

# New Brunswick Paint Program Annual Report

April 30<sup>th</sup>, 2021

**Submitted by:**

Product Care Association of Canada



[productcare.org](https://productcare.org)

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# 1 About Product Care

The New Brunswick Paint Stewardship Program (“Program”) is administered and operated by Product Care Association of Canada (“Product Care”). Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of all regulated post-consumer paints and aerosols.

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

Product Care’s members are the “brand owners” (manufacturers, distributors, and retailers) of “consumer paint products” as defined pursuant to the *Designated Materials Regulation 2008-54* (“Regulation”) under the category of architectural paint.

## 1.1 Reporting Period

This report covers the 2020 calendar year (January 1 to December 31, 2020). All content has been prepared in accordance with section 45(1) of the Regulation.

## 1.2 Program Summary

Product Care has had an approved paint stewardship program plan with Recycle New Brunswick (“Recycle NB”) operating in accordance with the Regulation since 2009. This annual report summarizes the performance for the reporting year 2020 in accordance to the requirements set out in the Program Plan.

Program Products are defined by the Regulation as *“a tinted or untinted water-based, oil or solvent-based architectural coating used for commercial or household purposes, including stain, and includes the coating’s container”* or 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, industrial or automotive applications”*. A detailed list of products accepted by the Program is found on Product Care’s website.

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its paint industry members on sales of Program Products in or into New Brunswick. The fees are used to operate the Program, including collection, transportation and management of leftover paint, as well as program administration and consumer education.

The Program offers collection sites throughout the Province where consumers can bring leftover household paint. Collection services are offered through redemption centres, retail locations, local government recycling/waste facilities and collection events. The Program supplies collection sites with standard reusable collection bins (“tubskids” and drums). The Program contracts with a hauler to deliver empty collection containers 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 processing. Additional Program elements managed by Product Care include revenue management, communications, and administration.

## 2 Brand Owner Sales Information

Program members reported the sale of approximately 5,410,127 litres<sup>1</sup> of Program Products in New Brunswick for the reporting period.

## 3 Collection

The following section provides the total amount of post-consumer paint collected in New Brunswick, as well as the location of collection sites.

### 3.1 Total Amount of Post-Consumer Paint Collected

Table 1 below shows the total amount of post-consumer paint collected by the Program for the 2020 reporting period.

**Table 1: Total Amount of Post-consumer Paint Collected in 2020**

Item	Number of tubskids <sup>2</sup>	Number of Aerosol Drums <sup>3</sup>	Residual Paint Volume from tubskids (L) <sup>4</sup>	Residual Aerosol Paint Volume (L) <sup>5</sup>	Paint Share volume (L) <sup>6</sup>	Total Residual Paint Volume (L)
Volume Collected	2,519	212	320,417	1,113	491	322,021

Table 2 provides the 2020 recovery rate and the volume of paint collected as a function of the volume of paint sold in New Brunswick in 2020.

**Table 2: 2020 Paint Sales, Residual Recovery Volume and Recovery Rate**

	Total
Sales (litres)	5,410,127
Residual Recovery Volume (litres)	322,021
Recovery Rate	6.0%

<sup>1</sup> Sales data is reported to Product Care in units. For the 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.

<sup>2</sup> Each collection bin measures 42 x 42 x 48" and with a nominal capacity of 108 one gallon containers.

<sup>3</sup> Each drum holds approximately 175 aerosol containers.

<sup>4</sup> Based on a rounded conversion rate of 127.2.0 L per collection bin derived from the number of tubskids processed and the total paint volume generated less volumes generated from the previous year stockpile.

<sup>5</sup> Based on a conversion rate of 5.25L per drum.

<sup>6</sup> PaintShare volume are calculated assuming that containers are 75% full.

Table 3 shows the total amount of paint tubskids and aerosol drums collected by the individual regions of New Brunswick.

**Table 3: Collection Containers Collected by Region in 2020**

Regional Service Commissions	Paint (tubskids)	Aerosol (drums)
Acadian Peninsula	68	2
Chaleur	61	3
Fredericton	430	10
Fundy	484	26
Kent	64	6
Kings	114	9
Miramichi	76	4
Northwest	87	14
Restigouche	85	8
Southeast	886	123
Southwest	86	3
Western Valley	78	4
<b>TOTAL</b>	<b>2,519</b>	<b>212</b>

## 3.2 Collection Sites

As of December 31, 2020, 64 collection sites<sup>7</sup> were participating in the Program. See Table 4 for the breakdown of collection site changes in 2020.

**Table 4: Collection Site Changes in 2020**

	# of Collection Sites	Changes
2020	64	No sites closed or opened
2019	64	1 site closed; 3 sites opened

<sup>7</sup> 34 redemption centres closed temporarily due to the COVID-19 Pandemic from March 23<sup>rd</sup> to May 11<sup>th</sup>. There was no long-term impact on the collection network.

[Appendix 1](#) provides details on the collection sites, including location and participation in the PaintShare program.

### 3.3 Collection Site Visits

In accordance with the program commitment “to visit all depots bi-annually to ensure adequate training”, Product Care representatives visited 32 collection sites in 2020 (see list in Table 5 below) and 52 collection sites in 2019, providing in-person support to the collection site staff, delivering informational brochures and providing any necessary training. The Program was on schedule to meet the site visit commitments but due to the pandemic a number of site visits had to be cancelled.

**Table 5: Collection Sites Visited in 2020**

Collection Site Name	Date of visit	Municipality	County
Airport General Store	13-Aug	Loch Lomond	St John
Boyd Brothers Ltd.	06-Aug	St George	Charlotte
Brooks Redemption Center	04-Nov	Hartfield	York
Caissie Building Supplies	06-Oct	Rogersville	Restigouche
Canadian Tire Oromocto	17-Sep	Oromocto	Sunbury
Clark's Bottle Exchange	14-Aug	Chipman	Queens
Dupuis Home Hardware	01-Sep	Memramcook	Westmorland
Gorbers Bottle Exch. Ltd.	01-Sep	Moncton	Westmorland
Grand Bay Redemption Center	13-Aug	Grand Bay-Westfield	Kings
Hebert's Bottle Exchange	06-Oct	Miramichi	Northumberland
Horsman's Bottle Exchange Inc.	06-Oct	Salisbury	Westmorland
J&L Warehousing Inc.	16-Sep	Edmundston	Madawaska
Keith's Building Supplies Ltd.	06-Aug	Saint Stephen	Charlotte
Norrad's Express and Redemption Centre Ltd.	14-Aug	Sussex	Kings
Northside Redemption Center Ltd	17-Sep	Fredericton	York
Pub's Transfer & Bottle Ex Ltd.	13-Aug	Saint John	Saint John
Richibucto Home Hardware	06-Oct	Richibucto	Kent
Roblynn Home Hardware & Home Furniture	17-Sep	Oromocto	Sunbury
Sainte Antoine Home Hardware Building Centre	06-Oct	Sainte Antoine	Kent
Shediac Redeem Center / Eastern Propane	01-Sep	Shediac	Westmorland

Collection Site Name	Date of visit	Municipality	County
South West Solid Waste Commission (District 10)	06-Aug	Lawrence Station	Charlotte
Southern Valley Transfer Station	04-Nov	Woodstock	Carleton
Southside Redemption Centre	17-Sep	Hanwell	York
Tediche Home Hardware Building Centre	01-Sep	Cap-Pele	Westmorland
Tri-R Redemption Centre	17-Sep	Oromocto	Sunbury
Vail's Bottle Exchange	04-Nov	Woodstock	Carleton
Valley Glass Recycling Ltd.	01-Sep	Dieppe	Westmorland
Valley Redemption - Juniper/Collishaw	01-Sep	Moncton	Westmorland
Valley Redemption – Quispamsis	14-Aug	Quispamsis	Kings
Valley Redemption – Toombs	01-Sep	Moncton	Westmorland
Wheaton's All in One	01-Sep	Sackville	Westmorland
Wiebe's Home Building Centre	04-Nov	Centreville	Carleton

### 3.4 Regional Service Commission Events

According to information available to Product Care, 43 household hazardous waste (HHW) collection events were held in 2020 (see Table 6). Due to the pandemic, Southeast ECO360 suspended its weekly HHW (weekend) events on March 19th and resumed on June 17<sup>th</sup>. The Program managed all post-consumer paint collected from these events.

**Table 6: HHW Collection Event Locations and Dates in 2020**

Location	Date	Location	Date
Alma	Jan (29-30)	Dorchester	Jul (15-16)
Alma	Jun (24-25)	Dorchester	Oct (14-15)
Alma	Oct (21-22)	Elsipogtog (Kent)	Nov (7)
Beaubassin-est	Mar (11-12)	Hillsborough	Feb (26-27)
Beaubassin-est	Jul (8-9)	Hillsborough	Aug (26-27)
Beaubassin-est	Nov (12-13)	Hillsborough	Nov (25-26)
Bouctouche (Kent)	Sep (19)	Memramcook	Jun (17-18)
Cap-Pelé	Feb (12-13)	Memramcook	Sep (16-17)
Cap-Pelé	Oct (7-8)	Memramcook	Dec (16-17)
Cocagne (Kent)	Aug (8)	Moncton	Jul (29-30)
Dieppe	Feb (5-6)	Moncton	Oct (28-29)
Dieppe	Sep (30) Oct (1)	Petitcodiac	Mar (4-5)
Dorchester	Jan (22-23)	Petitcodiac	Jul (2-3)

Location	Date
Petitcodiac	Nov (4-5)
Port Elgin	Aug (12-13)
Port Elgin	Dec (9-10)
Riverside-Albert	Jul (22-23)
Riverside-Albert	Sep (23-24)
Riverview	Aug (5-6)
Riverview	Dec (2-3)
Rogersville (Kent)	Oct (17)
Sussex	Oct (24)

Location	Date
Sackville	Feb (19-20)
Sackville	Aug (19-20)
Sackville	Nov (18-19)
Saint-Louis de Kent	Feb (8)
Salisbury	Jan (8-9)
Salisbury	Sep (2-3)
Shediac	Jan (15-16)
Shediac	Sep (9-10)

## 4 Processing

This section of the report sets out:

- A description of the efforts to redesign paint products to improve reusability and recyclability.
- 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, 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.
- The location of processing or containment facilities for post-consumer paint.

### 4.1 Design for Environment

#### Product Environmental Impact Reduction, Reusability and Recyclability

The paint and coatings industry continues to be at the forefront of product formulation and design for reduced environmental impact. Originally the major sustainability initiative relating to paint was the reduction of the amount of volatile organic compounds (VOCs) emitted by coatings products. That is still an active area, with new federal regulations on VOC limits for 54 architectural product categories planned for 2021.

The industry has now expanded its focus beyond VOC emissions reduction to include resource conservation, waste minimization, enhanced efficiency in manufacturing processes, use of renewable and less harmful materials, and more. Companies are looking to improve “design for environment” not only in product formulation, but directly and indirectly throughout the entire value chain such as equity, diversity, and inclusive practices in hiring and maintaining the workforce. The paint and coatings industry realizes the economic and competitive advantages that can result from progressive in-house programs emphasizing sustainability and circularity in advance of increasingly strict government regulations. Some of these programs relate to removing Substances of Very High Concern (SVHC) in products to reduce the impacts on human health and the environment.



## **Sustainability in the Industry**

Many Canadian Professional Counsellors Association (CPCA) members are increasingly challenging themselves to achieve multiple sustainability objectives and align with the targets outlined in the United Nations Sustainable Development Goals (SDGs). All UN member states adopted the SDGs to guide global action on the urgent environmental, political, and economic challenges facing our planet. They set ambitious targets to build a more sustainable, safe, and prosperous world for all humanity by 2030. Some key performance indicators (KPIs) are being used by multiple CPCA members to align with the UN SDGs:

- Tracking of Nitrogen oxides (NOx), Sulfur oxides (SOx), and Volatile organics (VOC) and other significant air emissions from architectural and industrial coatings
- Materials used by weight or volume related to packaging
- Water consumption from manufacturing activities
- Direct greenhouse gas emissions (GHGs)
- Waste generated in raw tonnage and proportion diverted from disposal by circular economy approaches

## **Opportunities for R&D for Improved Circularity**

Historically, raw materials used in coatings were fully sourced from bio-based feedstocks. Advances in manufacturing processes over the last few decades have led to the current environment where the majority of coating materials are derived from fossil fuels and petrochemicals. Recently, the industry has again begun to incorporate materials sourced from renewables such as starch, corn oil, and bio-based polyols into a wide range of products. However, the choice of renewable coating materials is still quite limited and for some applications, such as polyacrylates or phenolic resins, no bio-based alternatives exist.

## **4.2 Post-Consumer Paint Processed**

All paint collected through the Program is sent to the Laurentide Re-sources Atlantic Inc. facility in Richibucto, New Brunswick for initial processing. Volumes collected but not shipped, or shipped but not processed, are managed in the following program year.

In 2020, a total of 2,478 tubskids of leftover paint (excluding paint aerosols) were delivered to the Laurentide facility in Richibucto, New Brunswick for processing, which includes tubskids collected in 2019 and held at the transporter's (Hebert's Recycling) consolidation facility and processed in 2020. Paint aerosols were sent to the Terrapure facility in Sussex, New Brunswick for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted, and bulked into shipping containers) 2,432 tubskids (excluding paint aerosols), which includes tubskids that were in their inventory from 2019.

Table 7 shows the volume of post-consumer paint and aerosols shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres).

**Table 7: Total Amount Post-Consumer Paint Processed in 2020**

Item	Number of Tubskids <sup>8</sup>	Residual Paint Volume (L)	Number of Aerosol Drums <sup>9</sup>	Residual Aerosol Paint Volume (L) <sup>10</sup>	Total Residual Paint Volume (L)
Volume Shipped to Processor	2,478	315,202 <sup>11</sup>	174	914	316,116
Volume Processed	2,432	318,704	174	914	319,618

Table 8 lists the amount of metal and plastic containers recycled in 2020 and their respective processors.

**Table 8: Metal and Plastic Containers Collected and Recycled in 2020**

Container Type	Collected & Recycled (tonnes)	Processor	Management Process
Metal	53.3	DR Metal Recycling, NB, Nova 4 Metals, NS Aim Metal, NB, Copal Metal, QC	Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting
Plastic (HDPE 2)	4.7	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Combined and baled with other plastics and managed as a commodity for plastics recycling or sent for reuse
Plastic (polypropylene)	12.8	Laurentide Re-sources Atlantic/ Société Laurentide Inc.	Processed and managed as a commodity for plastics recycling

### 4.3 Management Methods

The following section describes each method the Program used to manage post-consumer paint and the amount of paint managed through each method.

#### ***Reuse (Paint Share Program)***

The Paint Share Program makes better quality paint returned to collection sites available to the public to take and use at no cost. Paint Share was offered at 27 collection sites in 2020 (see Appendix 1 for a list of sites offering Paint Share). However, due to COVID 19 restrictions, 25 collection sites paused the Paint Share Program as of March 2020 to reduce contact between staff and patrons. Participating collection sites reported approximately 491 litres of paint given away for reuse in 2020.

<sup>8</sup> Tubskid dimensions (48" x 42" x 48") 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.

<sup>9</sup> Each drum holds approximately 175 aerosol containers.

<sup>10</sup> Based on a conversion rate of 5.25L per drum.

<sup>11</sup> Based on a rounded conversion rate of 127.2 L per collection bin derived from the number of tubskids processed and the total residual paint volume generated, less volumes generated from the previous year stockpile. Reuse volume is not included in calculation.

The amount of paint taken through the Paint Share Program is subject to consumer demand. The accuracy of volumes managed through the Paint Share Program is predicated on users completing the reuse tracking form. Paint Share volumes are estimated by assuming that each container is 75% full on average.

### ***Recycling***

At the Laurentide Re-sources facility, paint containers are removed from collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulked paint of recyclable quality is then transferred to an affiliated processor Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or transferred to other international recyclers. Table 9 provides the quantities of water-based paint and solvent-based paint that were reprocessed and recycled into paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of solvent-based paints continue to be recycled, a large portion of the volume is sent for energy recovery.

**Table 9: Quantity and Type of Paint Recycled in 2020<sup>12</sup>**

Type	Litres	Percentage
Water-based paint	223, 317	91%
Solvent-based paint	22,066	9%
Total	245,383	100%

### ***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 colour, 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 and demand continues 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 that is not suitable for paint recycling is used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 20,115 litres of solvent-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

### ***Landfill***

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 54,120 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

### ***Incineration***

No material was incinerated during the reporting period.

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<sup>12</sup> Volumes managed through the Paint Share Program are not included in Table 9.

Table 10 shows the breakdown of post-consumer paint collected that was reused, recycled, recovered for energy or disposed of in an engineered landfill. Each amount is shown in litres and as a percentage.

**Table 10: Post-Consumer Paint by Management Method**

Method	Volume (litres)	Percentage
Reuse	491	0.2%
Recycle	245,383	76.7%
Energy Recovery	20,115	17.0%
Landfill	54,120	6.3%
Incineration	0	0%
<b>Total</b>	<b>320,109</b>	<b>100%<sup>13</sup></b>

## 4.4 Location of Processing and Containment Facilities

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

Location Address	Facility Type
<b>Hebert's Recycling Inc.</b> 53 Walsh Avenue, Miramichi, NB E1N 3A5	Containment Facility
<b>Laurentide Re-sources Atlantic Inc.</b> 9322 Rue Main, Richibucto, NB E4W 4C7	Processing Facility
<b>Société Laurentide Inc.</b> 345 Bulstrode Street, Victoriaville, QC G6T 1P7	Processing Facility
<b>Terrapure Environmental</b> 17 Jones Court, Sussex NB E4E 2S2	Processing Facility

## 5 Communication and Education

### 5.1 Promotion and Education

Section 45(1)(h) of the Regulation requires the Program to report on the types of consumer information, educational materials and strategies adopted by the brand owner. In 2020, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in New Brunswick. The following sections provide details regarding the communication and public education for the program in 2020.

#### Program Awareness

In November 2019, an online survey representative of New Brunswick's adult population was conducted among 805 residents. The survey found that 80 per cent of residents who purchased paint are aware it can be recycled in the province; 23 percentage points above the 2019 awareness target of 57 percent. The next consumer awareness study will be conducted in 2021.

<sup>13</sup> Total does not add up to a 100% due to rounding.

## 5.2 Website

The productcare.org website includes the following bilingual content for the New Brunswick paint recycling program, as required in the program plan:

- Recycling locator (a searchable map displaying locations of all New Brunswick paint collection sites – see Appendix 1)
- Collection sites' hours of operations and contact information
- Tips for buying the correct amount of paint
- A list of the Program's accepted and non-accepted products
- Annual reports and other program information, including details about environmental handling fees, and safe storage and handling of program products.

Other information on the website, not required by the program plan includes:

- A description of the PaintShare program
- Consumer videos showing the product management approach for paint
- A fillable form for members, retailers and collection sites to order promotional materials, such as rack cards and brochures
- Information about the environmental benefits of paint stewardship

An estimated 233,065 unique visitors accessed productcare.org during the 2020 calendar year. The New Brunswick section (including sub-sections for accepted products, fee information, and PaintShare) received 16,309 total page views. In addition, there were a total of 2,450 unique visits to the recycling locator from consumers in New Brunswick. Productcare.org and Recycle New Brunswick's website cross-promoted one another with backlinks.

In response to the pandemic, a banner was added to all pages of the website in March 2020 to inform customers that collection sites may be closed or operating with reduced hours. The messaging was updated as appropriate. See Appendix 4-Digital Advertising Activities for example.

## 5.3 Program Hotline

Recycle New Brunswick and Product Care continued to operate a toll-free, bilingual "hotline" where consumers obtained information about the Program.

## 5.4 Television

Television ads were broadcast on CBC Television (CBAT-DT) from July to September 2020, resulting in approximately 9,660,000 impressions.

## 5.5 Digital Advertising

All digital campaigns (excluding targeted blog posts and organic social media posts via Product Care's Facebook, Instagram, and Twitter feeds) were conducted in both English and French to reach the entire province. While digital advertising continued throughout the year, between March and June messaging was tailored to reflect the status of COVID-19 in the province.

#### Google Search Advertising Campaign: January to December 2020

A search advertising campaign served paint ads to provincial residents based on an extensive list of keyword searches relevant to the Program. New Brunswick's English and French ads collectively generated 1,379 impressions and 318 clicks.

#### Google Display Advertising Campaign: January to December 2020

A New Brunswick-specific display advertising campaign served paint-related ads to provincial residents. The ads received 3,007,272 impressions and 6,505 clicks through to the website. Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in New Brunswick. Secondary targeting focused on individuals searching for home improvement, moving, and DIY-related terms, to reach a wider, but still relevant, population.

#### Gmail Advertising Campaign: August to December 2020

Ads targeted users of the Gmail platform who showed an interest in topics related to paint and recycling. Only New Brunswick residents were targeted. These ads received a total of 27,596 impressions, 5,199 clicks to open, and 155 clicks to the website.

#### YouTube Video Advertising Campaign: March, and July to December 2020

Paint and PaintShare explainer videos were run as pre-roll and skippable in-stream ads on YouTube. In New Brunswick, these ads received a total of 431,107 impressions and 82,796 views.

#### Facebook and Instagram Content Strategy: January to December 2020

Content on Facebook and Instagram focused on paint recycling and the recycling community in general. Product Care shared and reposted content from the Recycle New Brunswick Facebook page. Content was shared specifically with New Brunswick residents when appropriate.

#### Targeted blog posts: January to December 2020

Blog posts were targeted at relevant audience members including, but not limited to, homeowners, female heads of households, and environmentally-conscience individuals in New Brunswick. 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 31,898 views.

#### Corus Digital Advertising Campaign: July to September 2020

Television spots ran as pre-roll video ads on several Corus digital platforms, including Global and HGTV. Collectively, these ads generated 219,433 impressions, 179,416 views, and 635 clicks.

#### The Weather Network Display Campaign: July to September 2020

Display ads ran on the Weather Network app in French and English. New Brunswick's English and French ads collectively generated 451,852 impressions and 600 clicks.

See Appendix 4 for examples of digital advertising activities.

## 5.6 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. Three thousand copies were distributed to industry members. A digital version of the publication is posted on CPCA's website (see Appendix 4).

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

In 2020, Product Care distributed PoS and PoR materials as requested by retailers and collection sites. The following materials were available for order through the online form:

- Bilingual brochures (English and French)
- Posters

## **5.8 Recycle New Brunswick Partnership**

Product Care continued to partner with Recycle New Brunswick in 2020. The two organizations collaborated by sharing in-market promotional strategies with one another to ensure maximum audience reach, synergies, and to avoid duplication of efforts.

## **6 Financial Information**

The Program's audited financial statements are provided in [Appendix 6](#) of this report.

## **7 Audit of NB Paint Stewardship Program**

This annual report was reviewed by an independent auditor. The auditor's report is attached in [Appendix 7](#).

## APPENDIX 1 – Collection Site Details as of December 31, 2020

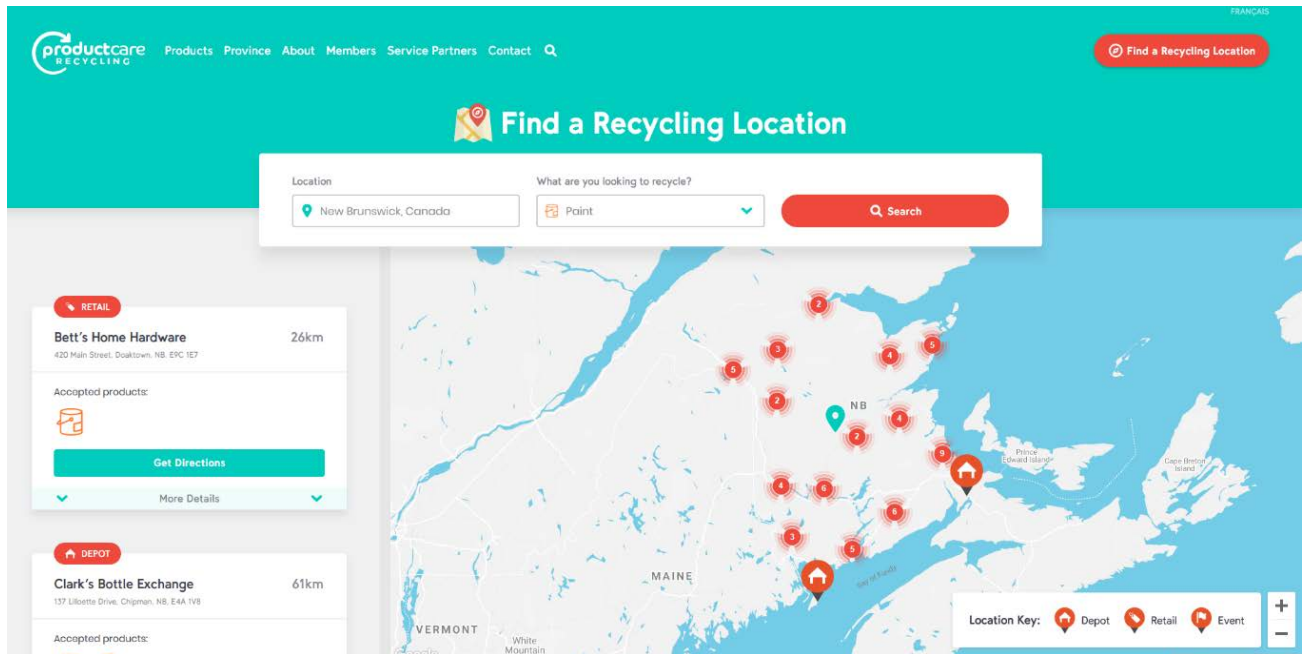
Collection Site Name	Address	City	Paint Share
1. Airport General Store	4105 Loch Lomond Road	Saint John	No
2. Baie Ste Anne Building Supplies / Castle Building Center	6 Ch Riviere du Portage	Baie Ste Anne	No
3. Betts Home Hardware	420 Main Street	Doaktown	No
4. Billy's Bottle Exchange and Salvage Shop	524 Darlington Drive	Dalhousie	No
5. BMR D.E Landry (formerly RONA #2125)	1976 Rue Commerciale	Saint-Francois-de-Madawaska	No
6. BMR Parent - Saint-Quentin (formerly RONA #7200)	38 Chemin Labrie	Saint-Quentin	No
7. BMR Parent - Kedgwick (formerly RONA #7786)	115 rue Notre-Dame	Kedgwick	No
8. Boyd Brothers Ltd.	#9 - Route 172	St. George	No
9. Brooks Redemption Center	496 Campbell Settlement Rd	Hartfield	Yes
10. Caissie Building Supplies	11301 rue Principale	Rogersville	No
11. Canadian Tire Oromocto	345 Miramichi Road	Oromocto	No
12. Caraquet Home Hardware	42 Blv St-Pierre Est.	Caraquet	No
13. Carpet Ranch / Grange a Tapis	1263 Rue Principale	Beresford	No
14. Centre de Remboursement Bossé Inc.	6418 Route 17	Saint-Quentin	Yes
15. Centre De Remboursement le Recyclage	13790 Rte 144	Rivière-Verte	Yes
16. Centre De Remboursement Shippagan Les Iles Inc.	4008 Route 113, Savoie-Landing	Shippagan	No
17. Centre De Transbordement (CSRPA)	220 rue de L'entreprise	Caraquet	No
18. Clark's Bottle Exchange	137 Lilloette Drive	Chipman	Yes
19. CSR 1- Cogerno	248 Clement Roy Rd.	Rivière -Verte	Yes
20. Department of Transportation & Infrastructure	122 Currie Ave	Fredericton	No
21. Dupuis Home Hardware	8 Ch Pont Rouge	Memramcook	No
22. Fredericton Region Solid Waste Commission (District 11)	1775 Alison Blvd	Fredericton	No
23. Fundy Solid Waste - Crane Mountain Landfill	10 Crane Mountain Road	Saint John	No
24. Gilbert M Rioux et fils Ltee.	53 rue Beaulieu	Grand Sault	Yes
25. Golden Mile Redemption Centre Ltd.	35 Linton Road	Saint John	Yes
26. Gorbers Bottle Exch. Ltd.	216 High Street	Moncton	Yes
27. Grand Bay Redemption Centre	Colonel Nase Blvd	Grand Bay-Westfield	No
28. Greater Miramichi Regional Service Commission	Collection Events	Miramichi	No
29. Hampton Recycling Centre - Satellite Depot	401 William Bell Drive	Hampton	No
30. Hebert's Bottle Exchange	293 Wellington Street	Miramichi	Yes
31. Hillsborough Recycling Depot	110 Steeves St.	Hillsborough	Yes
32. Horsman's Bottle Exchange Inc.	3493 Route 106	Salisbury West	Yes



Collection Site Name	Address	City	Paint Share
33. Island Waste and Recycling	9 Curling Club Road	Grand Manan	No
34. J&L Warehousing Inc.	500 Blvd. de L'Acadie, C.P. Box 548	Edmundston	Yes
35. Keith's Building Supplies Ltd.	169 Route 1	St. Stephen	No
36. La Société Cooperative de Lamèque Ltee	68 rue Principale	Lamèque	No
37. Maison Du Tapis	832 Boulides Acadiens	Bertrand	No
38. Mapleview Redemption Center	182 Route 385	Weaver	Yes
39. Marina Bottle Exchange	87 Sister Green Rd	Atholville	Yes
40. Nepisiguit-Chaleur SWC (REDPINE) (District 3) - CSR3	1300 Route 360	Allardville	No
41. Northside Redemption Centre	40 Albert St	Fredericton	No
42. Norrad's Express and Redemption Centre Ltd.	213 McFarland Street	Sussex	Yes
43. Pub's Transfer & Bottle Ex Ltd.	346 Rothesay Ave	Saint John	Yes
44. Recyclage Beresford Recycling Ltee.	709 Rue usine Park Industriel	Beresford	Yes
45. Recyclage Chaleur	571 Rue De L'Industrie	Petit-Rocher	Yes
46. Richibucto Home Hardware	45 Cartier Blvd	Richibucto	No
47. Roblynn Home Hardware & Home Furniture	257 Restigouche Road	Oromocto	No
48. RONA Le Rénovateur - Edmundston (Store #8379)	595 Rue Carrier	Edmundston	No
49. Sainte Antoine Home Hardware Building Centre / Ledger General Store	4612 Rue Principale	Sainte-Antoine	No
50. Shediak Redeem Center / Eastern Propane	610 Main St	Shediac	Yes
51. South West Solid Waste Commission (District 10)	5749 Route 3	Lawrence Station	No
52. Southeast ECO 360 Regional Service Commission	2024 Route 128 Berry Mills	Moncton	No
53. Southern Valley Transfer Station	155 Moffatt St	Woodstock	Yes
54. Southside Redemption Centre	70 Timothy Avenue	Hanwell	Yes
55. Tediche Home Hardware Building Centre	2499 Acadie Road	Cap-Pele	No
56. Tri-R Redemption Centre	18 Lewis Street	Oromocto	No
57. Vail's Bottle Exchange	522 Main St.	Woodstock	Yes
58. Valley Glass Recycling Ltd.	665 Babin Street	Dieppe	Yes
59. Valley Glass - Juniper/Collishaw (formerly Tri Province Enterprises (1984) Ltd.)	323 Collishaw St.	Moncton	Yes
60. Valley Glass - Toombs (formerly Tri Province Enterprises (1984) Ltd.)	1 Market Street	Moncton	Yes
61. Valley Redemption - Quispamsis	88 Toombs St.	Quispamsis	Yes
62. Watson's Store Ltd.	2686 Route 3	Harvey	No
63. Wheaton's All in One	13 Industrial Drive	Sackville	Yes
64. Wiebe's Home Building Centre	3151 Main Street	Centreville	No

## APPENDIX 2 – Recycling Locator Tool

Below is a snapshot of the recycling locator tool found at ProductCare.org:



## APPENDIX 3 – PoS and PoR Materials

PoS and PoR Poster (English and French)



## PoR/PoS Bilingual Brochure



### Produits de peinture acceptés

- Peintures à l'eau (latex ou acrylique), à l'huile ou laque, d'intérieur ou d'extérieur
- Sous-couches et apprêts (pour métal, bois, etc.)
- Peintures pour maçonnerie, coulis pour remplissage des blocs de construction, revêtements pour terrasses et sols (élastomères inclus)
- Vernis à l'uréthane (à composant unique), huiles de finition pour bois, peintures mélamines, peintures bloque-taches pour plafond, gommes laquées, peintures anti-rouille
- Revêtements pour cloisons sèches et stucco
- Peintures marines et produits de préservation du bois (sauf si homologué en vertu de la Loi sur les produits antiparasitaires)
- Peintures pour piscine (à composant unique)
- Peintures au fini texturé
- Produits scellants ou hydrofuges pour bois, maçonnerie ou chaussée
- Toutes les peintures en aérosol sont acceptées, y compris les peintures résidentielles, industrielles et automobiles
- Conteneurs vides



Peinture résidentielle jusqu'à 25 litres



Peinture en aérosol 680 grammes ou 24 onces



Ce programme est approuvé par Recycle NB  
1-888-322-8473  
[www.recycle.nb.ca](http://www.recycle.nb.ca)



### Produits de peinture non acceptés

- Conteneurs non identifiables ou sans étiquette
- Peintures entreposées dans des contenants en verre ou des contenants en mauvais état (rouillés, avec fuites, mal fermés)
- Brosses, chiffons et rouleaux
- Peintures et apprêts industriels et finis (ex. cuit au four, résistant à la chaleur, etc.)
- Colorants et teintures
- Produits homologués en vertu de la Loi sur les produits antiparasitaires (doit avoir un numéro d'homologation)
- Peintures pour artisanat (sauf aérosols)
- Peintures automobiles (sauf aérosols)
- Peintures en 2 composants contenant un catalyseur ou activateur
- Produits pour toitures à base de goudron ou de bitume
- Peintures de signalisation routière
- Diluants à peinture, décapants et solvants
- Nettoyants pour terrasses
- Produits de caoutchouc, résines époxy, colles et adhésifs
- Autres produits chimiques domestiques

### N'oubliez pas la règle « NUD »

N'achetez que ce dont vous avez besoin  
Utilisez toute la peinture que vous achetez  
Déposez vos restes de peinture pour les recycler

\*Product Care Recycling contribue à l'économie locale tout en protégeant l'environnement, un contenant à la fois.

## Leftover Paint?

Recycle it for free across New Brunswick.  
To find a recycling location visit [productcare.org](http://productcare.org)



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



### Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based consumer paint (alkyd, enamel)
- Undercoat and primers (e.g. metal, wood, etc.)
- Masonry paint, block filler, deck and floor coating (including elastomeric)
- Varnish and urethane (single-component), wood finishing oil, melamine, stain, shellac, anti-rust paint, stain blocking paint
- Drywall and stucco paint
- Marine paint and wood preservatives (unless registered under Pest Control Products Act)
- Swimming pool paint (single-component)
- Textured paint
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- All paint aerosols including consumer, industrial and automotive
- Already empty paint and aerosol containers



Maximum container size: 25 litres



Maximum aerosol size: 680 grams or 24 ounces



This program is approved by Recycle NB  
1-888-322-8473  
[www.recycle.nb.ca](http://www.recycle.nb.ca)



### Not Accepted Products

- Unidentifiable or unlabelled containers
- Paint in glass containers or containers with poor integrity (e.g. badly rusted, leaking, bulging, improperly sealed)
- Brushes, rags and rollers
- Non-aerosol industrial paints & finishes (e.g. baked-on, heat resistant, etc.)
- Colorants and Tints
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. Registration number on label)
- Non-aerosol craft or automotive paint
- Two-part or component paints containing catalyst or activator
- Roof patch and repair, tar or tar/bitumen-based products
- Traffic or line marking paint
- Paint thinner, resins, mineral spirits or solvents
- Deck cleaners
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

### Always Remember the BUD Rule:

Buy no more than you need  
Use all the paint you buy  
Drop off the leftovers for recycling

\*Product Care Recycling contributes to the local economy while at the same time protecting the environment, one can at a time.

## Restes de peinture?

Recyclez-les gratuitement partout au Nouveau-Brunswick. Visitez [productcare.org](http://productcare.org) pour trouver un dépôt.

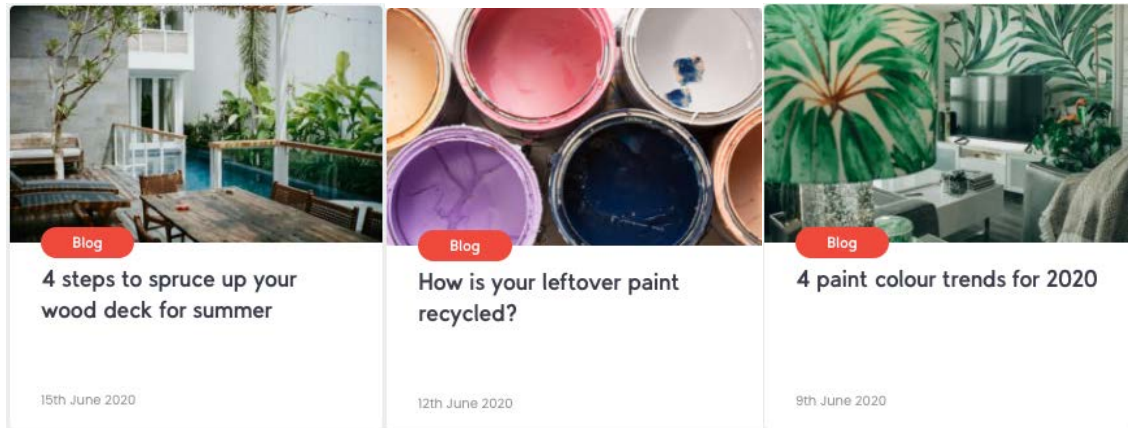


[productcare.org/fr](http://productcare.org/fr)

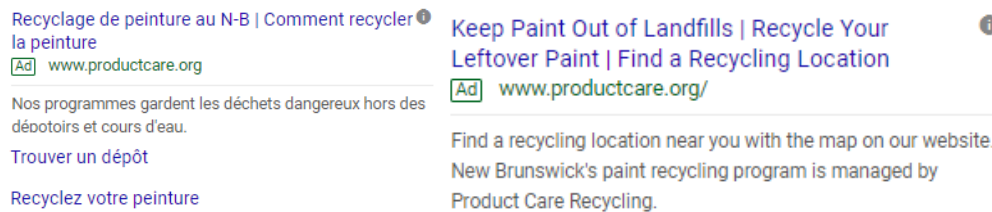


## APPENDIX 4 – Digital Advertising Activities

### Website Blog posts



### Google Search Ad



### Google and The Weather Network Display Ads





## Recycle Later ad (March – June)

# Leftover paint?

Store it now, recycle it later.

LEARN MORE >



## Gmail Ad

Leftover Paint?



Product Care

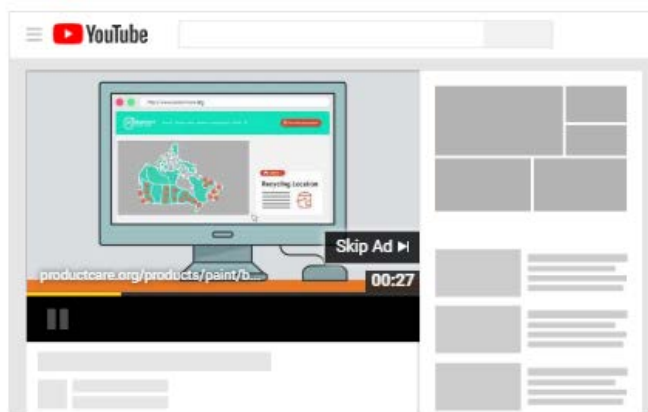


## Leftover Paint?

Recycle your leftover paint for free.  
Recycle paint at locations across New Brunswick

Find A Location

## YouTube Video Ad



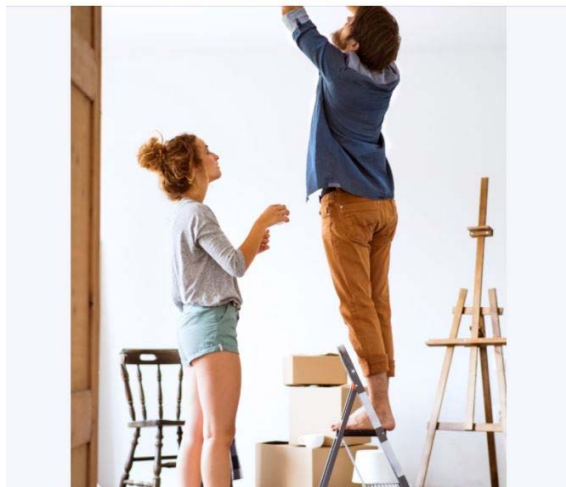
## Sample Facebook and Instagram Posts



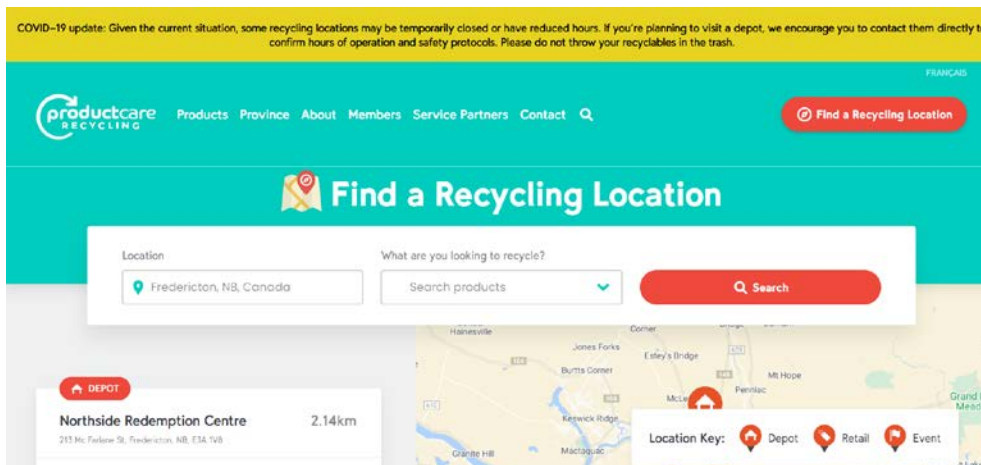
**Product Care Recycling**  
September 3, 2020

Who's excited for the long weekend? 🍁 It's the perfect time to get some painting or renovating done or clean up your home ready for fall 🍁

Remember: leftover paint, coatings and many other household products can be dropped off for recycling! Learn more at: [productcare.org/products/paint](https://www.productcare.org/products/paint)



## COVID-19 Website Banner



## APPENDIX 4: Print Advertisements



**Recycling paint  
since 1994**

For 26 years, Product Care Recycling has worked with paint and coatings manufacturers to fulfill their EPR obligations—**diverting over 10.3 million litres of paint** from Canadian landfills in 2019.

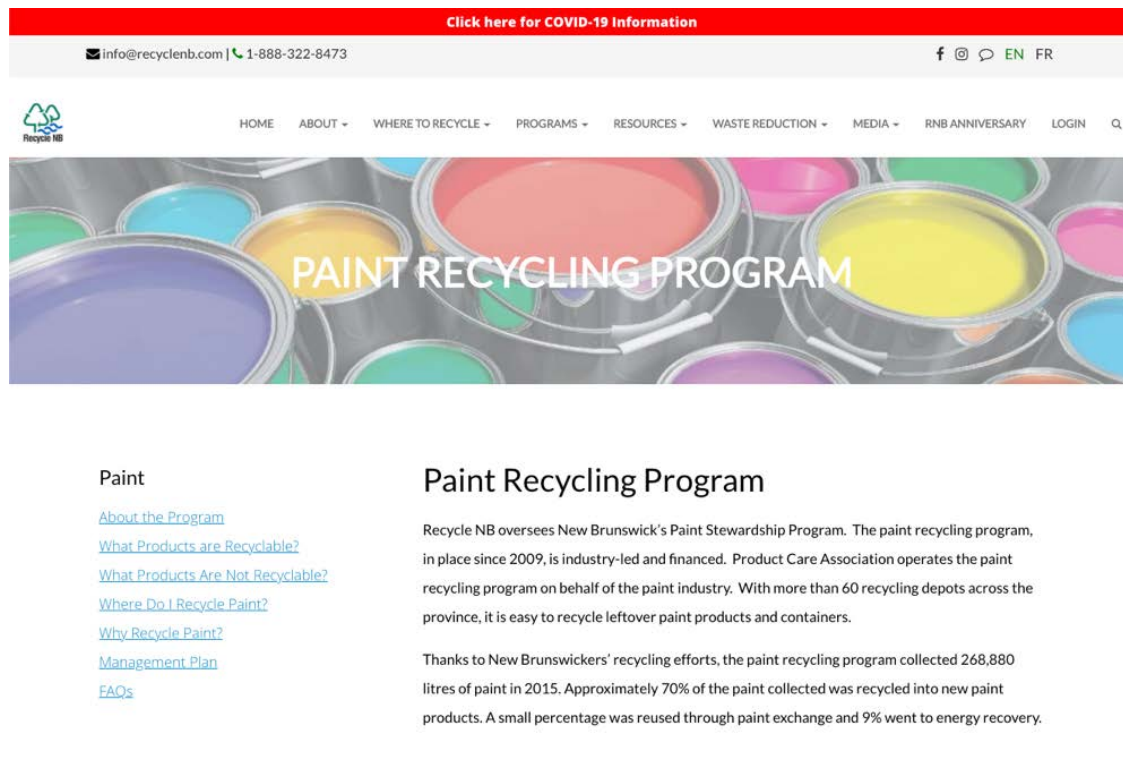
Website: [productcare.org/cpcr](https://productcare.org/cpcr)  
Toll Free: 1-877-592-2972  
Email: [contact@productcare.org](mailto:contact@productcare.org)





## APPENDIX 5 – Partnerships

### Recycle New Brunswick Web Content (cross-promotion)



#### Paint

[About the Program](#)

[What Products are Recyclable?](#)

[What Products Are Not Recyclable?](#)

[Where Do I Recycle Paint?](#)

[Why Recycle Paint?](#)

[Management Plan](#)

[FAQs](#)

### Paint Recycling Program

Recycle NB oversees New Brunswick's Paint Stewardship Program. The paint recycling program, in place since 2009, is industry-led and financed. Product Care Association operates the paint recycling program on behalf of the paint industry. With more than 60 recycling depots across the province, it is easy to recycle leftover paint products and containers.

Thanks to New Brunswickers' recycling efforts, the paint recycling program collected 268,880 litres of paint in 2015. Approximately 70% of the paint collected was recycled into new paint products. A small percentage was reused through paint exchange and 9% went to energy recovery.

## **APPENDIX 6 – Audited Financial Statements**

### **PRODUCT CARE ASSOCIATION OF CANADA NEW BRUNSWICK PAINT RECYCLING PROGRAM**

#### **STATEMENT OF REVENUES AND EXPENSES AND ACCUMULATED SURPLUS**

**31 DECEMBER 2020**

**PRODUCT CARE ASSOCIATION OF CANADA**  
**NEW BRUNSWICK PAINT RECYCLING PROGRAM**  
**Statement of Revenues and Expenses and Accumulated Surplus**  
For the year ended 31 December 2020

**Contents**

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## INDEPENDENT AUDITORS' REPORT

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To Recycle New Brunswick,

### **Report on the Audit of the Statement of Revenues and Expenses and Accumulated Surplus**

#### **Opinion**

As required by the New Brunswick Designated Materials Regulation - Clean Environment Act 45(1)(j), we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the New Brunswick Paint Recycling Program (the "Statement") as reported by Product Care Association of Canada (the "Association") for the year ended 31 December 2020 and a summary of significant accounting policies and other explanatory information.

In our opinion, the Statement presents fairly, in all material respects, the revenue and expenses and accumulated surplus of the New Brunswick Paint Recycling Program for the year ended 31 December 2020 in accordance with Canadian accounting standards for not-for-profit organizations.

#### **Basis for Opinion**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the Statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Other Matter - Restriction on Distribution and Use**

This report is prepared on the direction of Product Care Association of Canada's management and Recycle New Brunswick. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association of Canada's management and Recycle New Brunswick, and should not be distributed to other parties.

#### **Responsibilities of Management and Those Charged with Governance for the Statement**

Management is responsible for the preparation and fair presentation of the Statement in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of the Statement that is free from material misstatement, whether due to fraud or error.

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## INDEPENDENT AUDITORS' REPORT - Continued

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In preparing the Statement, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

### Auditors' Responsibilities

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Association to cease to continue as a going concern.

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**INDEPENDENT AUDITORS' REPORT - Continued**

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- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Rolfe Benson LLP*

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada  
22 March 2021

**PRODUCT CARE ASSOCIATION OF CANADA**  
**NEW BRUNSWICK PAINT RECYCLING PROGRAM**  
**Statement of Revenues and Expenses and Accumulated Surplus**  
For the year ended 31 December 2020

	2020	2019
<b>Revenues</b>	<b>\$ 1,396,144</b>	<b>\$ 1,195,671</b>
<b>Program expenses</b>		
Processing	580,832	605,059
Transportation	160,259	177,922
Collection	122,522	113,495
Administration (Notes 2(b) & (d))	107,245	111,212
Regulatory	80,000	20,789
Communications	39,051	48,578
	<u>1,089,909</u>	<u>1,077,055</u>
<b>Excess of revenues over expenses for the year</b>	<b>306,235</b>	<b>118,616</b>
<b>Accumulated surplus - beginning of the year</b>	<b><u>695,868</u></b>	<b><u>577,252</u></b>
<b>Accumulated surplus - end of year</b>	<b>\$ 1,002,103</b>	<b>\$ 695,868</b>
<b>Commitment (Note 3)</b>		

The accompanying notes are an integral part of this statement of revenues and expenses and accumulated surplus.



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**PRODUCT CARE ASSOCIATION OF CANADA**  
**NEW BRUNSWICK PAINT RECYCLING PROGRAM**  
**Notes to the Statement of Revenues and Expenses and Accumulated Surplus**  
**For the year ended 31 December 2020**

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**1. Basis of Presentation**

The Statement of Revenues and Expenses and Accumulated Surplus (the "Statement") only includes the revenues and expenses related to the New Brunswick Paint Recycling Program (the "Program"), a segment of the operations of Product Care Association of Canada (the "Association").

**2. Summary of Significant Accounting Policies**

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) Revenue Recognition

Environmental Handling Fees are received from members of the Association making sales of designated program materials within the province of New Brunswick. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Environmental Handling Fees revenues are recognized as individual members report and remit them as required by the Association's membership agreement which is at the end of the month following the reporting period that the designated program materials were sold by the member.

Members are obligated to remit Environmental Handling Fees for all products sold from the earlier of the Programs' start date or the date when member started selling obligated products. If, for any reason, a member omits reporting and remitting Environmental Handling Fees associated with sold program products, the Association will recognize those Environmental Handling Fees as revenue when the amounts are determinable by the Association.

(b) Tangible Capital Assets

Tangible capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rates is as follows:

Depot equipment	3 years
-----------------	---------

Included in administration expense is \$28,421 (2019 - \$19,261) of amortization expense related to tangible capital assets.

(c) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses and disclosure of contingencies included in the Statement. Accounts subject to estimates include revenue accruals, expense accruals, amortization, overhead allocation and processing commitments. Actual results could differ from those estimates.



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**PRODUCT CARE ASSOCIATION OF CANADA  
NEW BRUNSWICK PAINT RECYCLING PROGRAM**  
**Notes to the Statement of Revenues and Expenses and Accumulated Surplus**  
**For the year ended 31 December 2020**

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**2. Summary of Significant Accounting Policies - continued**

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to the Program. The allocation of general and administrative expenses to the Program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs. Included in administration expense is \$61,325 (2019 - \$64,378) of overhead expense which has been allocated to the Program.

**3. Processing Commitment**

At year end, the Association had unprocessed program materials on hand related to the Program with an estimated cost to process, transport and recycle of \$87,098 (2019 - \$25,941) which will be incurred in 2021.

## **APPENDIX 7 – Report of Independent Auditor**

# New Brunswick Paint Stewardship Program

## - 2020 Program Review

PREPARED BY: KIM HUGHES, BSc

SUBMITTED: April 20, 2021

## **EXECUTIVE SUMMARY**

### **THE 2020 NEW BRUNSWICK PAINT STEWARDSHIP PROGRAM**

Product Care Association of Canada (Product Care) has successfully delivered a province-wide post-consumer Paint Recycling Program in 2020.

- 5,410,127 litres of paint managed by the program was sold in New Brunswick.
- 322,201 litres of post-consumer paint was collected, representing a 6% recovery rate.
- 64 collection sites operated throughout the province.
- All initial processing occurs at the Laurentide Re-sources Atlantic facility in Richibucto.
- 318,704 litres of residual paint was processed by Laurentide Re-sources Atlantic.
- 914 litres of residual aerosol paint was processed by Terrapure in Sussex.
- 491 litres of paint was re-used through Paint Share.
- Total of 320,109 litres of post-consumer paint managed.
- A total of 70.8 tonnes of metal and plastic containers were collected and recycled.
- Communication and education programs were enhanced.
- Canadian Paint & Coatings Association members continue to advance sustainability objectives.
- All achieved while adjusting for impacts associated with the global pandemic.

It is apparent that in 2020 Product Care enabled a robust post-consumer paint products collection and processing system in New Brunswick that continues to meet the program objectives established in the New Brunswick Paint Stewardship Plan (2016-2021).

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3.0 New Brunswick Paint Stewardship Program	5
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5.0 Program Assessment Summary	9
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## **1.0 INTRODUCTION**

This report presents the results of an independent assessment of the performance of the New Brunswick Paint Stewardship Program for 2020. This assessment is an annual requirement under the *Designated Materials Regulation* (2008-54) – Clean Environment Act to examine the New Brunswick Paint Stewardship 2020 Annual Report and the New Brunswick Paint Stewardship Plan - 2016-2021 (prepared by Product Care Association of Canada [Product Care] as the representative of Brand Owners) to assess program performance in achieving stewardship goals with respect to paint products sold and used in New Brunswick in 2020.

Stewardship programs in Canada have been developed on the basis on an Extended Producer Responsibility (EPR) model where the responsibility for end-of-life product management rests with producers of the product. Implementation of these product stewardship programs ensures the responsible management after product use and considers a range of alternatives including reuse, recycling, energy recovery, and environmentally sound disposal options.

The 2020 program performance review was carried out by reviewing and evaluating the 2020 Paint Stewardship Program Annual Report and the 2016-2021 New Brunswick Paint Stewardship Plan, as well as discussions regarding the 2020 program with Product Care representatives, Recycle NB, and staff from the New Brunswick Department of Environment and Local Government.

Additionally, the reviewer, as a consumer of paint products in New Brunswick observed and noted personal interactions at the retail and recycling collection stages of the stewardship plans.

## **2.0 PANDEMIC IMPLICATIONS**

While the program, particularly collection sites, had operations impacted by the global pandemic, including temporary closures from March through to May, it is evident that the program developed and implemented by Product Care, continues to meet stewardship objectives through engagement and participation of New Brunswick citizens.

This was enabled by the relationships that the provincial Product Care representative has established with the participants in the collection network.

### **3.0 NEW BRUNSWICK PAINT STEWARDSHIP PROGRAM**

The New Brunswick Paint Stewardship Plan 2016-2021 identifies Product Care as the administrator acting on behalf of Paint Brand Owners selling or distributing paint products in the province. Product Care is a federally incorporated not-for-profit industry association incorporated under the laws of Canada. Product Care has been administering and delivering the Paint Stewardship Program in New Brunswick since 2009.

As of December 31, 2020, there were 69 Brand Owners registered under the New Brunswick Paint Stewardship Program. The program was delivered by Product Care, in collaboration with Recycle NB, and was implemented across New Brunswick through a network of 64 collection sites. The location of these sites is available on the Product Care and Recycle NB web pages. Locations provide for collection of used paints and coatings (liquid and aerosol) as well as original containers from consumers of paint products in New Brunswick.

The New Brunswick Paint Stewardship Program provides a Paint Share component where better quality paint that is returned to collection sites is made available for the public to take for use free of charge.

The cornerstone of the program is to reclaim the majority of collected paint to produce a reprocessed paint product for use by consumers.

Waste paint products that are not suitable for re-use or recycling may be utilized as feedstock in energy recovery operations or disposed of in an environmentally responsible manner in a secure landfill facility.

Metal and plastic containers are directed to appropriate recycling/reprocessing facilities.

## **4.0 EVALUATION**

### **4.1 Collection**

Program members reported the sale of 5,410,127 litres of program products in New Brunswick from January 1 to December 31, 2020. The recovery rate is calculated by dividing the volume of waste paint collected by the volume of paint sold in NB. In 2020 the total amount of waste paint collected was 322,021 litres representing a residual recovery rate of 6.0 %. This is consistent with recovery rates attained over the program since inception in 2009.

Product Care offers a comprehensive and robust service that enables recycling of paint products and containers across New Brunswick. Continuing efforts to inform the public through communication and education programs are very effective.

There were 64 collection sites participating in the program in 2020. Paint Share was offered at 27 collection sites in 2020. The Paint Share program offers better quality returned paint for reuse at no charge to the consumer. In 2020 it was estimated that 491 litres of paint was used by consumers as a result of the Paint Share program. This program component participation throughout 2020 was impacted by the pandemic, however it continues to be well supported by program participants and the public.

There were 43 household hazardous waste (HHW) collection events held throughout the Province in 2020, along with regular household hazardous waste collection at regional waste management facilities. All waste paint collected at these events was managed by Product Care under the New Brunswick Paint Stewardship Program.

Waste paint is collected and transported in a recovery unit known as a “tubskid” that effectively provides secondary containment to the waste paint from collection to subsequent processing or disposal. In 2020, the program collected 2,519 tubskids of waste paint and 212 barrels of residual aerosol paint.

## **4.2 Processing and Recycling**

The program processed 319,618 litres (2,432 tubskids/ 174 aerosol drums) of post-consumer paint in 2020. This highlights the continued success of the New Brunswick Paint Stewardship Program resulting from the public communication and education programs delivered by Product Care and Recycle New Brunswick.

The ultimate goal of the Paint Stewardship Program is to direct the collected waste paint towards environmentally accepted uses; such as reuse, recycling, and use for energy recovery. The disposal of waste paint in a landfill or its use in incineration is considered as the last means of disposal of waste paint.

In 2020, 265,989 litres of waste paint was reused or recycled. The New Brunswick Paint Stewardship Program managed waste paint as follows;

*	reuse	491 litres
*	recycling	245,383 litres
*	energy recovery	20,115 litres

representing 83% of the volume of paint in the Paint Stewardship Program. The remainder of paint in the program, 54,120 litres was securely disposed of in engineered landfill sites. No incineration of waste paint took place. (The regulated target is 70%.)



Product Care continues to achieve a high level of program success in New Brunswick. Recovery rates continue to improve, evidence that paint consumers are aware they can recycle or dispose of unwanted painted in a convenient manner.

In 2020, a total of 53.3 tonnes of empty metal paint containers were collected and sent for metal recycling, 4.7 tonnes of plastics pails (HDPE 2) and 12.8 tonnes of plastic paint cans (polypropylene) were sent for plastics recycling. This represents a total of 70.8 tonnes of metal and plastic that is being recycled and not going to landfill.

### **4.3 Communications**

Product Care continued to advance the paint stewardship program through a comprehensive approach to inform and engage New Brunswickers to participate in the program.

This included an updated bi-lingual website ([productcare.org](http://productcare.org)), a bi-lingual toll-free telephone line, television advertising, a wide ranging series of digital advertising, focused print advertising, and program materials for point of sale and collection locations.

The partnership with Recycle NB resulted in a renewed and enhanced media presence that highlighted the paint stewardship program along with other regulated products that come under the *Designated Materials Regulation* in New Brunswick.

Other communication and education programs in 2020 included:

The bilingual website that is maintained by Product Care, and is linked to the Recycle New Brunswick website, provides the public with relevant information regarding the New Brunswick Paint Stewardship Program such as the location of collection sites, collection depot hours of operation, and information on the Paint Share program. There were about 2,450 unique visits to the recycling locator from consumers in NB visitors who utilized the website in 2020. Cross-promotion between Product Care and Recycle NB web-sites served to enhance information delivery.

Collection sites visits by the local representative of Product Care continued in 2020, where the local representative visited 32 collection sites (50% of collection sites in the province). These site visits provided a face-to-face communication with collection site operators and allowed for the training of collection sites operators in order to improve the efficiency of the program. The representative also visited several of the paint retailers throughout the Province to ensure that they have enough brochures and that the brochures are given to the public when buying paint.

The continued efforts of the local representative serves to improve the efficiency of the program and provides a greater understanding of the goals of the Paint Stewardship Program among those using and selling paint, and those collecting waste paint in New Brunswick. It is again worth stating that the relationships developed by the provincial Product Care representative with the program participants (collection sites) over previous years enable program delivery in spite of disruptions caused by the pandemic conditions.

#### **4.4 Operations**

The presentation in the above sections demonstrates that the operation of the program has been successful in 2020. The success of the program's operation is largely attributed to the experience of Product Care Association (national), the Product Care provincial representative, and the collection site operators.

Product Care carries out regular training sessions with collection site operators and follows up on any issues raised in the monthly collection sites reports. Data collection and analysis is carried out by Product Care in order to ensure that the operation of the program is focused on achieving the goals of the New Brunswick Paint Stewardship Plan (2016-2021).

Product Care also conducts regular communication with collection sites in order to verify the data presented in the monthly reports and to stress the fact that data collection forms a basic element in the success of the program. Product Care strives to improve the overall data collection and analysis in order to ensure that the operation of the program is directed towards achieving the goals of the New Brunswick Paint Stewardship Program.

It has been noted that a number of non-program containers continue to be returned by consumers through the Paint Stewardship program's collection system. These containers have been one of the components of the program that Product Care has been dealing with and trying to minimize the non-program containers ending up at the collection sites. Continued efforts by Product Care representative were directed towards educating consumers and the collection site operators regarding the non-program containers making their way into the collection and processing stream. The non-program containers present a financial cost to the program and a potential risk to retailers and collection sites operators handling the returns.

The assessment of the 2019 New Brunswick Paint Stewardship Program's annual report indicates that there is a continued improvement in the major components of the program; communications, collection, and processing & recycling.

## **5 PROGRAM ASSESSMENT SUMMARY**

The 2020 program year was impacted by the pandemic. At the surface changes in consumer activity seems to have led to an increase in home-based renovations and renewal. The increase in paint sold in the New Brunswick market likely reflects this condition.

The Paint Stewardship Program in New Brunswick met and exceeded all program objectives. In the opinion of this independent program reviewer this is a result of the relationships that have been developed by Product Care with all of the partners in program delivery. These relationships translate into a high quality program delivered to the citizens of New Brunswick, even with conditions imposed by the pandemic. The ongoing participation of the public in the program is evidence that the overall goal of managing un-used or waste paint products, including paint containers was achieved in 2020.

The ongoing efforts of the paint and coatings industry in Canada to reduce environmental impact through “Design for Environment” initiatives continue to contribute to local, regional, and national sustainability goals.

In 2020 a total of 320,109 litres of post-consumer paint and 70.8 tonnes of paint product container material were managed by Product Care in New Brunswick. This represents a significant component of material that does not directly enter the provincial waste stream.

## **6 RECOMMENDATIONS**

- Product Care Association of Canada (Product Care) continue to support their paint stewardship program in New Brunswick. This includes the extensive collection system that has been established, the professional relationship the Product Care provincial representative provides to support the collection system, and the positive collaboration with Recycle NB and the New Brunswick Department of Environment and Local Government.
- Continue to evolve Communication & Education initiatives to reflect innovation in the administration and delivery of information to all involved in the paint recycling initiative.
- Product Care should take opportunity to inform the public in New Brunswick (and Canada) on efforts by the paint and coatings industry to reduce environmental impacts related to their industry.
- Product Care, Recycle NB, and the New Brunswick Department of Environment and Local Government should examine opportunities to better manage non-program materials and containers.