

Saskatchewan Waste Paint Management Program Annual Report 2021

Submitted by:

Product Care Association of Canada



productcare.org

1.0	Introduction	2
2.0	Program Summary	2
3.0	Collection System	3
4.0	Program Products Collected	3
5.0	Product Management	6
6.0	Public Education and Communications	8
7.0	Financial Information	11
	Appendix A: Product Care website and Recycling locator tool	13
	Appendix B: Print Advertising Examples	14
	Appendix C: Digital Advertising Examples	15
	Appendix D: PoS & PoR Materials	18

1.0 Introduction

The Saskatchewan Waste Paint Management Program (“Program”) is operated and managed by Product Care Association of Canada (“Product Care”). 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.

This annual report is prepared in accordance with the requirements outlined in *The Waste Paint Management Regulations Chapter E – 10.21 Reg 3* (“Regulation”) issued under *The Environmental Management and Protection Act, 2010*, and the commitments set out in the Saskatchewan Waste Paint Product Management Program Plan (“Program Plan”) approved by the Saskatchewan Minister of Environment on May 7, 2005. This report provides information for the period covering January 1 – December 31, 2021.

Product Care operates product stewardship programs for paint in seven other Canadian provinces: British Columbia, Manitoba, Ontario, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Product Care also operates programs for household hazardous waste in British Columbia, Manitoba, Ontario, and Saskatchewan; lamps in British Columbia, Manitoba, Quebec, and PEI; and alarms in British Columbia. See the Product Care website at www.productcare.org for more information.

2.0 Program Summary

As stated in section 2(c) of the Regulation, the Program accepts the following categories of products (“Program Products”):

- i. Any latex, oil or solvent-based architectural coating;
- ii. Any architectural stain, varnish, lacquer or other wood or masonry treatment product; and
- iii. Any type of paint sold in a pressurized aerosol container.

The Program offers collection services throughout the province where consumers can bring leftover Program Products. Collection sites include SARCAN's 75 depots, as well as various retail locations. The Program also offers the PaintShare Program, whereby better-quality paint collected at SARCAN depots is offered to the public for reuse at no charge. SARCAN, under contract, manages the collection and shipment of collected paint from its own depots to a processor for recycling. Product Care manages the collection and shipment of collected paint from retailers to a processor for recycling. Additional program elements managed by Product Care include revenue management, communications, and administration.

3.0 Collection System

Product Care does not directly own or manage any collection sites, but rather contracts with SARCAN to provide the collection services for leftover paint at its 75 depots across Saskatchewan. Product Care also contracts and partners with 13 retail locations throughout the province to provide additional collection sites. Product Care meets regularly with SARCAN to ensure smooth operations.

Consumers are able to drop off leftover paint at no charge at all collection sites throughout the province. Several SARCAN locations are also designated to accept large volumes of paint. Product Care also provides free pickup from very large generators of leftover paint and paint containers.

In addition to the established collection network, Product Care participated in 24 one-day collection events around the province in 2021, in partnership with municipalities and First Nations, as part of their Household Hazardous Waste Day events.

4.0 Program Products Collected

4.1 Tubskids Collected

The Program utilizes tubskids (approximately 4'x4'x3' plastic boxes) for the collection and transportation of leftover paint. Table 1 provides the number of tubskids collected in 2021.

Table 1: Tubskids Collected in 2021

	Tubskids Collected
Paint	2513
Aerosol	105
Total	2618

4.2 Residual Volumes Collected

Residual volume refers to the volume of paint collected, including volumes reused through the PaintShare program. Table 2 provides the estimated residual volumes of paint collected in 2021.

Table 2: Estimated Residual Volumes of Paint Collected in 2021

	Volume ^{1,2} (L)
Water-based paint	258,059
Oil-based paint	117,057
Total Collected	375,116

4.3 Recovery Rate

Recovery rate compares the volume of products collected by the Program during the year with the volume of products sold over the same period. In the context of Program Products, using recovery rate as an indicator of program performance should be treated with caution, as it is not necessarily an accurate measure of success for the following reasons:

- Paint is designed to be consumed. Therefore, it is arguable that a low recovery rate could indicate strong program performance, suggesting consumers are

¹ Residual volume collected is estimated using rounded conversion rates of 102.7 litres/tubskid of water-based paint, 44.2 litres/tubskids of solvent-based paint and 57 litres/tubskid for aerosol paint based on historical volumes.

² Includes PaintShare volume as reported in Section 5.1. The PaintShare initiative continued to be paused in 2021 due to the pandemic. Therefore, no paint was reused through the PaintShare initiative in 2021.

being efficient with the use of the consumable products they purchase. Indeed, Product Care actively promotes reduction by promoting campaigns highlighting the BUD rule: “Buy what you need, Use what you buy and Dispose of leftovers safely.” This rule serves to reduce the amount of waste generated, which further drives down the recovery rate.

- The relationship between volumes of Program Products purchased and recycled is not linear. Program Products have a long shelf life and leftover product may be stored by the consumer for long periods of time with the intention of later use. The time span between the purchase of a product and the decision by a consumer that it is no longer needed varies considerably and is heavily dependent on consumer habits.

In 2021, a surge in the number of home renovations led to increased sales during the pandemic. The Program collected higher volumes of paint compared to 2020, reasons for this include:

- SARCAN depots experienced less temporarily closures that in 2020.
- Consumers were also more likely to visit public areas in 2021, in comparison with 2020.

Table 3 sets out the volume of paint sold, paint collected and recovery rate for 2021.

Table 3: Recovery Rate for 2021

	Volume 2021
Sales	5,626,467 L
Total Collected	375,116 L
Recovery Rate	6.7%

5.0 Product Management

The Program employs a number of methods for managing recovered paint including reuse, recycling (both paint and containers), energy recovery, landfill, and incineration. These approaches are described in greater detail below.

5.1 Reuse (PaintShare Initiative)

Through the Program's PaintShare Initiative, higher quality leftover paint dropped off at SARCAN locations is made available for consumers to pick up and use free of charge. The PaintShare Program is usually offered through all 75 SARCAN depots but was put on hold in March 2020 due to the pandemic and remained on hold throughout 2021.

5.2 Recycling

In 2021, 164,941 litres of water-based paint were processed by the Program into new paint, and 84,369 litres were recycled as a raw material additive in cement manufacturing. The limited market for solvent-based paints and regulatory limits on VOCs made solvent-based paints difficult to recycle. Consequently, they were sent for energy recovery.

5.3 Energy Recovery

Solvent-based paint is often not suitable for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable color, contaminated or of the wrong chemistry for paint recycling. In addition, Federal VOC Regulations set stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making them 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 their high solvent content, these products are suitable for energy recovery as an alternative energy source in applications such as permitted incinerators.

In 2021, 116,969 litres of solvent-based (alkyd) paint and paint from aerosol containers were blended with other fuels and utilized as an alternative energy source in waste-to-energy applications.

5.4 Incineration

In 2021, 1,230 litres of solvent-based paint exhibiting PCB contamination were incinerated at a permitted incinerator.

5.5 Landfill

The Program recovered 8,543 litres of water-based paint that could not be reused or recycled. This paint was solidified and sent to a permitted landfill.

5.6 Container Recycling

In 2021, 110.2 tonnes of metal paint cans were sent to scrap metal dealers for recycling. In addition, 25.2 tonnes of plastic paint containers were sent to plastics brokers for recycling. This represented 100% of all containers processed by the Program.

5.7 Summary of Volumes Processed by Processing Method

Table 4 summarizes the various processing methods employed to manage Program Products and the volumes processed in 2021, as reported by the processors. Processed volumes do not necessarily align with volumes collected. Processed volumes may include Program Products received in the 2020 calendar year, but processed in the 2021 fiscal year, and may exclude volumes collected in the 2021 fiscal year that were not processed as of December 31, 2021.

Table 4: Material Processing Methods and Volumes Processed

Material Processing Method	Total
Reuse (PaintShare Initiative)	0 L
Water-based (latex) Paint	0 L
Oil-based (alkyd) Paint	0 L
Recycling	249,310 L
Energy Recovery	116,969 L
Incineration	1,230 L
Landfill	8,543 L
Total Litres Processed	376,052 L
Metal containers recycled	110.2MT
Plastic containers recycled	25.2 MT
Total Tonnes Recycled ³	135.5 MT

³ Total does not match due to rounding

6.0 Public Education and Communications

Product Care maintains a comprehensive communications program to raise awareness of the Program amongst Saskatchewan consumers, to encourage consumers to minimize leftover paint and to dispose of leftover paint safely and responsibly at authorized collection sites. In 2021, Product Care implemented a number of different strategies and tactics to raise consumer awareness of the Program, in accordance with regulatory requirements. The following section provides details regarding the Program's communications and public education activities in 2021.

6.1 Program Awareness

In fall of 2020, an online survey was conducted among adult Saskatchewan residents. The survey revealed that 81 per cent of residents are aware that they can recycle household paint in the province.

6.2 Website

The Product Care website includes the following content for the Program: - See Appendix A

- "Find a Recycling Location" tool (a searchable map displaying collection sites and drop-off events throughout the province)
- Collection site hours and operations
- Accepted and not accepted products
- Program member support section with news and updates
- Consumer videos showing the product management approach for paint
- Other information (e.g., a description of the PaintShare initiative, information about environmental handling fees (EHFs), frequently asked questions, information about buying and storing paint)

An estimated 372,774 unique visitors accessed ProductCare.org during the 2021 calendar year. The Saskatchewan section (including sub-sections for accepted products and fee information) received 16,736 total page views. In addition, there were a total of 4,043 page views to the "Find a recycling location" tool by consumers in Saskatchewan.

6.3 Program Hotline

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

6.4 Television

Television commercials aired on Global TV Saskatoon (CFSK-DT) from August to October 2021, resulting in approximately 9,702,600 impressions.

6.5 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. The full-page advertisement informed those in the paint and coatings industry about Product Care paint programs, with 8,000 copies distributed to industry members.

See Appendix B for examples of print advertising activities

6.6 Events

Due to the ongoing pandemic and provincial health orders in 2021, there were limited opportunities to for collection events. In 2021, the Program participated in 21 collection events where paint was collected.

6.7 Google Search Advertising Campaign: January to December 2021

A search advertising campaign served paint ads to provincial residents based on an extensive list of keywords searched relevant to the Program. Saskatchewan's ads collectively generated 2,034 impressions and 303 clicks.

See Appendix C for examples of digital advertising activities.

6.8 Google Display Advertising Campaign

A Saskatchewan-specific display advertising campaign served paint-related ads across the Google Display Network (including YouTube, Gmail, blogs, and news sites) to provincial residents, receiving 2,757,662 impressions and 8,166 clicks. Ads were specifically targeted to internet users who performed online searches related to paint purchasing, usage, and disposal in Saskatchewan. Secondary targeting focused on individuals searching for home improvement, moving house, and DIY-related terms, in order to reach a wider, but still relevant, population.

6.9 Google Video Advertising Campaign: April to October 2021

Paint recycling explainer videos were run as pre-roll and skippable in-stream ads on YouTube and Google's video partners. In Saskatchewan, these ads received a total of 315,250 impressions and 73,838 views.

6.10 Facebook, Instagram and Blog Content Strategy: January to December 2021

Content on Facebook and Instagram focused on paint recycling, special waste, and the recycling community in general. Content was shared specifically with Saskatchewan residents when appropriate.

6.11 Facebook Ads: February to October 2021

Traffic ads containing explainer videos about the program, as well as Blog posts were targeted at relevant audience members including, but not limited to, homeowners, heads of households, and environmentally-conscience individuals in Saskatchewan. 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 368,285 impressions and 6,738 clicks and 31,898 views.

6.12 The Weather Network Display Campaign

Display ads ran on the Weather Network app, collectively generating 370,360 impressions and 1,691 clicks. See Appendix C for examples of digital advertising activities.

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

In 2021, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites – see Appendix D

The following materials are available for reorder through the online order form:

- General paint program awareness posters
- Return to Retail (R2R) and Return to Product Care posters
- Bifold paint brochures
- Collection Depot Signs.

7.0 Financial Information

A summary of the Program's financials for 2021 is provided in Table 6. The financials detail the total amount of recycling fees collected to fund the Program and the amount spent to operate the Program, as well as communications and administration costs.

The Program is funded by environmental handling fees (EHFs) paid by Product Care's members on the sale of each unit of Program Product into the Province. The Program's environmental handling fees (EHF) for each product category are set out in Table 5.

Periodic audits are conducted by Product Care to ensure each member is remitting the correct eco fees based on sales in Saskatchewan. This ensures fairness among members.

Table 5: Current Environmental Handling Fees

Container Size	Current Fee
100 ml to 250 ml	\$0.20
251 ml to 1 litre	\$0.35
1.01 litres to 5 litres	\$0.75
5.01 Litres to 23 litres	\$1.95
Aerosol Paint (any size)	\$0.25

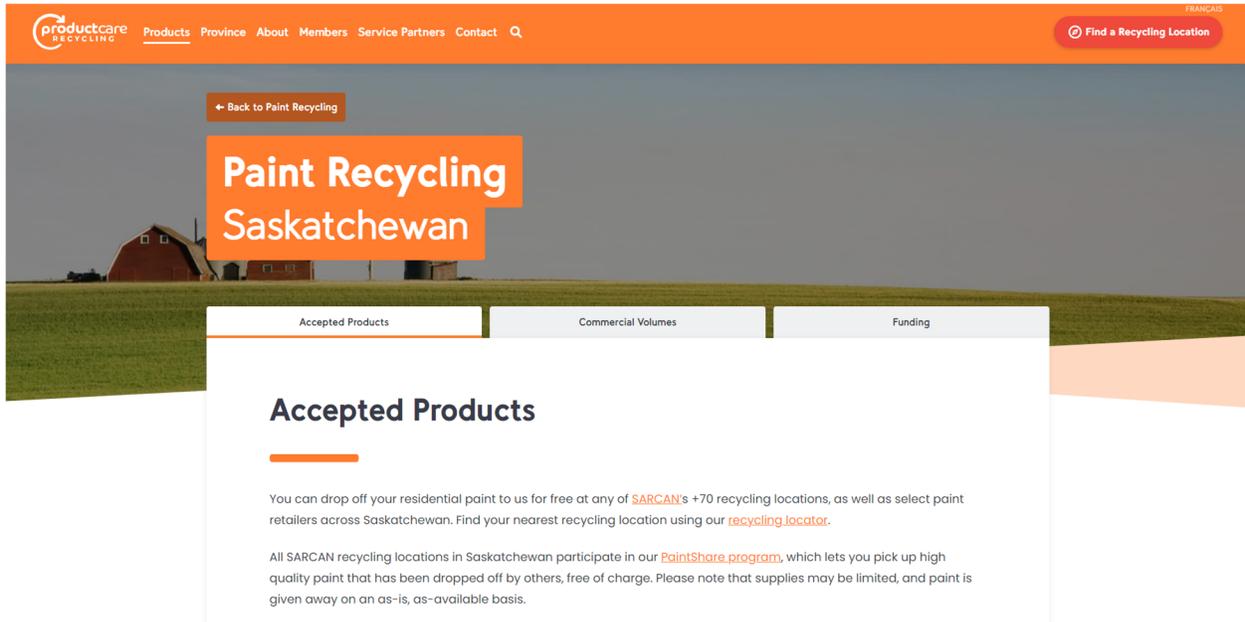
Table 6: Financial Summary 2021

2021 Revenue and Expenses	\$
Total Revenue	1,251,109
Program Operations	803,652
Program Administration	55,207
Education, Public Awareness & Communications	33,490
Total Operating Expenses	892,349
Surplus / Deficit	358,760
Cumulative Surplus (Reserve)	1,910,495

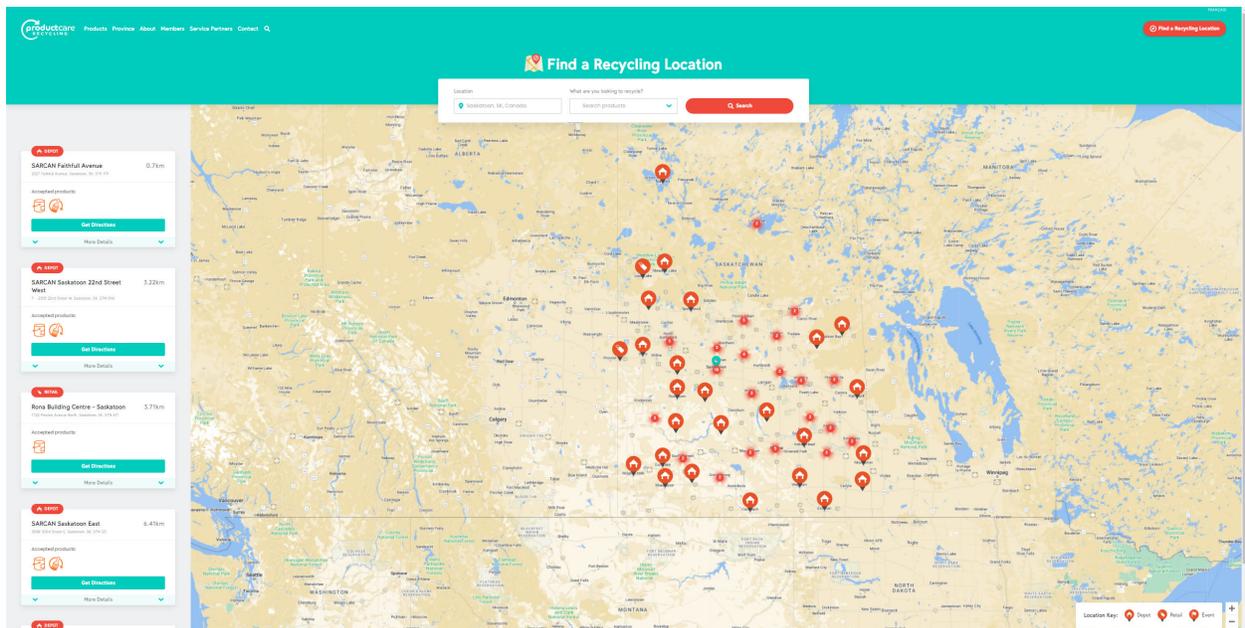
Any surplus in revenue is retained as a reserve to cover any deficits in future years, subject to Product Care's Reserve Policy. The Program Plan stipulates that surplus funds will be used only for Program costs and may not be used to cross-subsidize other programs. In addition to insurance coverage, the accumulated surplus also functions as an element of the Program's environmental risk management system.

Appendix A: Product Care website and Recycling locator tool

a) Saskatchewan Paint Program Page



b) Recycling locator tool



Appendix B: Print Advertising Examples

a) CPCA Ad



Recycling paint for 27 years

Since 1994, Product Care Recycling has worked with coatings manufacturers, fulfilling their paint recycling obligations in 8 provinces.

Website: productcare.org/cpc
Toll Free: 1-877-592-2972
Email: contact@productcare.org



Appendix C: Digital Advertising Examples

a) Google Search Ads

The image shows two mobile phone screens displaying Google Search Ads for Product Care Recycling. The left screen shows an ad with the URL 'www.productcare.org/' and the headline 'Where to Recycle Paint? | Find a Recycling Location | Product Care Recycling'. The text below reads: 'Keep your leftover paint out of landfills and waterways. Recycle it. We accept many types of paint, as well as empty paint containers. Find a location near...'. There is a small image of paint cans and a brush. Below the text are four links: 'Recycle Paint', 'Hazardous Waste Disposal', 'Recycling Locations', and 'About Product Care'. The right screen shows an ad with the same URL and headline 'Leftover Paint? Recycle It | Find a Location Near You | Product Care Recycling'. The text reads: 'Keep your leftover paint out of landfills and waterways. Recycle it. We accept many types of paint, as well as empty paint containers. Find a location near you. Many Paint Types Accepted. Located Saskatchewan-Wide. Pain...'. Below the text are four links: 'Recycle Paint', 'Hazardous Waste Disposal', 'Recycling Locations', and 'About Product Care'.

b) Google Display Ads

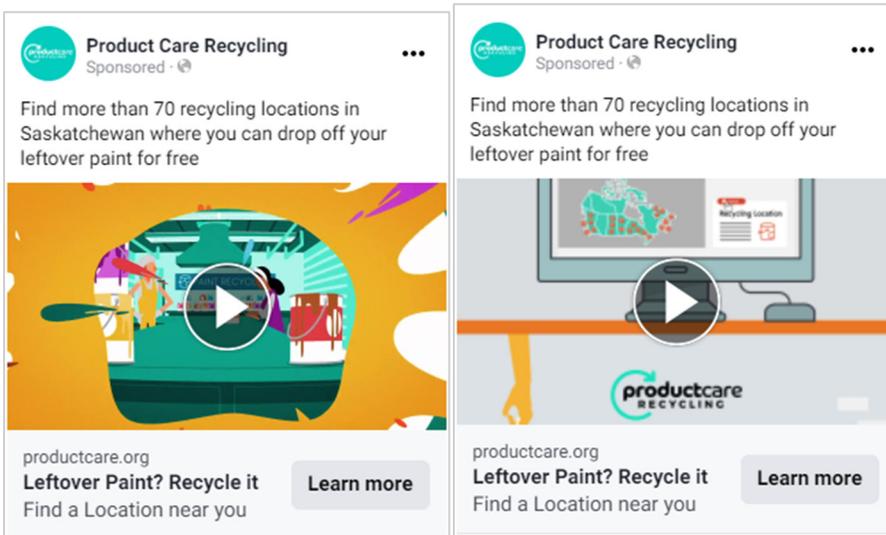
The image shows four mobile phone screens displaying Google Display Ads for Product Care Recycling. The top-left screen shows an illustration of a paint recycling station with the headline 'Recycle Paint in Saskatchewan' and the text 'Recycle your used paint and empty containers. More...'. The top-right screen shows a dog wearing an orange hard hat and holding paintbrushes in its mouth, with the headline 'Recycle Paint in Saskatchewan' and the text 'Recycle your used paint and empty containers. More than 70 locations in Saskatchewan'. The bottom-left screen shows two people holding paint cans, with the headline 'Paint Can Be Recycled' and the text 'Recycle your used paint and empty containers. More than 70 locations in Saskatchewan'. The bottom-middle screen shows the dog in the hard hat again, with the headline 'Leftover Paint? Recycle it' and the text 'Recycle your used paint and empty containers. More than 70 locations in Saskatchewan'. The bottom-right screen shows paint cans and a brush, with the headline 'Recycle Paint, Find a Location' and the text 'Find more than 70 recycling locations where you can drop off your leftover paint for free'. All ads include a 'Close' button and an 'Open' button.

c) Website Blog Posts



d) Facebook/Instagram

i) Traffic Ads



ii) Promoted content

The image displays four social media posts from Product Care Recycling, arranged in a 2x2 grid. Each post features the company's logo, a sponsored status, and a three-dot menu icon. The top-left post is titled "5 Eco-Friendly Tips for Your Home" and includes a photo of a cozy living room with a fireplace and a text overlay. The top-right post is titled "International Artist Day: The Importance of Community Murals" and features a photo of hands painting a mural. The bottom-left post is also titled "International Artist Day: The Importance of Community Murals" and features a similar photo. The bottom-right post is titled "5 low waste Halloween decoration ideas" and features a photo of Halloween decorations. Each post includes a "Learn more" button and the company's website URL, productcare.org.

Product Care Recycling Sponsored · 🌱 ...

With a chill in the air, we're all spending more a bit time in our homes. Here are 5 eco-friendly tips for your home. #fall #cozy ...See more

5 Eco-Friendly Tips for Your Home

productcare.org
5 Eco-Friendly Tips for Your Home [Learn more](#)

Product Care Recycling Sponsored · 🌱 ...

Today we celebrate #InternationalArtistDay! Artists create beautiful murals in our neighbourhoods that inspire, teach, ...See more

International Artist Day: The Importance of Community Murals

Product Care Recycling Waste Management Company [LEARN MORE](#)

Product Care Recycling Sponsored · 🌱 ...

Today we celebrate #InternationalArtistDay! Artists create beautiful murals in our neighbourhoods that inspire, teach, ...See more

International Artist Day: The Importance of Community Murals

Product Care Recycling Waste Management Company [LEARN MORE](#)

Product Care Recycling Sponsored · 🌱 ...

Looking to update your Halloween decor this year? Here are 5 low waste ideas for upping your Halloween game. #decorate ...See more

5 Low Waste Ideas to Decorate for Halloween

productcare.org
5 low waste Halloween decoration ideas - Product Care Recycling

e) The Weather Channel Display Ads

The image shows two display ads for paint recycling. The left ad has a teal background and features a white bucket with a cat's face inside. The text reads "Leftover paint? Recycle it!" and "LEARN HOW" with a recycling symbol. The right ad also has a teal background and features a ladder and a paint bucket. The text reads "Recycle your paint" and "Find out where >". Both ads include the Product Care Recycling logo at the bottom.

Leftover paint? Recycle it!
[LEARN HOW](#) ♻️

Recycle your paint
[Find out where >](#)

productcare RECYCLING

Appendix D: PoS & PoR Materials

a) Posters



b) Brochures

Want free leftover paint for a project?

Product Care's PaintShare program allows you to pick up free leftover paint from participating recycling locations.

This puts paint where it belongs – art and DIY projects, buildings, walls, and fences – and diverts it away from our landfills and waterways. Leftover paint is given away on an as is, as available basis.

To find a PaintShare location near you, visit productcare.org.



#paintshare



How is Product Care funded?

Product Care Recycling programs are funded by environmental handling fees (EHFs), which are remitted to us by our paint industry members.

The fees are not a tax or a refundable deposit. The fees are used to operate the programs, including collection, transportation, and recycling of leftover paint, as well as program administration and consumer education. EHFs are sometimes itemized on sales receipts.

For specific product fees, visit productcare.org.

Leftover paint?

Recycle it for free!
Visit productcare.org to find a recycling location near you.

Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based (alkyd, enamel) household paint
- Undercoat and primers (e.g. metal, wood, etc.)
- Concrete or masonry paint, block filler, drywall or stucco paint, deck and floor coatings/paint (including elastomeric)
- Varnish and urethane (only single component), wood finishing oil, melamine, stain, shellac, anti-rust paint, and stain blocking paint
- Marine paint and wood preservatives (unless registered under Pest Control Products Act)
- Swimming pool paint (only single component)
- Textured paint
- Wood, masonry, driveway sealer, and water repellent (not tar based or bitumen based)*
- All types of aerosol paint
- Empty containers of accepted products



Max. paint container size:
25 litres

Max. paint aerosol size:
24 ounces or 680 grams

* Tar and bitumen based paints and coatings are accepted in Ontario only

Always remember the **BUD** Rule:

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

Not Accepted Products

- Unidentifiable, unknown, unlabelled, and non-original containers
- Containers with poor integrity (e.g. badly rusted, leaking, bulging, improperly sealed)
- Non-aerosol industrial paints and finishes (e.g. baked-on, heat resistant, etc.)
- Roof patch and repair, tar or tar/bitumen based products*
- Patching stucco and spackling compounds
- Caulking compound, epoxies, glues, and adhesives
- Non-aerosol traffic or line marking paint
- Non-aerosol craft or automotive paint
- Brushes, rags, and rollers
- Two-part or component paints containing catalyst or activator
- Colourants and tints
- Paint thinner, resins, mineral spirits, and solvents
- Waxes, polishes, sealants, and other household products
- Paint mixed with other products
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. registration number on label)
- Paint for skating rinks and curling club floors
- Household cleaners

Note: Some products may be accepted through local household hazardous waste programs (check with your local waste authority)

* Tar and bitumen based paints and coatings are accepted in Ontario only



Have large volumes of leftover paint?

In select provinces, you may qualify for free pick up. Visit productcare.org for more information.

Who is Product Care?

Product Care Recycling is a federally incorporated, not-for-profit organization that responsibly manages products at end-of-life. We contribute to the local economy, keep hazardous materials out of our landfills and waterways, conserve resources, and protect the planet by recycling millions of litres of paint each year.

Visit productcare.org to find a recycling location near you.

productcare.org
1-877-592-2972
In BC: 1-800-667-4321



c) Depot Signs



For a full list of accepted products, visit productcare.org



Accepted Paint Products

- Household paint (interior or exterior, water or oil based; includes latex, acrylic, alkyd, enamel) and primers (metal, wood, etc.)
- Varnish and urethane (only single component), wood finishing oil, melamine, stain, shellac paint
- Anti-rust, concrete, metal, and masonry paint
- Single component paints including stain blocking, swimming pool, textured, and drywall paint or stucco paint
- All types of paint aerosols
- Empty containers of accepted products

Maximum paint container size: 25 litres
Maximum paint aerosol size: 680 grams or 24 ounces



Not Accepted Products

- Unknown, unlabelled, rusted, bulging, or non-original containers
- Non-aerosol industrial paints and finishes (e.g. baked-on, heat resistant, etc.), non-aerosol craft or automotive paint
- Roof patch and repair, tar or tar/bitumen based products
- Caulking compound, epoxies, glues and adhesives
- Non-aerosol traffic or line-marking paint
- Brushes, rags and rollers
- Colourants and tints
- Household cleaners (wood, deck, wall, or surface cleaners)

IT IS STRICTLY PROHIBITED TO ABANDON MATERIALS AT THIS SITE

Emergency contact:
1-877-592-2972

