



## **MB Household Hazardous Waste (HHW) 2012 Program Year Annual Report for:**

- Paint
- Flammable liquid/Gasoline
- Corrosive
- Toxic
- Physically hazardous materials
- Pesticides
- Fluorescent lights

*REPORTING PERIOD: MAY 1, 2012 TO DECEMBER 31, 2012*

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## 1. Program Outline

The Manitoba Household Hazardous Waste (HHW) program is operated and managed by Product Care Association. 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 also operates product stewardship programs in seven other Canadian provinces: BC, SK, QC, NS, NB, NL, and PEI.

The members of the MB HHW program are the “stewards” (manufacturers, distributors and retailers) obligated by the Manitoba Household Hazardous Material and Prescribed Material Stewardship Regulation (R16/10) under the following categories:

- Paint
- Flammable liquid/Gasoline
- Corrosive
- Toxic
- Physically hazardous materials
- Pesticides
- Fluorescent lights

Product Care launched the first phase of the program (paint and fluorescent lights) on May 1, 2012 and the program expanded to include pesticides, flammable liquids/gasoline, corrosives, toxics and physically hazardous materials on October 1, 2012 (Phase 2). The MB HHW program enables consumers to drop off unwanted program products at collection sites and collection events across the province at no charge.

The program is funded by membership fees, known as “environmental handling fees”, remitted to Product Care by its members based on the volume of sales of the designated products. In some case, retailers recover the fees as a separate visible environmental handling fee to consumers. The fee rates are set by Product Care. Program revenues are applied to the operation of the program, including education, collection system, administration, transport, recycling and disposal of collected residual products as well as a reserve fund.

See the Product Care website at [www.productcare.org](http://www.productcare.org) for more information.

## 2. Educational Materials and Strategies

Product Care used a number of methods to raise consumer awareness of the new program.

- **Earned Media** (see Appendix B)

Phase 1 program launch garnered publicity valued at (comparative) \$10,000 approximately in advertising buys – reaching 250,000+ households

- Program Launch: After issuing a media advisory, official program launch event took place at RONA Home & Garden in Winnipeg with Conservation and Water Stewardship Minister Gord Mackintosh present, along with City of Brandon public works staff
  - Program launch press release issued on May 1, 2012 through Marketwire to all Manitoba media
  - Media pitching efforts resulted in Product Care gaining extensive coverage in radio, print, television, public service announcements, and online mediums across Manitoba
- Radio coverage: CJOB, CBC Radio, CBC Radio Francais
- Print and online coverage: Winnipeg Free Press, Brandon Sun, The Southeast Journal, and The Neepawa Press
- Television coverage: CBC News, CTV News and Breakfast Television.
- Specialty TV coverage: CTV Morning Live aired a segment detailing what's accepted in the program and how viewers can find their nearest drop-off location
- Public Service Announcements (PSAs): Program information featured on CJOB, Hot103, CBC Radio, BOBFM, FAB943, Power97, and 92 Citi

Phase 2 program launch included:

- Press release announcing program expansion through Marketwire to all Manitoba media
- Dave Ediger interviewed by CTV Manitoba

- **Advertising** (see Appendix C)

- Bought media: in May 2012, ads appeared in the Winnipeg Free Press, Brandon Sun, The South East Journal, CTV website – along with regional newspapers in Morris, Neepawa, Selkirk, Steinbach, Stonewall, Winkler, Portage La Prairie
- Online ads brought in 51,127 impressions and 77 clicks

- **PoS (point of sale) Promotional Materials** (see Appendix D)

- Paint brochures/posters and fluorescent lights rack cards/posters designed and distributed April 2012
- HHW brochures and posters designed and distributed Sept 2012

Phase 1: 13,700 paint recycling and over 1000 posters were sent to retailers and collection sites. 14,000 fluorescent lights rack cards and over 110 posters were sent to retailers and collection sites.

Phase 2: 12,800 HHW brochures and 900 posters were sent to retailers and collection sites.

- **Program Website** (see Appendix E)

The MB program website altogether received nearly 25,000 unique hits in 2012. The website provides information to MB residents on:

- Description of products accepted by the program

- Collection site locations with details on hours of operation and products accepted at each location
  - Environmental handling fee rates
  - Promotional materials (posters, brochures) for downloading
- **Website Linkages**

The Product Care website is linked to Green Manitoba Eco Solutions' website <http://greenmanitoba.ca/pros/> and to Recycle Manitoba's website [www.recyclemanitoba.ca](http://www.recyclemanitoba.ca).
- **Government Partnerships**

Product Care has worked with Green Manitoba to promote the Product Care program. Specific actions include:

  - Participating in the joint Green Manitoba product stewardship collection site map.
- **Other Stakeholders**

Product Care was involved in several initiatives in 2012 to ensure that other stakeholders were aware of the status of the Manitoba HHW program, including:

  - Attendance at the meeting of the Manitoba Association of Regional Recyclers
  - Participation at the PRO Forum in Portage la Prairie
  - Booth attendance at the Association of Manitoba Municipalities annual convention's trade show.
- **Toll-free Number**

Product Care operated a toll free number 1-888-772-9772 to answer consumer inquiries.

### 3. Collection System

Product Care does not directly own or manage any collection sites, but contracts with existing collection sites. Due to the hazardous nature of some of the program products, and limited existing infrastructure, siting permanent collection sites presented a significant challenge relative to other stewarded products. Typically, collection sites are co-located at facilities such as local government recycling centres or transfer stations, non-profit societies and private businesses.

As of December 31, 2012, Product Care operated 68 permanent, year round collection sites in Manitoba. In the first six months of the program (by Nov 1, 2012) 62 return to retail collection sites were collecting program products.

Not all collection sites accept the same products, the following Table 1 provides the collection site breakdown. See Appendix A for a complete list of sites as of December 31, 2012.

**Table 1: List of Participating Retail and Non-retail Collection Sites in Manitoba**

Type of Collection Site	Retail	Private/ Municipal	Total
Paint only	15	1	16
Fluorescent Lights only	10	0	10
Both Paint and Lights	36	5	41
Full HHW (paint, lights, HHW)	-	1*	1
<b>Total Permanent Collection Sites</b>			<b>68</b>

\*Miller Environmental (Winnipeg) became a full service collection site (all HHW materials) on Nov 1, open Monday to Friday and one weeknight and Saturday service over the winter, and between May –Sept, they are open 2 Saturdays a month.

Product Care also contracted with Miller Environmental to operate a number of one day collection events to supplement the collection system. There were 23 collection events in 2012, listed in Table 2.

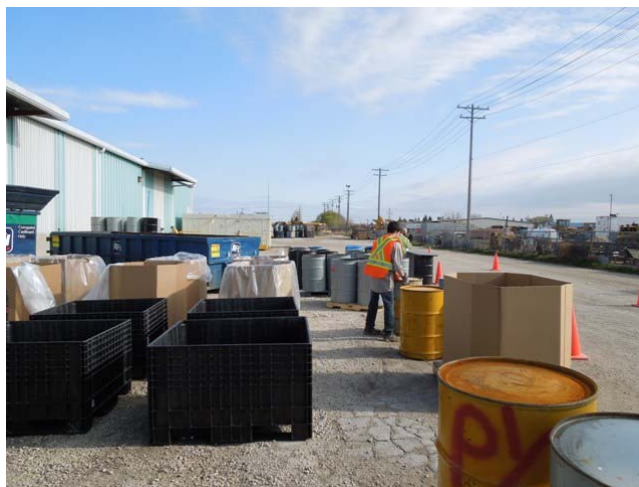
Product Care will continue to expand collection sites for paint and lamps and work with interested potential sites to establish permanent collection facilities for full service HHW collection.

**Table 2: Collection Events in MB, 2012**

Date	Location
05-May-12	Winnipeg
26-May-12	Winnipeg
01-Jun-12	Selkirk
01-Jun-12	Steinbach
02-Jun-12	Winnipeg
30-Jun-12	Winnipeg
01-Jun-12	Winkler
01-Jun-12	Brandon
01-Jun-12	Winnipeg
07-Jul-12	Winnipeg
01-Jul-12	Winnipeg

28-Jul-12	Winnipeg
04-Aug-12	Winnipeg
25-Aug-12	Winnipeg
01-Sep-12	Winnipeg
17-Sep-12	Dauphin
18-Sep-12	Swan River
20-Sep-12	Flin Flon
19-Sep-12	The Pas
22-Sep-12	Thompson
21-Sep-12	Snow Lake
29-Sep-12	Winnipeg
06-Oct-12	Winnipeg
<b>Total Events: 23</b>	

Photos from the Miller Environmental and Brandon collection events are shown below.



Miller Environmental, Winnipeg, MB



Brandon, MB



## 4. Management of Collected Materials

The objective of the Manitoba HHW Stewardship Program is to minimize the improper disposal of paint, fluorescent lights, and hazardous materials from the environment by providing an effective HHW collection program and ensuring that the collected materials and containers are either recycled or disposed of in an environmentally responsible manner. Product Care endeavours to manage collected products in accordance with the “pollution prevention hierarchy” as described in detail below.

### 4.1. Management in Accordance with the Pollution Prevention Hierarchy

#### 4.1.1. Paint

Leftover paint is the largest volume of the residual products managed by the Product Care program and of the HHW category in general. Leftover paint is managed in a number of ways:

Latex paint is sent to a recycling facility to be reprocessed into paint and coating products. Unrecyclable latex paint is solidified and sent to the landfill. Regulatory limits on VOC and limited demand for oil based paints do not make oil based paint recycling a viable option. Oil based paint is currently being consolidated and blended with other flammable liquids and sent for energy recovery at licensed facilities.

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

Product Care will pursue the option of bringing the paint exchange program (where better quality paints are given away at no charge) to suitable collection sites. This is an efficient way to manage leftover paint as the product is used for its purpose, and does not require transportation and reprocessing. This option will likely be limited to non-retail collection sites.

#### **Aerosol Paints**

The residual volumes recovered from paint aerosols are very small and represent a variety of product formulations that limit the options for recycling. Paint aerosols are punctured and the contents are drained. The propellant is absorbed by carbon, the residual paint is fuel blended with other flammable liquids destined for energy recovery and the steel containers are recycled as scrap metal.

#### **PCB Contaminated Paint and Non-program Material**

Oil based paints are tested on a regular basis for PCB (Polychlorinated biphenyl) contamination. Where allowable PCB limits are exceeded, the paint is managed as PCB waste according to regulatory requirements. In 2012, the program did not have any paint that needed to be managed as PCB waste.

Non-program material which enters the collection system is segregated at the processing stage and depending on the material type, processing methods for non-program material include landfilling, physical/chemical treatment, energy recovery or incineration.

#### 4.1.2. Flammable Liquids/Gasoline

Given the varied nature of flammable products, the material mix/composition and the limited volumes, it is not economically viable or feasible to recycle flammable liquids. As a result, and the fact that many flammable products are sold as fuels, leftover flammable liquids and gasoline are fuel blended and sent for energy recovery. Flammable aerosols are evacuated and the flammable liquid is treated in the same manner as paint aerosols. Waste gasoline is fuel blended and sent for energy recovery.



#### 4.1.1. Corrosives

Corrosives are neutralized, and the water from the process is treated and recycled. Any waste from the process is stabilized for the landfill. Corrosive aerosols are evacuated, the propellant is absorbed by carbon, the metal cans are recycled as scrap metal and the corrosive liquids are neutralized.

#### 4.1.2. Toxics

Due to the nature of toxic materials, there is no reuse or recycling option available, and all residues are incinerated at a government regulated and permitted incinerator. For operational efficiencies, pesticide and toxics are collected, processed and managed together accordingly.

#### 4.1.3. Physically Hazardous (fuel cylinders)

Fuel from fuel cylinders are sent for energy recovery and the metal is sent for scrap metal recycling.

#### 4.1.4. Pesticides

Due to the nature of pesticides and aerosol pesticides, there is no reuse or recycling option available, and all pesticides are incinerated at high temperature government regulated and permitted incinerators. Pesticide aerosols are evacuated, propellants are absorbed by carbon, metal cans are recycled as scrap metal and the residual pesticides are sent for incineration.

#### 4.1.5. Fluorescent Lights

The spent fluorescent lights are collected and shipped to a processor where they are broken down into their component parts (mercury/phosphor powder, glass and metals) under a controlled environment and recycled where possible. The metal end caps are sent to scrap metal recycling. The glass is further processed and utilized as raw materials in various manufacturing process. The mercury and phosphor powder undergoes further processing to remove the mercury from the phosphor powder. The mercury is then distilled and sold as commodity for use in various manufacturing processes. The remaining treated phosphor powder is sent to the landfill.

### 4.2. Volume Collected

#### 4.2.1. Residual Recovery Volume

Residual Recovery Volume represents the liquid volume, measured in litres, of program products recovered by the program. Table 3 show the volume of total paint and HHW collected in 2012. Table 4 shows the units of fluorescent lights collected in the same year.

**Table 3: Residual Recovery Volume of Paint and HHW Collected in Litres, May 2012-Dec 2012**

HHW Category	Total
Paint (non-aerosol)	156,544
Paint Aerosol**	12,600
Flammable Liquids (incl. Gasoline)*	7,959
Toxics (incl. Pesticides)*	868
Corrosives*	1,064
Physically Hazardous**	672
<b>Total</b>	<b>179,707</b>

\*Aerosol portions of flammable liquids, toxic and corrosive products are comingled during processing and therefore excluded from the residual recovery volume. The total volumes (in litres) were derived using a weight to volume conversion.

\*\*Paint aerosol and physically hazardous material categories are in units and based on average units per drum.

**Table 4: Fluorescent Lights and Tubes Collected in Units, May 2012-Dec 2012**

<b>Fluorescent Light Type</b>	<b>Total</b>
<b>Compact Fluorescent Lamps(CFLs)</b>	3,619
<b>Tubes</b>	8,200
<b>Total</b>	<b>11,819</b>

#### **4.2.2. Non-Program Products**

Product Care has made efforts to decrease the number of non-program products entering the collection stream. The collection sites were provided a collection site manual, collection site poster and brochure identifying the products that are not accepted. However with a program of this scope and complexity, it will be an unavoidable part of program operations.

Product Care has been working in collaboration and under contract with Green Manitoba Eco Solutions to manage non-program products that enter the collection system. Non-program products are sorted out by the processor and disposed of in a responsible manner as previously outlined in Section 4. The total cost of managing non-program products in 2012 was approximately \$142,800. The following is a summary of the various types of non-program products.

- Antifreeze
- Asbestos
- Batteries
- Flammable solids
- Light ballasts
- Other lamp technologies
- Mercury
- Non-program aerosols
- Non-program flammable liquids
- Non-program corrosive materials
- Non-program toxic materials and pesticides
- Compressed gasses
- Oil
- Oily water/debris
- Organic peroxides
- Oxidizing materials
- PCB containing light ballasts
- Pharmaceuticals

### 4.2.3. Container Capacity Recovery Volume

Given the fluctuation in the quantity of liquid residuals contained within containers returned to the program, the aggregate nominal capacity of the program containers collected is also a meaningful measure of program performance. Container capacity volume, also known as “Equivalent Litre Container” (ELC), is a measure of the capacity of the original containers that are returned through the program. These figures are extrapolated from the number of “tubskids” and drums/pails of program products managed by the program. Tubskids are plastic pallet size collection bins used to transport containers of program products from collection sites (see photo below).



Table 5 is calculated in ELC, which is using 432 litres/tubskid and 80 litres/drum. Flammable liquids and gasoline volumes are managed together and hence the categories have been combined. For the same reason, the toxics and pesticides categories are combined.

**Table 5: Container Capacity Volume in Litres, 2012**

	Paint	Paint Aerosol*	Flammable Liquids (incl. Gasoline)	Toxics (incl. Pesticides)	Corrosives	Physically Hazardous*
<b>Litres Sold, 2012</b>	404,352	n/a	8,160	1,920	1,488	n/a

\*Paint aerosols and physically hazardous items are reported in units and therefore the container capacity volume is not applicable.

### 4.3. Product Sales

The quantity of program products sold annually varies with market conditions, but is an important reference for the quantity of products available for collection in the future. Table 6 and Table 7 shows the quantity in litres/units sold of program products from 2012 for each program category. Table 6 values will be used to calculate the recovery rate of paint and HHW products in 2012.

**Table 6: Sales Volume of Paint and HHW in Litres, 2012**

	Paint	Paint Aerosol**	Flammable Liquids*	Toxics*	Corrosives*	Physically Hazardous**	Pesticides
<b>Litres Sold, 2012</b>	4,587,076	603,888	96,501	49,260	98,684	40,394	4,206

\*Excludes aerosols portions.

\*\* Paint aerosol and physically hazardous sales are reported in units.

**Table 7: Sales of Residential Fluorescent Lights and Tubes in Units, 2012**

Fluorescent Lights Sold	Total
<b>Compact Fluorescent Lamps(CFLs)</b>	526,354
<b>Tubes</b>	146,954
<b>Total</b>	<b>673,308</b>

Unlike the paint and HHW categories in which sales are used in the calculation of recovery rates, as per the Manitoba HHW Program Plan, a capture rate was determined to be the best performance measure for fluorescent lights. Table 8 presents the units of fluorescent lights and tubes available to be collected in Year 1 as well as an adjusted value to reflect the 8 months Product Care operated the program. The adjusted 8 month value is used to calculate the capture rate for fluorescent lights. See Section 4.4 for more details.

**Table 8: Units of Residential Fluorescent Lights and Tubes Available to be Collected, 2012**

Available to be Collected	Compact Fluorescent Lights (CFLs)	Tubes (All lengths)
Year 1 (2012, full year)	82,800	46,200
Year 1 (2012, adjusted to 8 months)	55,200	30,800

#### Program Product Sales:

Figure 1 and Figure 2 illustrates the relative share of sales in 2012 for each of the program product categories. Due to the difference in 2012 program starts dates, Figure 1 will show a lower % share attributed to HHW products compared to paint and paint aerosols.

Figure 1: Share of Program Product Sold in 2012 of Paint and HHW (in Units)

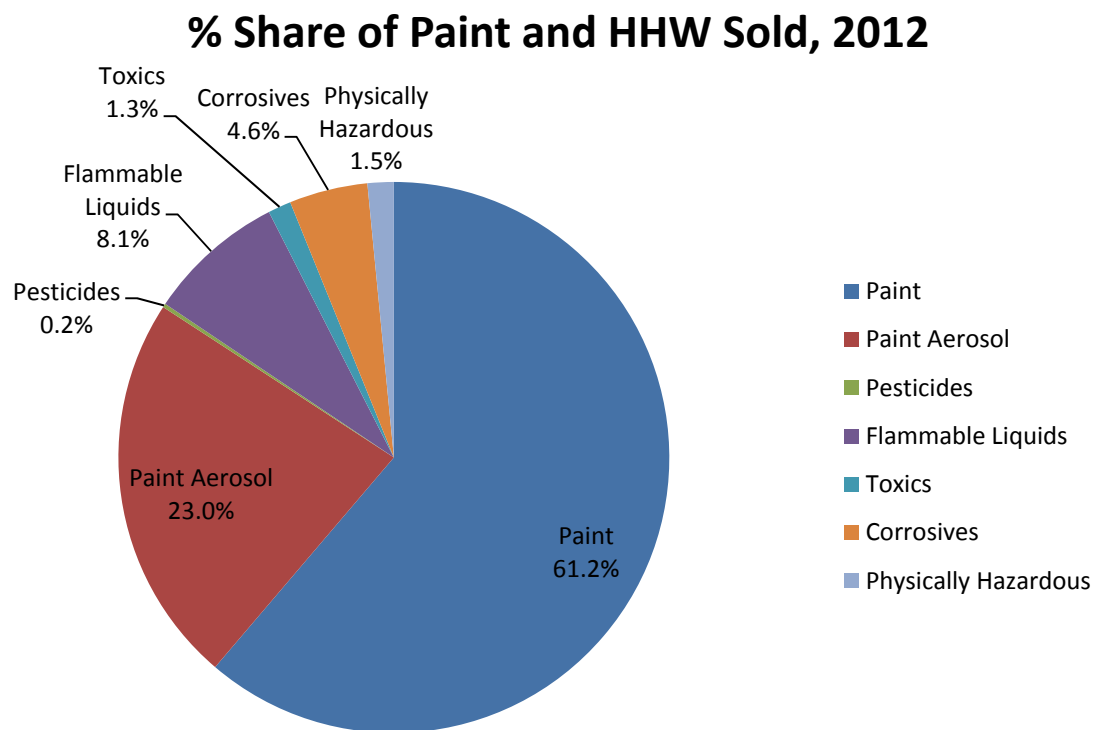
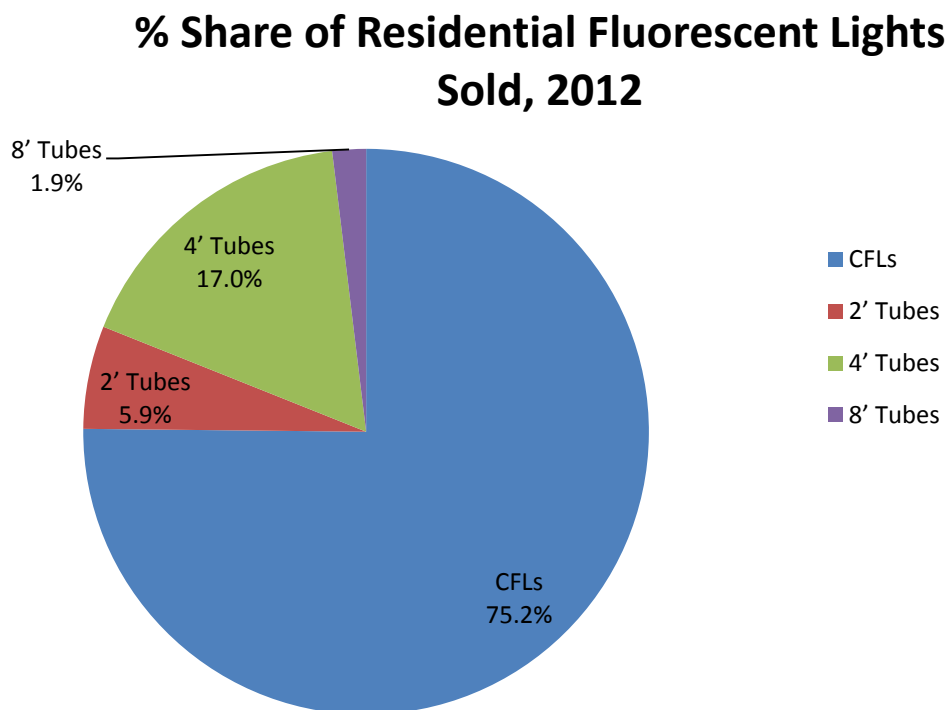


Figure 2: Share of Program Product Sales of Fluorescent Lights and Tubes (in Units)



#### 4.4. Recovery Rate and Capture Rate

The recovery rate is calculated by dividing the volume collected by the volume sold in that year.

It's important to keep in mind that the recovery rate is continuously affected by factors outside of Product Care's control. Since the recovery rate uses the volume of products sold in a year as the denominator, fluctuations in the volume of products sold can change the recovery rate – and this can easily change depending on economic conditions. Also note that the paint and HHW products managed in the program can be stored for long periods of time and most are designed to be fully consumed.

Table 9 shows the recovery rate of paint and HHW products.

**Table 9: Recovery Rate of Paint and other HHW (residual litres collected/litres sold)**

	Paint	Paint Aerosol**	Flammable Liquids (incl. Gasoline)*	Toxics (incl. Pesticides)*	Corrosives*	Physically Hazardous**
<b>2012 Actual Recovery Rate</b>	3.4%	2.1%	8.3%	1.6%	1.1%	1.7%
<b>2012 Recovery Rate Target</b>	3%	None specified	1.8%	6%	2%	None specified

\*Flammable liquids, toxic, and corrosive aerosols were not included in recovery rate calculations because these products were comingled during processing.

\*\*Recovery rates for paint aerosols and physically hazardous materials were calculated as units recovered/units sold.

As described in the MB HHW Program Plan, due to the long lifespan of fluorescent lights, the capture rate (units collected/units available for collection in that year) was determined to be a more accurate measure of program performance than the recovery rate (units collected/units sold in that year). See Table 10 below for results.

**Table 10: Capture Rate of Fluorescent Lights and Tubes (units collected/units available for collection)**

	Compact Fluorescent Lights (CFLs)	Tubes
<b>2012 Capture Rate</b>	6.6%	26.6%
<b>2012 Capture Rate Target</b>	10%	10%

A number of factors need to be considered when comparing the actual recovery rates/capture rates and targeted rates as written in the Program Plan.

- At the time of program plan development, there was minimal data on certain categories such as toxics, corrosives, physically hazardous materials and fluorescent lights to assist with setting recovery or capture rate targets.
- Phase 2 (flammable liquids, toxics, pesticides, corrosives and physically hazardous materials) began October 1, 2012, so factors such as seasonality may not have been represented in the results.
- The program is still in its infancy stage given that year 1 was a partial year only.

## 5. Product Life Cycle Management and Environmental Impacts

The ability of a stewardship program of this scope to influence product design is limited. The overall program objective is to reduce the environmental impact of obligated products through the application of the pollution prevention hierarchy of reduce/reuse/recycle.

### Paint and HHW

The paint industry is a consolidating industry and most brand owners manufacture for a market area that includes more than one province or country. The same could be said for some of the other HHW categories. Many of the paint products covered by the program have changed over time as a result of design for environment activity. In particular:

- There has been a steady shift in the marketplace from oil based (alkyd) paints to water based (latex) paints. This trend is expected to continue as the consumer preference for latex paint increases and technical specifications improve.
- Federal regulations relating to volatile organic compounds and the composition of surface coatings are hastening the process of reducing the environmental impact of paint products.

### Fluorescent Lights

The lifespan of fluorescent lights has increased substantially in the last decade, reducing the environmental impact associated with these products. Energy Star™ rated lights can now last up to 12 years, an increase from an average of 3 years in 2003<sup>1</sup>. Smaller diameter fluorescent tubes are now available on the marketplace, which can provide the same or more light with about 50% less material resources by weight<sup>2</sup>. The amount of mercury contained within fluorescent lights has also been decreasing. Manufacturers who are members of Electro-Federation reported a decrease the amount of mercury in fluorescent lights by 81.6% in 2006, as measured from a 1990 baseline<sup>3</sup>.

Tools used by Product Care Association that may have an impact on product life cycle and reduction of environmental impact include:

- Variable fees paid to the program by brand owners which increase with the size of the container or product
- Promotion to the consumer of the “B.U.D.” rule, i.e. **B**uy what you need, **U**se what you buy and **D**ispose of the remainder responsibly
- Educating the consumer on the proper storage of leftover paint
- Research development into alternative management options for collected materials

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<sup>1</sup> Stewardship Ontario (2009). *Draft Consolidated Preliminary Municipal Hazardous and Special Waste Program Plan Volumes I and II*.

<sup>2</sup> European Lamp Companies Federation. *Climate, Environment and Health*. Please refer to <http://www.elcfed.org>

<sup>3</sup> Personal Communication with Wayne Edwards, Electrical Equipment Manufacturers Association of Canada.



## 6. Fee Information

Product Care pays all of the costs of collecting leftover products (including historic products i.e. products sold before the programs began for which no environmental handling fees were collected) and of managing the products collected including all related program expenses. This cost is funded by environmental handling fees paid to Product Care by its members. For many, but not all, products the environmental handling fees are recovered at the time of retail sale as a separate charge. This is at the discretion of the retailer. Environmental handling fee rates are established by analyzing and allocating program costs among product types and container sizes. There is no charge to drop off program products at any Product Care collection site.

### Paint and Paint Aerosols

Paint Product Size	Fee per unit (\$)
100 ml to 250 ml	\$0.20
251 ml to 1 L	\$0.25
1.01 L to 5 L	\$0.60
5.01 L to 23 L	\$1.50
Aerosol paint (any size)	\$0.25

### Fluorescent Lights and Tubes

Lights type (sales for residential use)	Common type	Fee per unit (\$)
Compact Fluorescent Light	CFL	\$0.15
Tubes measuring less than or equal to 2 feet	2 feet	\$0.20
Tubes measuring greater than 2 feet and up to or equal to 4 feet	4 feet	\$0.40
Tubes measuring greater than 4 feet	8 feet	\$0.55

### Pesticides

Container size/type	Fee per unit (\$)
Less than 10 ml or g	\$0.01
0.01 to 0.89 L or kg	\$0.60
0.9 to 1.79 L or kg	\$1.20
1.8 to 10 L or kg	\$2.40

### Aerosol Flammables, Corrosives, Toxics

Aerosol size	Fee per unit (\$)
1 to 75 ml or g	\$0.01
76 to 200 ml or g	\$0.05
Over 201 ml or g	\$0.10

### Flammable Liquids, Corrosives, Toxics

Container size/type	Fee per unit (\$)
0.750 L or kg or less	\$0.05
0.751 to 1L or kg	\$0.10
1.01 to 2 L or kg	\$0.20
2.01 to 4 L or kg	\$0.40
4.01 to 10 L or kg	\$1.00

### Physically Hazardous Materials

Container size/type	Fee per unit (\$)
per unit	\$0.50

### Gasoline Stations

Per gasoline station in MB	\$11.25 per month
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## Appendix A – 2012 Collection Sites

Paint	Fluorescent Lights	Full HHW	Retailer Collection Sites	City
Y	Y		Sun Valley Co-op Ltd.	Altona
Y	Y		Arborg Home Hardware Building Centre	Arborg
Y	Y		Interlake Consumers Cooperative	Arborg
Y	Y		Ashern Home Hardware	Ashern
Y	Y		Boundary Co-op Ltd	Boissevain
Y	Y		Brandon Home Hardware Building Centre	Brandon
Y	Y		Carman Co-op	Carman
Y	Y		Dauphin Home Hardware	Dauphin
Y	Y		Elm Creek Co-op Ltd	Elm Creek
Y	Y		Moore Building Centre	Killarney
Y	Y		Home Hardware Building Centre	Lac Du Bonnet
Y	Y		Molgat Shopping Centre	Laurier
Y	Y		Minnedosa Home Hardware	Minnedosa
Y	Y		Heritage Co-op Home Centre	Minnedosa
Y	Y		Morris Home Hardware	Morris
Y	Y		Neepawa Home Hardware	Neepawa
Y	Y		Neepawa Tru Hardware	Neepawa
Y	Y		Neepawa-Gladstone Co-op	Neepawa
Y	Y		Pembina Consumers Co-op	Oakbank
Y	Y		RONA Bldg Centre Portage la Prairie #1375	Portage La Prairie
Y	Y		Rivers Home Hardware	Rivers
Y	Y		Rosburn Home Hardware	Rosburn
Y	Y		Twin Valley Co-op	Russell
Y	Y		Selkirk Home Hardware Building Center	Selkirk
Y	Y		Shoal Lake Home Hardware	Shoal Lake
Y	Y		Snow Lake Home Building Centre	Snow Lake
Y	Y		St. Laurent Home Hardware Building Centre	St. Laurent
Y	Y		Ste Anne Builders Supply	Ste. Anne
Y	Y		Stonewall Home Hardware	Stonewall
Y	Y		Tru Hardware	The Pas
Y	Y		RONA Revy Winkler #64670	Winkler
Y	Y		RONA REVY Winnipeg #64880	Winnipeg
Y	Y		RONA REVY Winnipeg #64890	Winnipeg
Y	Y		RONA REVY Winnipeg #64870	Winnipeg
Y	Y		Pollock's Hardware Co-Op - Lights	Winnipeg
Y	Y		Winnipegosis Hardware	Winnipegosis
	Y		Border View Lumber Inc.	Cartwright
	Y		Killarney Home Hardware	Killarney

	Y		Russell Home Hardware	Russell		
	Y		Robinson Lighting	Winnipeg		
	Y		London Drugs	Winnipeg		
	Y		MR Lampshops	Winnipeg		
	Y		Super-lite Lighting Ltd.	Winnipeg		
	Y		Total Lighting Sales	Winnipeg		
	Y		Princess Auto -Portage Ave	Winnipeg		
	Y		Princess Auto -Panet Road	Winnipeg		
Y			RONA Building Centre (Brandon)	Brandon		
Y			General Paint Corp. (Brandon)	Brandon		
Y			Janzen's Paint & Decorating Ltd (Brandon)	Brandon		
Y			Windsor Plywood (Brandon)	Brandon		
Y			Flin Flon Home Hardware Building Centre	Flin Flon		
Y			RONA Building Centre (Gimli)	Gimli		
Y			Wm Dyck & Sons (1993)	Niverville		
Y			E.G. Penner Building Centres Inc.	Steinbach		
Y			Janzen's Paint & Decorating (Steinbach)	Steinbach		
Y			Wiebe Painting	Steinbach		
Y			Janzen's Paint and Decorating Ltd (Winkler)	Winkler		
Y			Cloverdale Paint (Winnipeg)	Winnipeg		
Y			Windsor Plywood - North	Winnipeg		
Y			Windsor Plywood (Winnipeg)	Winnipeg		
Y			General Paint (Winnipeg)	Winnipeg		
Paint	Fluorescent Lights	Full HHW	Private/Municipal Collection Sites	City		
Y	Y		Carman Transfer Station	Carman		
Y	Y		Rural Municipality of Lac du Bonnet	Lac Du Bonnet		
Y	Y		Evergreen Environmental Tech	Minnedosa		
Y	Y		Louise Integrated Waste Management	Pilot Mound		
Y	Y		Responsible Electronics Recycling Ltd	Selkirk		
Y	Y	Y	Miller Environmental	Winnipeg		
Y			R.M. of Piney	Vassar		
Total Collection Sites						
Paint only 16	Fluorescent Lights only 10	Full HHW 1				
Overlapping paint/lights 41						
Total # of sites 68						

## Appendix B – Earned Media

The program Phase 1 launch on May 1, 2012 received media coverage across print, radio and television media. Below is a compilation of media outlets which covered the MB HHW stewardship program story.

# Winnipeg Free Press



# Winnipeg Free Press

May 23, 2012 SCHOOL DAY 4 | RECYCLING DAY 4

NEWS ARTS & LIFE BUSINESS SPORTS TRAVEL OPINION MEDIA Homes Aut

LOCAL CANADA WORLD SPECIAL COVERAGE FORUMS CORRECTIONS STAFF BIOGRAPHIES SUB

Winnipeg Free Press > Local > NEW PROGRAM TO RECYCLE HAZARDOUS GOODS

## LOCAL

Winnipeg Free Press - PRINT EDITION

### New program to recycle hazardous goods

By: Staff Writer  
Posted: 04/24/2012 1:00 AM | Comments: 5 (including replies)

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**Enlarge Image**

BORIS MINKEVICH / WINNIPEG FREE PRESS From left: Gord Mackintosh, Doug Dobrowolski and Mark Kurschner, Product Care Association president. (WINNIPEG FREE PRESS)

A day after Earth Day, the planet received a bit of help with announcement of a new recycling program.

Product Care -- an industry association made up of and funded by the manufacturers and sellers of hazardous household waste -- announced on Monday a new recycling program for fluorescent bulbs and household paint that begins May 1.

"We have to congratulate industry when they come forward and allow Manitobans to do what they want to do," said Gord Mackintosh, minister of conservation and water stewardship.

This announcement marks Phase 1 of a new initiative. Phase 1 begins Oct. 1, when the program expands to cover goods such as pesticides, flammable liquids and propane cylinders.

Phase 1 accounts for the majority of recycled materials. Mackintosh said every year, about nine million litres of paint and 600,000 fluorescent bulbs are sold in Manitoba. The province has funded and managed the recycling of hazardous household waste since 2005.

## Recycle your bulbs and paint

### Lord Selkirk Tyndall Park

Winnipeggers looking to ditch used light bulbs and old paint can safely do so the first and last Saturday of every month at a north Winnipeg business.

Miller Environmental will host a household hazardous waste recycling station on the first and last Saturday of each month from 9 a.m. to 4 p.m.

Miller Environmental Corp. is located at 1803 Hekla Ave.

The facility will be open on the first and last Saturday of each month until further notice to accept household hazardous waste items from the public.

Further information on the Product Care stewardship program, visit [www.product-care.org/Manitoba](http://www.product-care.org/Manitoba)

## Npwa. Home Hardware joins LightRecycle program

### Becomes green thumb drop off centre

By Kaiten Critchlow  
Neepawa Press

Neepawa's Home Hardware is jumping on board with a new green initiative in its early stages in Manitoba.

The business has become a drop off centre for the Manitoba LightRecycle Program where residents can bring burnt-out residential-use compact fluorescent lights and tubes at no charge.

In addition, Home Hardware has also become a drop off for leftover paint, stain and oil paint pails or spray cans as part of the recycling program.

"You really can't throw paint out if you still have a lot in the pail, and it's not convenient to take a fluorescent light to the dump," Home Hardware's Arlene Vaughan said. "So this will be saving people a trip to the dump, and at the same time it helps the dumps last longer and acts as a green initiative for us."

The program was created in response to the Household Hazardous Material and other related programs. The first phase of the Household Hazardous Waste program launched May 1.

Aside from the convenience of the in-town drop off centre at Home Hardware, creating a fluorescent light bulb drop off ensures the small amount of mercury inside of them - which makes them energy efficient - stays out of the landfill, eliminating the negative environmental effects that creates.

"What our company has done is asked every one of its Home Hardware stores if they would be willing to join the program," Vaughan said. "Our niche is our service and we feel this ties right into that."

There is no charge to drop off the fluorescent lights or the cans and pails of paint at the business. The program is funded by the 'enviro fee levies' added on to the products at the time of purchase at any business across Canada.

For more about the program visit Neepawa's Home Hardware or go online to [light-recycle.ca/mb](http://light-recycle.ca/mb).

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A pamphlet for  
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the Association  
Manitobans wi  
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Program Phase 2 launch on Oct 1, 2012 received media coverage in print and television.

## Hazardous waste program offered by the province has been expanded

The province's household hazardous waste program is expanding into its next phase of operation.

Product Care, which launched phase one of Manitoba's household hazardous waste program last spring, will now accept flammable liquids, pesticides, toxics, corrosives and physically-hazardous materials like fuel cylinders as part of the program.

The program has been an environmentally responsible recycling option for household paint and residential-use fluorescent tubes and bulbs since it began.

"Manitobans will be able to recycle even more, ensuring that leftover household hazardous waste is kept out of our land-

fills," provincial conservation minister Gord Mackintosh said in a release.

With more than 60 depots across the province, Product Care is one of 13 industry-managed recycling programs in the province, according to the release.

The program is funded through an environment handling fee, applied to the sale of new products to cover the cost of collection, transportation, and recycling of environmentally damaging good.

For more info, visit [www.productcare.org/MB](http://www.productcare.org/MB).

— Staff

The Metro, Oct 31, 2012.



David Ediger Interview on CTV, Nov 2 2012.



## Appendix C – Bought Media

Newspaper print advertisement in Selkirk, MB.

# Burnt out?

Recycle your fluorescent lights!



MANITOBA  LightRecycle

## MANITOBA PAINT RECYCLING PROGRAM

GOT LEFTOVER PAINT?  
RECYCLE IT! >> 

Your nearest collection site in Selkirk:

**Selkirk Home Hardware, 917 Manitoba Ave**

Contact us for a full list of acceptable products

 [www.productcare.org/mb](http://www.productcare.org/mb) | 1-888-772-9772



# MANITOBA PAINT RECYCLING PROGRAM

## GOT LEFTOVER PAINT? RECYCLE IT! >>

Getting rid of your leftover paint is easy —  
just take it to a Product Care paint collection site.



Your nearest collection sites in Brandon:

<b>Brandon Home Hardware</b> 1020 18th St	<b>General Paint</b> 1136 18th St
<b>Windsor Plywood</b> 1840 - 18th St N	<b>RONA Building Centre</b> 2404 Park Ave
<b>Janzen's Paint &amp; Decorating Ltd</b> 2510 Park Ave	

Contact us for a full list of acceptable products

 [www.productcare.org/mb](http://www.productcare.org/mb) | 1-888-772-9772

## Appendix D – Point of Sale and Outreach Materials

MB paint and MB LightRecycle rack cards distributed to retailers, collection sites and stakeholders.

# MANITOBA PAINT RECYCLING PROGRAM

Got leftover paint? Recycle it! Getting rid of your leftover paint in Manitoba is easy – and it's free! Just take it to a Product Care collection site for recycling and do your part to protect the environment.



### ACCEPTABLE 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 \*
- Wood finishing oils
- Wood preservatives \*
- Melamine, 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

\* Unless registered under Pest Control Product Act  
Maximum container size is 25 litres

All types of paint aerosols are accepted

- Consumer, industrial and automotive

Maximum container size is 660 grams or 24 ounce

**FIND A PAINT  
COLLECTION SITE  
NEAR YOU!**

[www.productcare.org/mb](http://www.productcare.org/mb) | 1-888-772-9772

# Burnt out?

RECYCLE YOUR COMPACT FLUORESCENT LIGHTS AND TUBES!



 **LightRecycle**

Find your nearest drop-off location  
[www.lightrecycle.ca/mb](http://www.lightrecycle.ca/mb) | 1-888-772-9772

# BURNT OUT?



**Recycle your compact  
fluorescent lights and  
tubes here >>**

## **Accepted Products**

- Compact fluorescent lights (CFL)
- Fluorescent tubes measuring up to 8 feet
- Residential-use fluorescent lights only

**Keep fluorescent lights out of the landfill.**

**Find your nearest drop-off location!**

**[www.lightrecycle.ca/mb](http://www.lightrecycle.ca/mb) | 1-888-772-9772**



No incandescent, halogen, LED or commercial-use lights accepted. The Manitoba LightRecycle program is operated by Product Care Association.

# GOT LEFTOVERS?

**TAKE THEM TO A PRODUCT CARE COLLECTION SITE!**

Getting rid of leftover household hazardous waste in Manitoba is easy. Take them to a Product Care collection site and do your part to protect the environment.

-  • **HOUSEHOLD PAINT**  
*Including all types of paint aerosol*
-  • **FLAMMABLE LIQUIDS AND WASTE GASOLINE**  
*Products that display a flammable symbol and is liquid or aerosol*
-  • **PESTICIDES**  
*Consumer pesticides that have a poisonous symbol, the Pest Control Product (PCP) number and the word "Domestic" on the label*
-  • **TOXICS**  
*Products that display a poison symbol, say "Danger" and is a liquid or aerosol*
-  • **CORROSIVES**  
*Products that display a corrosive symbol, and is a liquid, aerosol or solid*
-  • **PHYSICALLY HAZARDOUS (Non-refillable fuel gas cylinders)**  
*Products that display both a flammable symbol and explosive symbol*

For a list of accepted products or to find a collection site near you visit our webpage.  
*Please note that some collection sites accept only certain products.*

 No charge collection system

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

## ACCEPTED PRODUCTS \*



### HOUSEHOLD PAINT

Paint products including aerosols are accepted at any paint collection site.

- 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 \*
- Wood finishing oils
- Melamine, metal and anti-rust paint, stains, and shellac

\* Unless registered under Pest Control Product Act  
Maximum container size is 25 litres and 660 grams or 24 ounces for aerosols



### FLAMMABLE LIQUIDS AND WASTE GASOLINE

Products that display the flammable symbol and is a liquid or aerosol. Gasoline will be accepted only in an approved gas can or jerry can. For safety reasons, the gasoline container cannot be returned to the consumer at drop off.

- Gasoline
- Acetone
- BBQ lighter fluid
- Camping fuel
- Fondue fuel
- Kerosene
- Flammable degreasers
- Flammable lubricants
- Flammable liquid adhesives
- Flammable fuel treatment and additives
- Methanol
- Methyl Hydrate



### PESTICIDES

Consumer pesticides that have the poison (skull & cross bones) symbol, the Pest Control Product (PCP) number and the word "Domestic" on the label.

- Liquid and solid pesticides
- Aerosol containers

Maximum container size is 10 litres and 660 grams or 24 ounces for aerosols



### CORROSIVES

Products that display the corrosive symbol, and is a liquid, aerosol or solid.

- Rust remover
- Masonry cleaner
- Pool and hot tub cleaners
- Grout cleaner

Maximum container size is 10 litres and 660 grams or 24 ounces for aerosols



### PHYSICALLY HAZARDOUS (Non-refillable fuel gas cylinders)

Products that display both the flammable symbol and explosive symbol.

- Fuel cylinders
- Camping cylinders
- Butane cylinders

Maximum container size is 5kg and not refillable



### TOXICS

Products that display the poison symbol, says "Danger" and is a liquid or aerosol.

- Furniture stripper
- Automotive additives
- Lubricants
- Tar and bug remover

Maximum container size is 10 litres and 660 grams or 24 ounces for aerosols

## NOT ACCEPTED

The following items are not accepted at ANY Product Care collection site.

### WE DON'T TAKE

- Commercial, industrial or agricultural products
- Unidentifiable, unknown or unlabelled products
- Leaking or improperly sealed products
- Mercury switches
- Fertilizer
- Non-aerosol automotive paint
- Non-aerosol craft paint
- Quick-drying or line-marking paint
- Two-part or component paint containing catalyst or activator
- Paint in glass containers
- Brushes, rags and rollers
- Wine and distilled spirits
- Refillable propane cylinders
- Ammunition
- Drugs and medicines
- Caulking compound
- Diesel
- Medical sharps
- Insect repellents, disinfectants and pet products
- Cosmetics

### WHAT TO KNOW

- Products must be in their original container with label intact
- Container must be tightly sealed
- Gasoline must be returned in approved gas can or jerry can
- Do not mix different types of products together

\* Commonly used products are listed above. Some collection sites accept only certain products. For more information on accepted products and collection sites, visit [www.productcare.org/MB](http://www.productcare.org/MB).

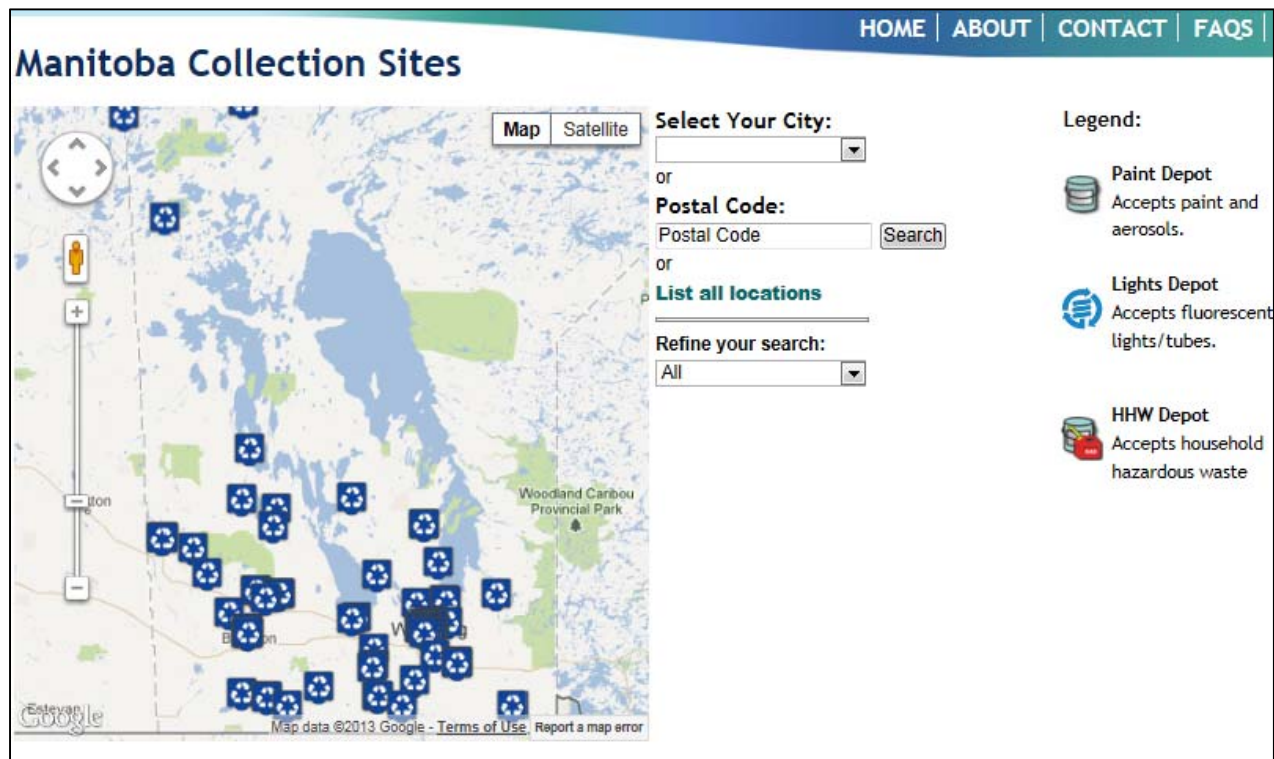


[www.productcare.org/MB](http://www.productcare.org/MB)



## Appendix E – Product Care Manitoba Website

Map of the Manitoba collection sites, identifying locations to drop-off paint, fluorescent lights, and HHW.



Activity chart of the Product Care Manitoba homepage in all of 2012 ([www.productcare.org/MB](http://www.productcare.org/MB)). The MB program website altogether received nearly 25,000 unique hits in 2012.

