Jun-17
24.	St Vincent's	25-Jun-17
25.	Upper Island Cove	17-Sept-17
26.	Whitbourne	25-Jun-17
27.	Whiteway	17-Sept-17
28.	Winterton	17-Sept-17

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

The paint collected by the Program was received from collection sites and collection events and consolidated into boxes at the haulers' warehouse. Boxes of paint are then shipped to the Program's paint processor, Laurentide Resources Atlantic Inc., in Springhill, Nova Scotia or Victoriaville, Quebec for processing (i.e., opened, sorted, bulked and recycled). Aerosols are sent to Terrapure Environmental in Saint John's or Foxtrap, Newfoundland for processing and disposal.

In 2016, a total of 803 boxes of waste paint were delivered for processing and 761 boxes were processed, including carryover volumes from 2016 (see

Table 10).

Table 10: Total Amount of Waste Paint Processed in 2016

	Number of boxes	Residual Paint Volume (L) ⁸	Number of Aerosol Drums ⁹	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume ¹⁰ (L)
Volume Processed	761	159,486	84	441	159,927

⁸ Based on a rounded conversion rate of 209.6 L per box.

⁹ Based on a rounded conversion of rate of 5.25 per drum.

¹⁰ Total residual paint volume does not include paint reuse volumes.

4.2 Management Methods

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

Reused (Paint Reuse Program)

The Paint Reuse Program, previously “Paint Exchange”, makes better quality returned paint available to the public free of charge at participating collection sites. 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 2,801 litres of paint was given away to consumers through the Paint Reuse Program in 2016. Paint Reuse was offered at 21 collection sites (16 Green Depots, 1 retailer and 4 local government sites), accounting for 36% of the Province’s collection sites. Reuse volumes are estimated by assuming that each container given away 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. Bulk paint of recyclable quality is then transferred to Laurentide Re-sources, Richibucto storage facility, where it is distributed to an affiliated processor, Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or transferred to other international recyclers. Table 12 provides the quantities of latex paint and alkyd paint that were recycled. The diminishing market for alkyd paint has made it increasingly difficult to recycle. Consequently, while limited amounts of alkyd paints continue to be recycled, a large portion of the volume is sent for energy recovery.

Table 11: Quantity and Type of Paint Recycled in 2016

Type	Litres	Percentage
Latex paint	109,848	87.3%
Oil based paint	16,849	12.7%
Total	126,697	100%

The Regulation requires 70% of paint collected be “reused”, where reuse is defined as a combination of both reused (Paint Reuse Program) and recycled paint. In 2016, the Program surpassed its target, achieving a 79.6% reuse rate.

Energy Recovery

Not all oil-based paint collected is of suitable quality for paint recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable colour, contaminated or of the wrong chemistry for paint. In addition, regulations, such as the Federal VOC Regulations, require more stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle. Finally, the market for recycled solvent-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to 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, 11, 296 litres of oil-based 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 latex paint by Laurentide generated 21,935 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 12 below shows the breakdown of waste paint managed by the different product management methods.

Table 12: Percentage of Waste Paint by Disposal Method in 2016

Method	Volume (litres)	Percentage
Reuse - Paint Reuse Program	2,801	1.7%
Reuse - Paint Recycling	126,697	77.9%
Landfill	21,935	13.5%
Energy Recovery	11,296	6.9%
Total	162,729	100%

4.4 Metal and Plastic Containers Collected and Recycled

Metal and plastic containers were managed by two processors contracted by PCA. 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. Laurentide shreds the plastic paint cans, sends it for recycling, and sells it as a commodity.

Table 13 summarizes the amount of metal and plastic containers that were collected and recycled through the Program.

Table 13: Metal and Plastic Containers Collected and Recycled in 2016

Container Type	Collected and Recycled (tonnes)	Processor	Management Process
Metal	40.2	Tri Province Recycling (Moncton, NB)	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic pails (HDPE 2)	1.5	Laurentide Re-sources Atlantic	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic paint cans (polypropylene)	6.7	Laurentide Re-sources Atlantic	Processed and sold as a commodity for plastics recycling

4.5 Design for Environment

The paint and coatings industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health and safety and product 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 includes involvement with the federal government's Chemicals Management Plan, assessing chemicals in commerce for all industry sectors including paint and coatings. This comprehensive federal government initiative evaluates risks associated with substances contained in products and intended uses or applications of the product. These risk assessments are done with a view to banning the highly toxic substances that are considered dangerous to human health and the environment or managing the risks in the ones that are deemed to be less harmful.

Where toxicity in chemicals is considered potentially harmful to human health or the environment, 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. In some cases this has led less toxic and more environmentally friendly alternatives or substitutes for product formulations that still ensure product performance demands of the customer. We have seen these measures lead to important benefits such as the reduction of low-level emissions from Volatile Organic Compounds (VOC) in paints with most paints now containing low or no VOC content.

VOC Emissions Reductions in the Paint and Coatings Industry

Almost all ground-level ozone and about two-thirds of particulate matter are formed in the atmosphere through the reactions of precursor substances, with VOCs being one of the most significant. Consequently, Canada's approach to reduce atmospheric levels of particulate matter and ozone is to reduce the precursor emissions, including VOCs. In 2009 the federal government implemented VOC Concentration Limits for Architectural Coatings Regulations for all architectural and automotive paint and coatings in 54 product categories. Since that time there has been tremendous success in the emissions reduced in all paint and coatings used in Canada as follows:

- 93 per cent of the sales volume of all architectural coatings in Canada is now water-based, up from less than 50 percent ten years ago.
- In 2015, based on comprehensive and random testing conducted by Environment and Climate Change Canada (ECCC), 99+ per cent of the sales volume for architectural waterborne coatings in Canada, traditionally associated with high VOC content, are now

fully compliant with the lower VOC limits required by the VOC Concentration Limits for Architectural Coatings Regulations.

- Compared with 2002 levels, the architectural paint and coatings sector has achieved 74 per cent reduction in overall VOC emissions due to lowering of the VOC content in waterborne products and by eliminating most of the solvent borne product lines completely. These industry efforts greatly exceeded the government's own expectations, which was projected to be a 28 per cent reduction.

4.6 Research and Development

PCA continued to contribute funding, as part of its 3 year commitment, 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.

4.7 Processing and Containment Facilities

The following is a list of all the paint 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
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Storage Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility
Terrapure Environmental 349 Incinerator Rd, St. John's, NL A1H 0B4	Processing Facility

5.0 Communication and Education

PCA continued its communication and public outreach in 2016 to educate consumers in accordance with regulatory requirements. The following describes the various communication and education tactics employed.

5.1 Program awareness

In July 2015, an online survey was conducted of 800 randomly selected adult Newfoundland and Labrador residents. The survey revealed that 45% of residents were aware of a recycling program for paint in the Province, compared to 32% in 2013. The next survey is scheduled to be conducted in 2017.

5.2 Websites

PCA operates a consumer-facing brand, ReGeneration, through which it engages Program end-users through numerous communications platforms. The central consumer information hub for ReGeneration is the website, ReGeneration.ca, which is home to the following bilingual content for the Program:

- Collection site (a searchable map displaying locations of Program collection sites – see Appendix 2)
- Tips for storing and buying the correct amount of paint
- Collection sites hours of operations
- Accepted and non-accepted products
- Consumer videos showing the product management approach for paint
- Other information (e.g., a description of the Paint Reuse Program).

An estimated 90,074 unique visitors utilized regeneration.ca during the 2016 calendar year. The Program page specific to Newfoundland and Labrador received 1,610 page views, while the collection site finder page received 412 page views.

5.3 Program Hotline

PCA continued to operate a toll-free, bilingual “hotline” by which consumers were able to obtain information about the Program.

5.4 TV Campaign

A province-wide campaign with Global TV restarted (having aired for 26 weeks in 2015) on January 25th and ran for the entire 2016 calendar year. Local talent voiced 15 second “info-commercial” style spots educating viewers on paint recycling. The Program also featured a heavy rotation of 30-second traditional commercial spots airing on prime time during high viewership programming. The TV campaign made use of regional TV station, NTV, a highly viewed regional channel and affiliate of Global.

5.5 Radio Campaign

A Radio advertising campaign ran on OZFM, the province's #1 station, broadcasting across multiple signals throughout Newfoundland and Labrador. A total of 210 30-second commercials ran during this campaign.

5.6 Digital Advertising

- PCA ran a four-week, 15-second, in-store digital advertising campaign in Tim Horton's restaurant locations across Newfoundland and Labrador. Tim Hortons enjoys a vast and strong loyal following from a diverse demographic base across the country.
- PCA also partnered with Cineplex Odeon Theatres ON a digital advertising campaign: lobby and pre-show in-theatre ads ran in 3 locations in and around St. John's.

5.7 Yellow Pages

PCA ran 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 a 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. 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. An example of a Facebook post is displayed on Appendix 4.

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

PCA redesigned and distributed both PoS and PoR materials. Collection sites throughout the Province received updated program materials, free of charge, via mail-out. PCA has an online ordering system on its website that allows collection sites and retailers to order or reorder promotional materials at no cost. Appendix 3 illustrates the materials made available for reorder, free of charge, through the Program's online order form:

- Rack Cards
- Posters
- Depot signage
- Floor decals
- Paint Can stickers

5.9 Collection Sites Visits

As part of outreach and engagement, representatives of the Program visited various collection sites for the purpose of providing in-person support, delivering informational brochures and providing training about program requirements.

6.0 Financial Information

The Program's audited financial statements are provided in Appendix 4 of this report.

APPENDIX 1 – Collection Sites as of December 31, 2016

Depot Name	City	Type	Paint Reuse
Bungays Green Depot Inc. (New-Wes-Valley)	Badger's Quay	Retailer	Yes
White Bay Home Hardware	Baie Verte	Retailer	No
Bay Roberts Green Depot	Bay Roberts	Retailer	Yes
RONA	Bay Roberts	Retailer	No
Black Tickle / Domino Local Service District	Black Tickle	Government	No
Botwood Recycling Green Depot	Botwood	Retailer	Yes
Burgeo Green Depot	Burgeo	Retailer	Yes
Carbonear Green Depot	Carbonear	Retailer	Yes
Cartwright Building Supplies	Cartwright	Retailer	No
Clareville Home Hardware	Clareville	Retailer	No
RONA	Conception Bay South	Retailer	No
Handyman Home Hardware	Conception Bay South	Retailer	No
Corner Brook Green Depot	Corner Brook	Retailer	Yes
Western regional Waste Management Wild Cove Transfer Station	Corner Brook	Government	No
Paint Shop	Deer Lake	Retailer	No
Fogo Island Home Hardware Building Centre	Fogo	Retailer	No
RONA Dawe	Fortune	Retailer	No
Pritchett's Building Supplies - Gambo	Gambo	Retailer	No
Aylwards Home Centre - Gander	Gander	Retailer	No
Gander Green Depot	Gander	Retailer	Yes
Glovertown Green Depot	Glovertown	Retailer	Yes
RONA	Goulds	Retailer	No
Aylwards Home Centre	Grand Bank	Retailer	No
Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Retailer	Yes
Paint Shop	Grand Falls-Windsor	Retailer	No
Happy Valley Goose Bay Green Depot	Happy Valley Goose Bay	Retailer	Yes
Paint Shop	Happy Valley Goose Bay	Retailer	No
Hawkes Bay Landfill	Hawkes Bay	Government	No
Paint Shop	Labrador City	Retailer	Yes
Labrador West Landfill	Labrador West	Retailer	No
Turnbull's Home Hardware Building Centre	L'Anse Au Clair	Retailer	No
Labrador Straits Green Depot	L'Anse Au Loup	Retailer	Yes

Depot Name	City	Type	Paint Reuse
Pritchett's Building Supplies - lewisporte	Lewisporte	Retailer	No
Makkovik Landfill	Makkovik	Government	Yes
Aylwards Home Centre	Marystown	Retailer	No
RONA	Mount Pearl	Retailer	No
Mount Pearl Green Depot	Mount Pearl	Retailer	Yes
Paint Shop	Mount Pearl	Retailer	No
Nain Inuit Community Government	Nain	Government	Yes
Regional Site - CWMN Norris Arm -	Norris Arm	Government	Yes
Aylwards Home Centre	Placentia	Retailer	No
Paint Shop	Placentia	Retailer	No
Port Aux Basques Green Depot	Port Aux Basques	Retailer	Yes
Sheppard's Variety	Postville	Retailer	No
Riverhead Green Depot	Riverhead	Retailer	No
Burin Peninsula Regional Service Board	Salt Pond	Government	No
Springdale Green Depot	Springdale	Retailer	No
Landfill Site - Subregion 1 (Northern Peninsula Regional Services Board)	St. Anthony	Government	Yes
Chester Dawe	St. John's	Retailer	No
Chester Dawe	St. John's	Retailer	No
St. John's Landfill - Robin Hood Bay	St. John's	Government	No
Paint Shop	St. John's	Retailer	No
Paradise Green Depot	St. John's	Retailer	Yes
Smiths Home Hardware	St. John's	Retailer	No
Aylwards Home Centre - St. Lawrence	St. Lawrence	Retailer	No
Stephenville Green Depot	Stephenville	Retailer	Yes
Paint Shop	Twillingate	Retailer	No
Twillingate Green Depot	Twillingate	Retailer	No
Rona Home Centre	Wabush (Labrador City)	Retailer	No

APPENDIX 2 – Collection Site Locator

Below is a snap shot of the Program's collection site locator tool available at regeneration.ca.

Select product

Paint

Enter a city or postal code

Newfoundland and Labrad

Refine distance

0km 50km 100km

There are 57 paint location(s) near you

1 Cartwright Building Supplies 76.61 km

52 Back Road
Cartwright, NL, AOK 1V0
Mon - Sat 9:00am - 5:00pm
709-938-7221

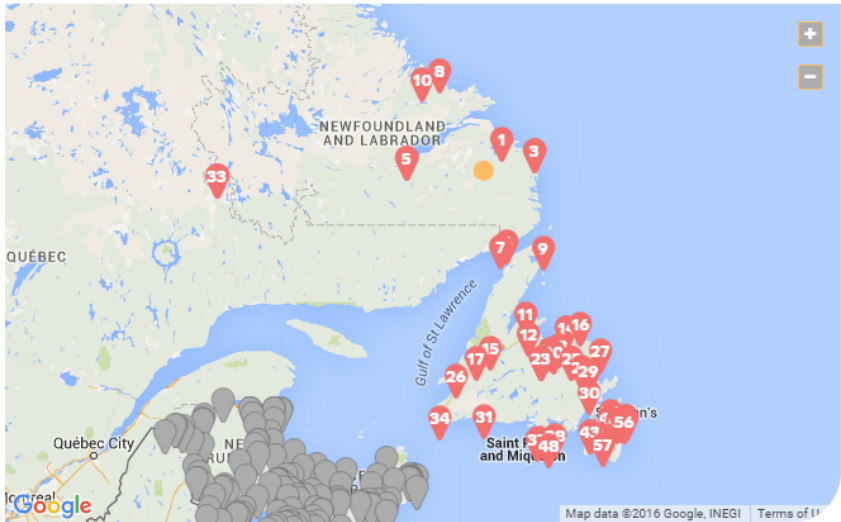
Get directions

2 Nain Inuit Community 123.18 km

6 Service Road
Nain, NL, AOK 1N0
Mon - Fri 8:30am - 4:30pm

Collection Site Locator

Our collection sites are here to help you recycle your unwanted, leftover and broken products. Make sure to select the category and collection option that best suits your needs.



APPENDIX 3 – PoS and PoR Materials

Rack Card Front and Back - 5"x8"



Posters - 11" x 17"



Depot Sign – 4'x3'



PaintRecycle Collection Site

Accepted Paints & Coatings
Maximum container size is 25 L.

- Interior and exterior: water-based (e.g. latex, acrylic) and oil-based (e.g. alkyd, enamel) consumer paint
- Deck and floor coating (including elastomeric)
- Varnish and urethane (single-component)
- Concrete and masonry paint
- Drywall paint
- Undercoats and primers (e.g. metal, wood etc.)
- Stucco paint
- Marine paint (unless registered under Pest Control Products Act)
- Wood finishing oil
- Melamine, metal and anti-rust paint, stain and shellac
- Swimming pool paint (single-component)
- Stain blocking paint
- Textured paint
- Block filler
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- Already empty paint containers

Aerosol Paint
Aerosol paint spray cans 460 grams or 24 oz.

Aerosol paint of all types, including:

- Automotive
- Craft
- Industrial

Paint products not accepted

- Unidentifiable or unlabelled containers
- Brushes, rags and rollers
- Paint in glass containers
- Improperly sealed paint containers
- Paint containers with poor integrity (e.g. badly rusted or leaking cans)
- Bulging containers
- Industrial paints & finishes (e.g. baked-on, heat resistant etc.)
- Paints or wood preservatives that are registered as a pesticide under the Pest Control Products Act (has a PCP Registration number on label)
- Craft paint (non-aerosol)
- Automotive paint (non-aerosol)
- Two-part or component paints containing catalyst or activator
- Roof patch or repair
- Tar or tar/bitumen-based products
- Traffic or line marking paint
- Quick drying paint
- Resins
- Paint thinner, mineral spirits or solvents
- Deck cleaners
- Colorants and Tints
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

ReGeneration.ca
Specialized waste recycling by Product Care

PaintRecycle


Floor Decal



Paint can sticker





APPENDIX 4 - Sample Facebook Post


ReGeneration

Published by Gain [?] · November 13, 2016 · *

Recycle your old paint for #FREE in Eastern Canada! We handle both interior and exterior coatings, from latex to alkyd, aerosol to oil-based paints, varnishes, primers and more. Get more information below.




ReGeneration




Paint | ReGeneration




The ReGeneration Paint Program is where it all started for us, back in 1994. Since then, the program has expanded from British Columbia to seven other provinces, where we handle both interior and exterior coatings, from latex to alkyd, aerosol...

WWW.REGENERATION.CA

14,870 people reached

 Boost Post

 Like
  Comment
  Share


 Write a comment...
 




APPENDIX 5 - Audited Financial Statements for the Newfoundland and Labrador Paint Stewardship Program