

Prince Edward Island Paint Program Annual Report

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Submitted by:

Product Care Association of Canada



productcare.org

Table of Contents

1.0	About Product Care Association of Canada	1
2.0	Brand Owner Sales Information.....	2
3.0	Collection	2
4.0	Processing	3
5.0	Promotion and Education	10
6.0	Financial Information	14
	Appendix 1 – Environmental Handling Fee Rates.....	15
	Appendix 2 - “Find a Recycling Location” Tool	16
	Appendix 3- PoR/PoS Poster	17
	Appendix 4- Sorting Game	18
	Appendix 5- Digital Advertising.....	20
	Appendix 6 – CPCA Insight Print Advertising	23

1.0 About Product Care Association of Canada

Product Care Association of Canada (“Product Care”) is a federally incorporated, not-for-profit product stewardship association formed in response to stewardship regulations and is governed by a multi-sector industry board of directors. Product Care has developed and managed paint, lighting products, household hazardous waste and special waste stewardship programs since 1994.

Product Care administers and operates the Prince Edward Island (PEI) Paint Stewardship Program (“Program”). The Program is approved by the Prince Edward Island Department of Communities, Land and Environment under the *PEI Materials Recycling Regulations* (“Regulation”) and has been in operation since September 2012. Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of all designated consumer paint products. In addition, the Program is responsible for public education and fostering consumer awareness of the Program.

Product Care’s members are the “brand owners” (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint. In addition, Product Care operates paint product stewardship programs in seven other provinces: British Columbia, Manitoba, Saskatchewan, Ontario, New Brunswick, Nova Scotia and Newfoundland and Labrador. Product Care also operates the stewardship program for lamps in Prince Edward Island.

1.1 Report Period

This report covers the Program’s activities from January 1, 2019 to December 31, 2019.

1.2 Program Summary

The Program offers collection sites throughout the Province where consumers can bring leftover household paint free of charge. Six collection sites are operated by Island Waste Management Corporation (IWMC) under contract with Product Care.

The Program is funded by Environmental handling fees (EHFs) remitted by Product Care’s members based on the number of units of designated consumer paint products sold in or into the Province (see Appendix 1 for a list of current EHF rates).

Product Care supplies collection sites with standard reusable collection containers, such as tubskids and drums. A hauler contracted by the Program collects the filled containers from the collection sites and drops off empty containers. The full collection containers are shipped to a processor for recycling.

2.0 Brand Owner Sales Information

Program members reported an estimated liquid volume of 960,790 litres¹ of Program Products sold in PEI from January 1 to December 31, 2019.

3.0 Collection

The following section provides the total amount of post-consumer paint collected in PEI, as well as the location of the Program's collection sites.

3.1 Total Amount of Post-Consumer Paint Collected

Table 1 shows the number of collection containers collected and the amount of post-consumer paint collected by the Program for the reporting period.

Table 1: Total Amount of Post-Consumer Paint Collected in 2019

	Number of Tubskids ²	Number of Aerosol Drums	Residual Paint Volume ^{3,4} (L)	Residual Aerosol Paint Volume ⁵ (L)	Paint Share Volume (L)	Total Residual Paint Volume (L)
Post-Consumer Paint Collected	862	83	87,043	436	377	87,856

Table 2 provides the Program's recovery rate, based on the volume of paint collected as a function of volume of paint sold in PEI in 2019.

¹ Sales data is reported to Product Care in units. For purpose of this report, sales units are converted to litres sold using coefficients based on the volume of the most common container size in each product category.

² Each collection bin measures 42 x 42 x 48" and with a nominal capacity of 108 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.

³ Based on a rounded conversion rate of 101.0. L per tubskid derived from the number of tubskids processed and the total residual water-based paint volume processed, plus the estimated volume of solvent-based paint processed based on data from previous years. Minimal volumes of solvent-based paint were processed in 2019 due to technical issues with the processor's operations arising as a result of their relocation from Springhill to Richbucto. Solvent-based paint was stockpiled until processing could be resumed.

⁴ The values presented in are rounded for presentation purposes.

⁵ Based on a conversion rate of 5.25 L per drum.

Table 2: 2019 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	960,790
Residual Recovery Volume (litres)	87,856
Recovery Rate	9.1%

3.2 Collection Sites

As of December 31, 2019, six collection sites participated in the Program. All six collection sites were operated and managed by IWMC (see Table 3 for the list of collection sites).

Table 3: 2019 PEI Collection Sites

Collection Site	Address	City
GreenIsle	8 Superior Crescent	Charlottetown
Brockton	2202 Dock Road Rte # 150	West Prince
New London	10142 Rte #6	Central
Murray River	378 Cape Bear Road Rte #18	South Kings
Dingwells Mills	100 Selkirk Road Rte #309	North Kings
East Prince Waste Management Facility	29786 Rte #2	Wellington Centre

4.0 Processing

This section of the report sets out the following:

- The total amount of post-consumer paint processed or in storage;
- The percentage of post-consumer 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 post-consumer paint;
- A description of the efforts to redesign paint products to improve reusability and recyclability; and
- The location of processing or containment facilities for post-consumer paint.

4.1 Location of Processing Facilities

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

Laurentide Re-resources Atlantic Inc. 9322 Rue Main, Richibucto, NB E4W 4C7	Processing 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
Terrapure Environmental 17 Jones Court, Sussex, NB E4E 2S2	Processing Facility

4.2 Post-Consumer Paint Processed

In 2019, a total of 862 paint tubskids, and 83 aerosols drums were shipped to Laurentide (Springhill) and Terrapure facilities for processing (see Table 4).

During the reporting period, Laurentide (Springhill) and Terrapure processed (i.e., opened, sorted and bulked into shipping containers) 910 tubskids and 83 aerosol drums, including collection containers that remained in their inventory from 2018.

Volumes collected but not shipped, or shipped but not processed, were managed in the following program year.

Table 4: Total Amount Post-Consumer Paint Processed in 2019

Item	Number of Tubskids ⁶	Number of Aerosol Drums	Residual Paint Volume ⁷ (L)	Residual Aerosol Paint Volume ⁸ (L)	Total Residual Paint Volume (L)
Shipped to Processor⁹	862	83	87,043	436	87,479
Processed	910	83	82,146	436	82,582

6 Each collection bin measures 42" x 42" x 48" and with a nominal capacity of 108 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.

7 The values presented are rounded for presentation purposes.

8 Based on a conversion rate of 5.25 L per drum

9 Based on a rounded conversion factor of 101.0 L per tubskid derived from the number of tubskids processed and the total residual water-based paint volume processed, plus the estimated volume of solvent-based paint processed based on data from previous years. Minimal volumes of solvent-based paint were processed in 2019 due to technical issues with the processor's operations arising as a result of their relocation from Springhill to Richibucto. This paint was stockpiled until solvent-based paint processing could be resumed. Residual paint volume does not included paint reuse volume.

Information on the management of containers 2019 is found in Table 5 below.

Table 5: Container Management 2019

Container Type	Recycled (Tonnes)	Processor	Management Process
Metal	16.1	DR Metal Recycling, NB/ Aim Metal, NB, MetroBec	Mixed with other scrap metal and sold as a commodity, which is eventually sent for smelting
Plastic pails (HDPE 2)	1.3	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)	7.2	Laurentide Re-sources Atlantic	Processed and managed as a commodity for plastics recycling

4.3 Disposal Method Descriptions

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

4.3.1 Reuse (Paint Reuse Program)

The Paint Share Program, previously “Paint Reuse”, makes better quality paint returned to collection sites available to the public to take and use at no cost. 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 377 litres of paint was given away to consumers in 2019 at no charge through the Paint Reuse Program. The reuse volume was estimated by assuming that each container was 75% full on average.

4.3.2 Recycling

At the Laurentide Re-sources facilities in Richibucto and Springhill, paint containers were removed from the collection containers, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Both water-based and solvent-based paints were processed in Springhill, while only water-based paints were processed in Richibucto in 2019. Solvent-based paints were temporarily stored at that facility. Bulk paint of recyclable quality was then

distributed to an affiliated processor, Peintures Recupérées du Québec (PRQ) in Victoriaville, QC, or transferred to other international recyclers.

Table 6 provides the quantity of water-based paint and solvent-based paint that was reprocessed and recycled as paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, the majority of solvent-based paint was sent for energy recovery and limited amounts of solvent-based paints were recycled.

Table 6: Quantity and Type of Paint Recycled¹⁰

Type	Volume (L)	Percentage of Paint Recycled
Water-based Paint	56,270	90.1%
Solvent-based Paint	6,181	9.9%
Total	62,451	100%

4.3.3 Aerosol Paint Management

Paint aerosol containers are punctured, the propellant is filtered through activated carbon, and the contents drained. The residual volumes of paint recovered from paint aerosols are very small and represent a variety of product formulations that limit the options for recycling. Consequently, the residual paint is used for energy recovery.

4.3.4 Energy Recovery

Not all solvent-based paint collected is of suitable quality for recycling. In some cases the paint may be in the form of skins or sludge, of an undesirable color, contaminated or of the wrong chemistry for paint recycling. 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 with demand continuing to decline.

Due to the high solvent content of solvent-based paints, these products are suitable for energy recovery. Through the process of fuel blending, solvent-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, 4,346 litres of solvent-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

4.3.5 Incineration

During the reporting period, no material went for incineration.

¹⁰ Note: Volumes managed through the Paint Share Program are not included in Table 6.

4.3.6 Landfill

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 15,785 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

Table 7 below shows the breakdown of post-consumer paint managed by the different product management methods.

Table 7: Post-Consumer Paint by Management Method

Method	Volume (L)	Percentage
Reuse	377	0.5%
Recycle	62,451	75.3%
Energy Recovery	4,346	5.2%
Landfill	15,785	19%
Incineration	0	0%
Total	82, 959	100%

4.4 Design for Environment

The paint and coatings sector continues to move forward on many fronts with improvements in product formulation with a focus on design for the environment (DfE). This section highlights developments in 2019, including innovations in product formulation, assessment and reassessment of chemicals of concern, use of alternative ingredients based on informed substitution, further reductions in VOC emissions from paint, integration of sustainability reporting into business planning, exploring integration of life-cycle and sustainability metrics accounting principles, increasing alignment with international sustainability goals, investment in bio-based alternatives, and advances in the development of Product Category Rules and Environmental Product Declarations. All of these measures continue to produce paint and coatings products that are less harmful and more sustainable with respect to the recycling of those products.

Canada's Chemicals Management Plan (CMP)

The paint and coatings industry is continually pursuing innovations in product formulations that strike a balance between sustainability, health, safety and product performance. An example of industry's sustainability initiatives includes involvement with the federal government's CMP. This comprehensive federal government initiative assesses chemicals in commerce for all industry sectors, including paint and coatings, and 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 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.

The CMP entered its third phase in 2019 and identified 1,550 substances being risk assessed for potential to cause harm to human health or the environment. Over five hundred of those chemicals are implicated in the paint and coatings industry. Canadian Paint and Coatings Association (CPCA) is now concluding formal assessments of these 500-plus substances used in coatings formulations, which will conclude in 2020. Beyond 2020, the federal government will continue to identify new substances and issues to be reviewed related to chemicals in commerce including those used in the coatings industry. As part of the CMP, government and industry associations, including the CPCA, are engaged in formal discussions on how industry might consider 'informed substitution' for more sustainable ingredients to be used in paint product formulations. This will address the issue of removing any remaining 'chemicals of concern' from product formulations and replacing them with more environmentally friendly options.

VOC emissions reductions in the Paint and Coatings Industry

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.

Over the past ten years VOC emissions have been reduced by an additional 20 per cent for a total of 94 per cent reduction, representing 41,000 tonnes. This is a total emissions reduction equivalent to approximately 200,000 average sized automobiles annually. This has been a major advancement in sustainability of paint.

The federal government under Environment and Climate Change Canada (ECCC) is now engaged in a new study looking at VOC emissions in coatings products beginning April, 2019. The study is proceeding with its broad national VOC Survey for all paint products sold in Canada, except for paint products not covered under Canada's VOC Concentration Limits for Architectural Coatings Regulations. The ECCC Products Division's goal is to identify possible amendments to regulations by looking at concentration limits in other jurisdictions while performing a cost-benefit analysis.

Sustainability reporting

Many companies now have sustainability goals and targets with regular sustainability reporting as an ongoing part of their business planning. This allows companies to integrate environmental challenges into their long-term product development strategy. Sustainability reporting can help organizations to measure, understand and communicate their economic, environmental, social and governance performance, and then set goals, and manage change more effectively. A sustainability report is the key platform for communicating sustainability performance and impacts whether positive or negative.

Sustainability reporting can be considered synonymous with other terms for non-financial reporting; triple bottom line reporting, corporate social responsibility (CSR) reporting, and more. It is also an intrinsic element of integrated reporting; a more recent development that combines the analysis of financial and non-financial performance.

In September 2015, the United Nations introduced its 17 Sustainable Development Goals (SDGs), ushering in a new era of global development. World leaders from all 193 UN member states adopted the Sustainable Development Goals (SDGs) to guide global action on the urgent environmental, political and economic challenges facing our planet. The SDGs are a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity. They set an ambitious target to build a more sustainable, safe, and prosperous world for all humanity by 2030 and many paint companies are basing their metrics on the SDGs.

World Coatings Council Sustainability Projects

The World Coatings Council, of which CPCA is a founding member, is currently developing two projects:

- A demonstration project on using life-cycle-assessments (LCA) and sustainability metrics to support chemicals management. This project would build on current efforts by ACA and CEPE (EU based) to address threatened preservatives for waterborne decorative paints. Expected work product would be a consensus report on valid methodology and a public-facing policy paper and associated infographics detailing the quantitative benefits.
- Develop an expanded profile of how current IPPIC member sustainability projects provide clear and quantifiable support for specific UN Sustainable Development Goals. This effort would avoid any generalizations and not integrate any industry claims that were not clear and quantifiable. This effort is expected to identify additional collaborative projects that the World Coatings Council will develop.

Environmental product declarations for architectural paint

The coatings industry is currently working on enhancing sustainability by establishing Product Category Rules (PCR). These PCRs will help form the basis for products to have Environmental Product Declarations (EPD), which would reflect the properties of various architectural paint products. The documents developed to date relate to the Life Cycle Analysis (LCA) for the specific architectural product category to produce clear environmental product declarations according to ISO 14025 standard. The PCR includes all life-cycle phases for both interior and exterior applications. The scope excludes adhesives and coatings solely for shop applications, original equipment manufacturing, or application to non-stationary structures, such as vehicles, airplanes, ships, boats, and railcars.

The goal of this PCR is to specify the guidelines for developing a Type III Environmental Product Declaration (EPD) in conformance with ISO 21930 and 14025. The goal of an LCA study conforming to this PCR shall be, at a minimum, to identify the potential environmental impacts of each life cycle phase of the product, or enable product improvement over the full life cycle of the product. It shall be presented in such a way to ensure its relevance to the public or for internal company use.

Governments of Canada and Quebec support growth of CelluForce

The federal government will invest a combined \$6.4-million investment to support CelluForce Inc.'s innovative cellulose nanocrystal facility becoming the world's first full commercial demonstration-scale

plant of its kind. This new material can be used in everything including paints and adhesives, and is produced from the cellulose in trees and made from wood that is abundant, renewable and biodegradable.

Worldwide sales of bio-based coating solvents currently account for just over 10 per cent share of the market (less than 13 per cent in the EU alone, or 630,000 tons/5 million tons). However, this niche is expected to gain significant traction in the near future, while permeating key applications such as architectural coatings and industrial equipment coatings.

Sustainability underlines contribution of coatings as an enabler for waste reduction

When coatings manufacturers source raw materials, they will have to join forces with their suppliers to sharply increase the share of bio-based materials and recycled content, learning to make better use of such materials. More importantly, brand owners want to offer customers technologies and solutions that enable them to reduce emissions and material use, such as lower curing temperatures, low or zero solvents, and fewer layers. This helps customers reduce their overall environmental footprint, the ultimate goal of sustainability.

Above all, paint use is about better performance, durability and long-term protection of the underlying substrate – wood or metal – and products that reflect heat, reduce fuel use and friction, or create insulating capacity. It's about solutions being non-hazardous and thus enabling the underlying products such as furniture, transport or building materials to be reused and recycled. Coatings are indeed a true 'enabler' of environmental sustainability that prevents products from being turned into waste.

5.0 Promotion and Education

In 2019, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in Prince Edward Island, in accordance with regulatory requirements. The following section provides details regarding communication and public education program plan commitments in 2019.

5.1 Program Awareness

In fall 2019, an online survey was conducted among adult Prince Edward Island residents. The survey revealed that 74% of residents are aware that they can recycle household paint in the province—an increase of 27 percentage points over 2015 awareness (47%).

5.2 Website

In January 2019, the regeneration.ca website was replaced with the new Product Care website, productcare.org. The new website reflects a refreshed, consolidated brand focused on an improved user experience for consumers, industry and members. Similar to regeneration.ca, the Product Care site

includes the following content for the Prince Edward Island paint recycling program, as outlined in the program plan:

- "Find a recycling location" tool (a searchable map displaying the collection sites and drop-off events)
- Collection site hours and operations
- Accepted and not accepted products
- Program member support section with news and updates
- Consumer videos showing the product management approach for paint
- Other information (e.g., a description of the PaintShare program, annual reports, frequently asked questions, information about buying and storing paint)

An estimated 527,307 unique visitors accessed ProductCare.org during the 2019 calendar year. The Prince Edward Island section (including sub-sections for accepted products and fee information) received 2,581 total page views. In addition, there were a total of 827 unique visits to the recycling locator from consumers in Prince Edward Island.

5.3 Program Hotline

Product Care continued to operate a toll-free "hotline" for consumers to obtain information about the Program.

5.4 Print Advertising

A full-page inside cover print ad was featured in CPCA Insight Trade Publication (see Appendix). Seven thousand copies were distributed to industry members.

5.5 Partnerships

Product Care continued to contract with Island Waste Management Corporation (IWMC) to promote the Program in the province throughout the year by implementing the following tactics:

1. Waste Watch News: Island residences (including seasonal dwellings and apartment units) received newsletters in June and December through Canada Post. These newsletters were available in English and French and contained a summarized sorting guide, including information on paint products and recycling. A total of 65,000 newsletters were distributed each time.
2. Interactive Sorting Guide: The IWMC website provided a webpage with information on specific products, such as steps for sorting recyclables into the correct stream, including an interactive

sorting guide. The page included a direct link to the Program's website for a complete list of accepted and excluded products. Hard copies of the sorting guide were made available in English, French, Mandarin, and Arabic. They were also produced in poster size and displayed by businesses, community organizations and multi-family dwellings. The sorting guide was also provided to new residential customers.

3. **Business Customers:** Business Guides helped the industry, commercial and institutional sectors manage waste. IWMC included Sorting Guides when distributing the Business Participant Guide. Sorting information for the business sector was also obtainable from IWMC's website.
4. **Hazardous Waste Project:** IWMC partnered with a local watershed association to co-deliver a presentation at a community course, including paint recycling information. The partnership also included surveys to assess recycling awareness in different communities and holding one-on-one meetings with local businesses and farmers about their waste disposal practices.
5. **Customer Service Inquiries:** In addition to the Program hotline operated by Product Care, IWMC's Customer Service Centre operates a toll free line where consumers call in to request more information regarding the disposal of various recyclables, including paint. IWMC receives an average of 50,000 calls every year.
6. **Corporate Annual Report:** Information on paint recycling was highlighted in the IWMC Annual Report. This report was tabled in the Legislature, and the most current report made available on the IWMC website.
7. **Newspaper columns:** In 2019, four newspaper columns provided details on paint recycling in The Journal Pioneer and The Guardian.
8. **Sorting Game:** IWMC provided a bilingual sorting game, which included paint icons on its Special Disposal panel (see Appendix). This game was widely used by audiences of every age (day care, schools, community college, English as a Second Language sessions, and community groups). The game was used at community events, when doing presentations, and lent out to organizations wanting to enhance the waste knowledge of their membership. IWMC has five sets of the game and uses this tool approximately 80 times per year (potential reach of 2,000 people).
9. **Presentations & Tours:** IWMC was invited to make presentations at conferences, learning institutions, disposal facility tours, and to visitors at their collection sites. In almost every case, the presentation included a sorting component. IWMC explained how its stewardship programs operate as part of Waste Watch and showed slides to capture the highlights of each program.
10. **Website Links:** A link to productcare.org was available through IWMC's website.

5.6 Digital Advertising

All digital campaigns (excluding tactic targeted blog posts and organic social media posts via Product Care Recycling Facebook, Instagram, and Twitter feeds) reached the entire province.

1. **Google Search Advertising Campaign:** January to December, 2019
A search advertising campaign served paint ads to provincial residents based on an extensive list of keyword searches relevant to the Program collectively generating 152 impressions.
2. **Google Display Advertising Campaign:** January to December, 2019
A Prince Edward Island-specific display advertising campaign served paint-related ads to provincial residents. Several iterations of the ads were run, collectively receiving 144,975 impressions. Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in Prince Edward Island. Secondary targeting focused on individuals searching for home improvement, moving house, and DIY-related terms, in order to reach a wider, but still relevant, population.
3. **YouTube Video Advertising Campaign:** June to September, 2019
During summer months, paint and PaintShare explainer videos were run as pre-roll and skippable in-stream ads on YouTube. These ads received a total of 8,463 impressions and 2,923 views.
4. **Facebook Content Strategy:** Prince Edward Island -specific content focused on paint recycling, special waste and the recycling community in general
5. **Targeted blog posts:** Blog posts were targeted at relevant audience members including, but not limited to, homeowners, female heads of households, and environmentally-inclined individuals in Prince Edward Island. Topics included specific information on paint recycling, “do it yourself” (“DIY”) content, renovation tips, and sustainability best practices. All posts included a call-to-action to find a collection site or interact with the brand on social media. Collectively, these posts received 45,568 views.

See Appendix for examples of digital advertising activities.

5.7 Point of Sale (PoS) and Point of Return (PoR) Materials

In 2019, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials are available for reorder through the online order form:

- General paint program awareness posters
- Return to Retail (R2R) and Return to Product Care posters

6.0 Financial Information

A summary of the Program's financials for 2019 is provided in Table 8.

Table 8: Financial Summary

2019 Revenue and Expenses	\$'000
Total Revenue	440
Total Operating Expenses	373
Program Operations	328
Program Administration	33
Education, Public Awareness & Communications	12
Surplus / Deficit	67
Cumulative Surplus (Reserve)	59

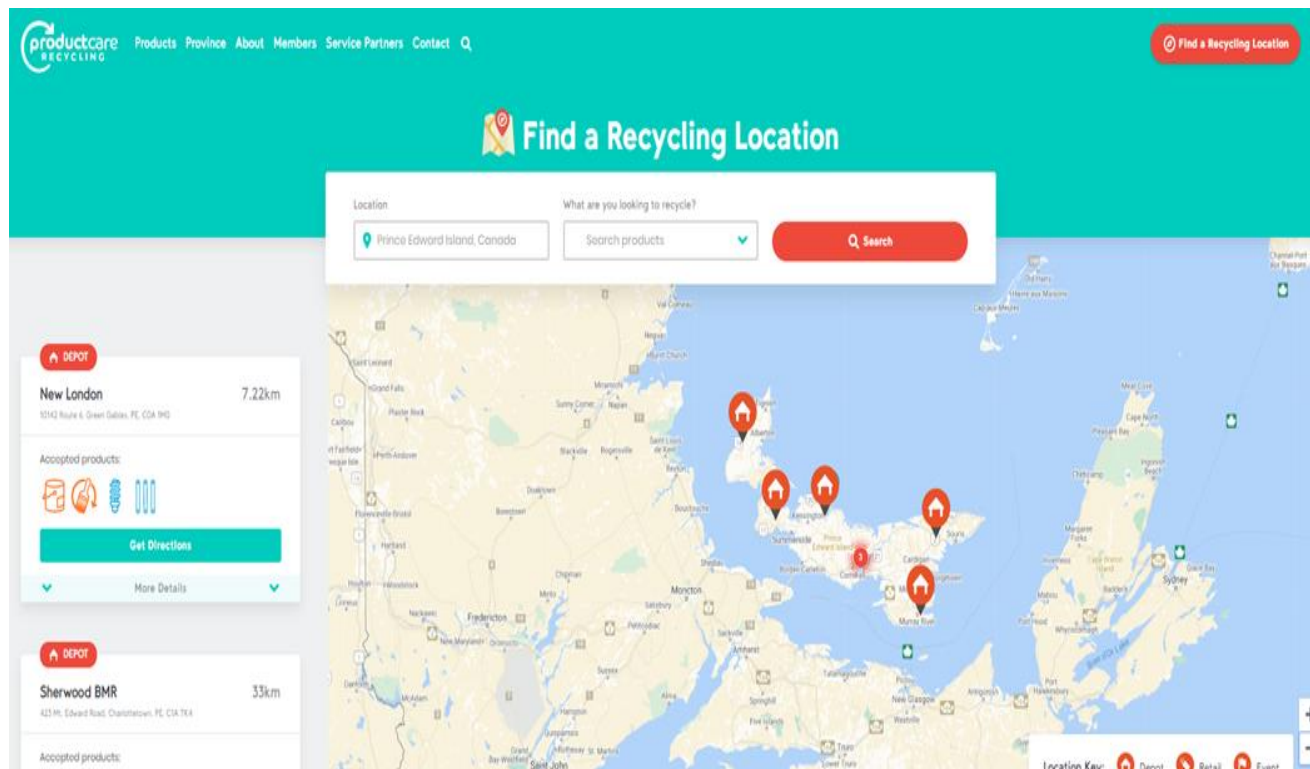
Appendix 1 – Environmental Handling Fee Rates

The following table provides the Program's environmental handling fees as of December, 2019.

Paint Container Size	Current Rates
100ml to 250ml	\$0.45
251ml to 1 litre	\$0.75
1.01 litres to 5 litres	\$1.75
5.01 litres to 23 litres	\$3.15
Aerosol paint (any size)	\$0.45

Appendix 2 – “Find a Recycling Location” Tool

Below is a snapshot of the “Find a recycling location” tool found at ProductCare.org:



















Appendix 3– PoR/PoS Poster



Appendix 4– Sorting Game

IWMC Sorting Guide

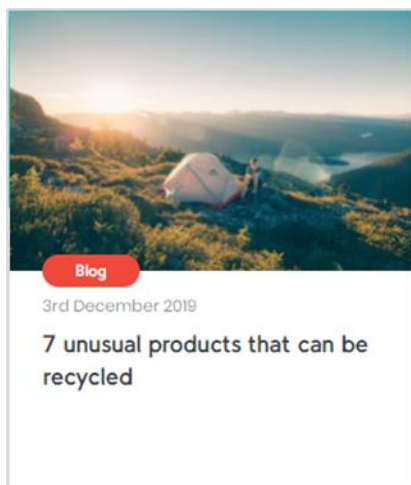
SPECIAL DISPOSAL		NEVER COLLECTED AT ANY TIME!!	
ITEM	DESCRIPTION	FREE Disposal Options for HOMEOWNERS	Disposal Options for BUSINESSES (some items require a disposal fee)
Cell Phones	Any type 	Visit recyclemyelectronics.ca/pei or www.recyclemycell.ca for drop-off locations or take to a WWDC.	Visit recyclemyelectronics.ca/pei or www.recyclemycell.ca for drop-off locations. Accepted FREE at WWDCs.
Household Hazardous Waste (HHW)	<ul style="list-style-type: none"> fuel (gasoline, kerosene, etc.) pesticides, herbicides, insecticides silicone, caulking, adhesives aerosol cans (with contents) items with mercury cosmetics & personal care products pet medications 	WWDC - Must be in sealed original container. Jerry cans (or other containers) used for transporting must be left behind with contents.	Businesses must dispose of hazardous material through a hazardous waste carrier (Search "Chemicals" on Interactive Sorting Guide at www.hwmc.pe.ca for list of carriers) 
Ink Cartridges	Laser or ink jet 	Accepted at most electronic retailers or WWDC.	Search online for "ink cartridge recycling" or accepted at most electronic retailers.
Large Bulky Furniture	Material larger than 4 ft. or heavier than 50 lb. such as sofas, tables, china cabinets, mattresses, patio furniture, etc.	WWDC	WWDC - Waste disposal fee will apply 
Propane Tanks	 30 lb. or less: Over 30 lb.: Cylinders:	Propane tank exchange location or WWDC Propane dealer WWDC	Propane tank exchange location Propane dealer WWDC (disposal fee applies)
Tires	MUST be removed from rims 	WWDC (disposal fee applies to tires with rims)	Return to place of purchase or WWDC (tires without rims are FREE ; disposal fee applies to tires with rims)
White Goods	Appliances (stoves, washers, dishwashers, hot water tanks, etc.)	WWDC	WWDC - FREE
Automotive Lead Acid Batteries	Any size 	Accepted at place of purchase, scrap metal dealers or at WWDC.	Visit www.canadianbatteryassociation.ca for drop-off locations. Also accepted FREE at WWDC.
Batteries	Rechargeable and non-rechargeable batteries (i.e. AAA, AA, C, D, button type, lithium, etc.) 	Visit www.call2recycle.ca for packaging directions and drop-off locations. Also accepted FREE at WWDCs.	Visit www.call2recycle.ca for packaging directions and drop-off locations. Also accepted FREE at WWDCs.
Electronics	Cell phones & mobile devices, televisions, audio systems, computers & peripherals, home theatres, cameras, e-books, modems, storage drives, video game systems, GPS, microwave ovens, etc. 	Visit recyclemyelectronics.ca/pei for drop-off locations or take to a WWDC - FREE (call in advance for more than 25 items)	Visit recyclemyelectronics.ca/pei for drop-off locations or take to a WWDC - FREE (call in advance for more than 25 items) 
Light Bulbs	All lights that can be removed from fixture, i.e. LEDs, halogens, Fluorescent (CFLs, linear, u-tubes, etc.), high intensity bulbs, incandescents	Visit www.productcare.org for drop-off locations or take to WWDC 	See www.productcare.org for locations or WWDC - FREE (call in advance for more than 16 bulbs)
Medications	Prescriptions, over-the-counter drugs (pain & cold medications, etc.), natural health products (vitamins & mineral supplements, etc.) 	Participating pharmacies (see www.healthsteward.ca)	Hazardous waste carrier (search "Chemicals" on Interactive Sorting Guide at www.hwmc.pe.ca for list of carriers)
Motor Oil / Automotive Antifreeze	Oil fluids, containers, & oil filters; automotive antifreeze fluids and containers, aerosol containers for propelled lubricant and brake cleaner (quantities & container sizes less than 50L) 	Return to a collection facility (see www.uoma-atlantic.com) or to a WWDC	Return to a collection facility (see www.uoma-atlantic.com) or WWDC - FREE 
Needles / Syringes	Needles, syringes, needle tips, lancets, insulin pens, and other sharps 	Pick up free sharps container at participating pharmacies (www.healthsteward.ca). When container is full, return to pharmacy for disposal.	See www.hwmc.pe.ca (Interactive Sorting Guide) for options.
Paint Products	Paints, stains, etc. AND empty paint containers 	Visit www.productcare.org for drop-off locations or take to WWDC.	FREE at WWDCs. Visit www.productcare.org for limits, guidelines & additional drop-off locations.



IWMC Sorting Game




Appendix 5– Digital Advertising

Website Blog posts





[Products](#)
[Province](#)
[About](#)
[Members](#)
[Service Partners](#)
[Contact](#)




It all began with paint recycling

In 1994, British Columbia became the first province to implement an [Extended Producer Responsibility \(EPR\)](#) regulation for architectural (household) paint. This waste management regulation required paint producers to create a network of drop-off locations for people to bring their leftover paint. Once collected, the paint was then recycled. The industry soon realised a collective approach was the best solution, and not-for-profit organization "BC PaintCare" (now Product Care) was born.



Google Search Ad

Recycle Old Paint Today | Find A Drop-Off Site Near You



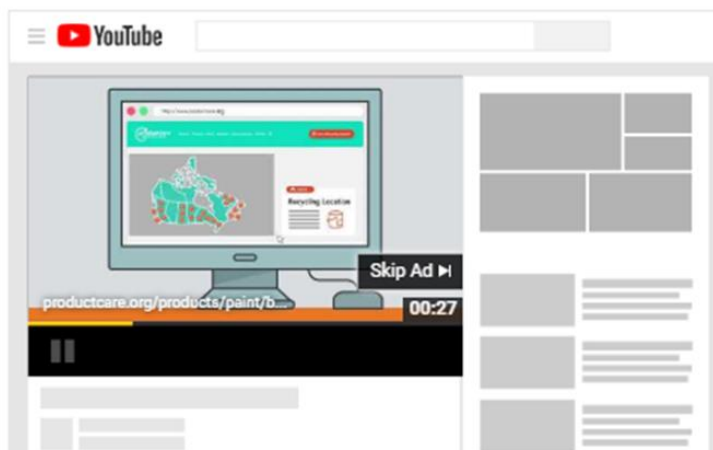
Ad www.productcare.org

Keep paint out of landfills - recycle it! Find your nearest drop-off site here Neighborhoods: Charlottetown, New London, Dingwell Mills, Brockton, Wellington, Sherwood

Google Display Ads



YouTube Video Ad



Social Media Assets –Product Care 25th anniversary lights program



Sample Facebook Post



Appendix 6 – CPCA Insight Print Advertising

The advertisement features a background image of various paint cans and brushes. In the center, there is a large orange text box with white text. Below it, a smaller orange text box contains more information. At the bottom, a teal banner contains contact details and the Productcare Recycling logo.

Product Care Recycling
helps the paint industry meet
its regulatory obligations while
protecting the environment

For more information about paint recycling programs
in your province, visit productcare.org

Phone: 604-592-2972
Toll Free: 1-877-592-2972
Email: contact@productcare.org

The logo for Productcare Recycling, featuring a stylized circular arrow icon to the left of the text "productcare" in a bold, sans-serif font, with "RECYCLING" in a smaller, all-caps font below it.