

New Brunswick Paint Program Annual Report

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Submitted by:

Product Care Association of Canada



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 2021 calendar year (January 1 to December 31, 2021). 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 2021 in accordance with 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 (www.productcare.org/products/paint/new-brunswick/).

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 containers (“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 Information

As of December 31, 2021, 69 Brand Owners were registered under the Program ([Appendix 1](#) provides a list of registered Brand Owner's). Program members reported the sale of approximately 5,341,222 litres¹ 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

In accordance with section 45(1)(a) of the Regulation, Table 1 below shows the total amount of post-consumer paint collected by the Program for the 2021 reporting period.

Table 1: Total Amount of Post-consumer Paint Collected in 2021

Item	Number of tubskids ²	Number of Aerosol Drums ³	Residual Paint Volume from tubskids (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	Paint Share volume (L) ⁶	Total Residual Paint Volume (L)
Volume Collected	2,746	261	318,536	1,430	1,055	321,021

Table 2 provides the 2021 recovery rate, which is the volume of paint collected as a function of the volume of paint sold in New Brunswick in 2021. It also shows the volume available to collect as a function of sales and the calculated capture rate for 2021.

¹ 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.

² Each collection bin (tubskid) measures 42 x 42 x 48" with a nominal capacity of 108 one gallon containers.

³ Each drum holds approximately 175 aerosol containers.

⁴ The total residual volume of paint collected is calculated based on the total number of tubskids collected multiplied by a conversion rate of 116.0 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Due to labour shortages at the processor in 2021, not all collected tubskids were processed, resulting lower residual paint volumes.

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

⁶ PaintShare volume are calculated assuming that containers are 75% full.

Table 2: 2021 Paint Sales, Residual Recovery Volume, Recovery Rate, Available to Collect and Capture Rate

	Total
Sales (litres)	5,341,222
Residual Recovery Volume (litres)	321,021
Recovery Rate (%)	6.0%
Total Available to Collect (litres) ⁷	486,051
Available to Collect (%) ⁸	9.1%
Capture Rate (% collected/available)	66.0%

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 2021

Regional Service Commissions	Paint (tubskids)	Aerosol (drums)
Acadian Peninsula	119	6
Chaleur	130	21
Fundy	529	33
Kent	62	5
Miramichi	93	3
Northwest	95	13
Restigouche	95	9
RSC 8	107	9
RSC 11	391	8
Southeast	945	142
Southwest	85	5
Western Valley	95	7
TOTAL	2,746	261

⁷ The total available to collect volume is calculated using the results of the Atlantic Availability to Collect Study undertaken in 2021 (9.1%).

⁸ The available to collect percentage was determined by the Atlantic Availability to Collect Study undertaken in 2021.

3.2 Collection Sites

As of December 31, 2021, 62 collection sites were participating in the Program, exceeding the program commitment of 60 collection sites. See Table 4 for the breakdown of collection site changes in 2021.

Table 4: Collection Site Changes in 2021

	# of Collection Sites ⁹	Changes
2021	62	2 sites closed; 2 sites opened
2020	62	No sites closed or opened

In accordance with section 45(1)(f) of the Regulation, [Appendix 2](#) 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”, a Product Care representative visited 52 collection sites in 2021 (see list in Table 5 below) and 32 collection sites in 2020, providing in-person support to the collection site staff, delivering informational brochures and providing any necessary training.¹⁰

Table 5: Collection Sites Visited in 2021

Collection Site Name	Date of visit	Municipality	County
Airport General Store	24-Jun	Saint John	Saint John
Baie Ste Anne Home Building Centre	28-Jul	Baie-Sainte-Anne	Northumberland
Bett’s Home Hardware	24-Aug	Doaktown	Northumberland
Billy’s Bottle Exchange & Salvage Shop	30-Aug	Dalhousie	Restigouche
Boyd Bros Ltd.	29-Jun	St. George	Charlotte
Brooks Redemption Centre	27-Jul	Nackawic	York
Caissie Building Supplies	28-Jul	Rogersville	Northumberland
Canadian Tire Oromocto	13-Jul	Oromocto	Sunbury
Caraquet Home Hardware	31-Aug	Caraquet	Gloucester

⁹ In 2020, the number of collection sites were over reported as 64 instead of 62 due to an event (Greater Miramichi RSC) and a large volume generator (Dept. Of Transportation and Infrastructure) being counted as a permanent collection site in error. The communities of Fredericton and Miramichi both have permanent collection sites and therefore service was maintained in those communities despite the removal of the event and large volume generator from the collection site list.

¹⁰ Eight collection sites in the Northwest region of the province were not visited in 2021 as originally intended. The unpredictability of COVID-19 throughout 2021 due to variants of concern, restrictions, and lockdowns consistently impeded planned visits to this region of the Province. Check-in calls were made to these sites when it became apparent that visiting these sites would not be possible in 2021. These sites will be visited in 2022.

Collection Site Name	Date of visit	Municipality	County
Carpet Ranch / Grange a Tapis	30-Aug	Beresford	Gloucester
Centre de Remboursement Shippagan Les Iles Inc.	31-Aug	Lamèque	Gloucester
Centre de Transbordement	31-Aug	Tracadie	Gloucester
Clark's Bottle Exchange	10-Jun	Chipman	Queens
Dupuis Home Hardware	02-Jun	Memramcook	Westmorland
Fredericton Region Solid Waste Commission	13-Jul	Fredericton	York
Fundy Region Solid Waste	24-Jun	Saint John	Saint John
Gilbert M Rioux et fils Ltee.	27-Jul	Grand-Sault / Grand Falls	Victoria
Golden Mile Redemption Centre Ltd.	24-Jun	Saint John	Saint John
Gorber's Bottle Exchange Ltd.	02-Jun	Moncton	Westmorland
Hampton Recycling Centre	11-Jun	Hampton	Kings
Hebert's Bottle Exchange Ltd.	28-Jul	Miramichi	Northumberland
Hillsborough Recycling Depot	02-Jun	Hillsborough	Albert
Horsman's Bottle Exchange Inc.	10-Jun	Salisbury West	Westmorland
Island Waste & Recycling	10-Aug	Grand Manan	Charlotte
Keith's Building Supplies Ltd.	29-Jun	St. Stephen	Charlotte
La Societe Cooperative de Lameque Ltee.	31-Aug	Lamèque	Gloucester
Maison du Tapis	31-Aug	Bertrand	Gloucester
Mapleview Redemption Centre	27-Jul	Weaver	Victoria
Marina Bottle Exchange	30-Aug	Campbellton	Gloucester
Nepisquit-Chaleur SWC (Redpine)	30-Aug	Allardville	Gloucester
Norrad's Express & Redemption Centre Ltd.	10-Jun	Sussex	Kings
Northside Redemption Centre Ltd.	13-Jul	Fredericton	York
Pub's Transfer & Bottle Exchange Ltd.	24-Jun	Saint John	Saint John
Recyclage Chaleur	30-Aug	Petit-Rocher	Gloucester
Richibucto Home Hardware	28-Jul	Richibucto	Kent
Roblynn Home Hardware & Home Furniture	13-Jul	Oromocto	Sunbury
Sainte Antoine Home Hardware Building Centre	28-Jul	Saint-Antoine	Kent
Shediac Redeem Centre / Eastern Propane	02-Jun	Shediac	Westmorland

Collection Site Name	Date of visit	Municipality	County
Southeast ECO360 (Landfill)	10-Jun	Moncton	Westmorland
Southern Valley Transfer Station	27-Jul	Woodstock	Carleton
Southside Redemption Centre	13-Jul	Hanwell	York
Southwest Solid Waste (Landfill)	29-Jun	Lawrence Station	Charlotte
Tediche Home Hardware	02-Jun	Cap-Pelé	Westmorland
Tri-R Redemption Centre	13-Jul	Oromocto	Sunbury
Vail's Bottle Exchange	27-Jul	Woodstock	Carleton
Valley Glass Recycling	02-Jun	Dieppe	Westmorland
Valley Redemption (Collishaw)	02-Jun	Moncton	Westmorland
Valley Redemption (Toombs)	02-Jun	Moncton	Westmorland
Valley Redemption (Quispamsis)	10-Jun	Quispamsis	Kings
Watson's General Store Ltd.	29-Jun	Harvey	York
Weibe's Home Building Centre	27-Jul	Centreville	Carleton
Wheaton's All-In-One	02-Jun	Sackville	Westmorland

3.4 Regional Service Commission Events

According to information available to Product Care, 49 household hazardous waste (HHW) collection events were held in 2021 (see Table 6). The Program managed all post-consumer paint collected from these events.

Table 6: HHW Collection Event Locations and Dates in 2021

Location	Date	Location	Date
Alma	Feb (3-4)	Moncton	Sep (29-30)
Alma	May (5-6)	Petitcodiac	Mar (10-11)
Alma	Nov (3-4)	Petitcodiac	Jul (7-8)
Beaubassin-est	Mar (17-18)	Petitcodiac	Nov (9-10)
Beaubassin-est	Jul (14-15)	Port Elgin	Apr (14-15)
Beaubassin-est	Nov (17-18)	Port Elgin	Aug (18-19)
Cap-Pelé	Feb (17-18)	Port Elgin	Dec (15-16)
Cap-Pelé	Jun (16-17)	Riverside-Albert	Jan (6-7)
Cap-Pelé	Oct (20-21)	Riverside-Albert	Mar (31) Apr (1)
Dieppe	Feb (10-11)	Riverside-Albert	Jun (29-30)
Dieppe	Jun (9-10)	Riverside-Albert	Oct (6-7)
Dieppe	Oct (13-14)	Riverview	Apr (7-8)
Dorchester	Jan (27-28)	Riverview	Aug (11-12)
Dorchester	Apr (21-22)	Riverview	Dec (8-9)

Dorchester	Jul (21-22)
Dorchester	Oct (27-28)
Hillsborough	Mar (3-4)
Hillsborough	Jun (2-3)
Hillsborough	Sep (1-2)
Hillsborough	Dec (1-2)
Memramcook	Mar (24-25)
Memramcook	Jun 23-24)
Memramcook	Sep (22-23)
Moncton	Apr (28-29)
Moncton	Jul (28-29)

Sackville	Feb (24-25)
Sackville	May (26-27)
Sackville	Aug (25-26)
Sackville	Nov (24-25)
Salisbury	Jan (13-14)
Salisbury	May (12-13)
Salisbury	Sep (8-9)
Shediac	Jan (20-21)
Shediac	May (19-20)
Shediac	Sep (15-16)

4 Processing

In accordance with sections 45(1)(b,c,d,e,g) of the Regulation, this section of the report sets out:

- a) A description of the efforts to redesign paint products to improve reusability and recyclability.
- b) The total amount of post-consumer paint processed or in storage.
- c) 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.
- d) 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.
- e) 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 is proud to provide products that protect, sustain, and add value to buildings, infrastructure, vehicles, and the objects we depend on every day. This is achieved with products that are safe to handle and increasingly eco-efficient. The industry evaluates the impacts of products along their entire life cycle and continuously develops offerings to reflect the latest available science. At the same time, the industry works hard to ensure sustainable production processes, which includes the health and safety of their workforce. Beyond their basic feature of protecting our built infrastructure, coatings are essential components to the production processes of many different industries. Functional coatings can provide additional properties to materials, paving the way to upgraded infrastructure, innovative products, and resource efficiency.

The move towards a circular economy is a central concern and opportunity for the paint and coatings industry. Compliance with regulations on the management of chemicals and waste is considered a basis for doing business.

According to industry members, the paint and coatings industry has been working to reduce the use of volatile organic compounds (VOC) and associated emissions in paint production. Over the past decade, the industry has seen a significant drop in VOCs used within the industry, with a 75% decrease reported in VOC emissions. Many paint products today contain either zero VOCs or a very low percentage. High-percentage solids coatings ensure that almost no gas emission is produced during the drying process

and lasts for a very long time after application.

Additionally, companies are increasingly evaluating resource efficiency along the entire life cycle of their products, starting from the raw materials that serve as ingredients for the industry's products to the management of water, energy, and waste in production processes. A waste management practice observed in the manufacturing of paint is to reuse wash water to reduce the amount of make-up water needed in the process. Wash water and wash solvent can be redirected into low-grade products and paint can also be reworked into new batches, reducing waste and the usage of raw materials in the manufacturing process.

In terms of packaging, many paint manufacturers today are continuously researching more sustainable alternatives. As a result, we are more frequently seeing packaging on the market that is made up of up to 100% post-consumer materials.

Many companies have set sustainable goals to be achieved within the next 10 years, while some manufacturers have aligned their goals with the targets set out in the UN Sustainable Development Goals. For example, one manufacturer has reported a 24% reduction in GHG emissions in paint and coatings manufacturing since 2017.

Some manufacturers are setting renewable energy goals and are exploring a variety of renewable energy mechanisms, such as onsite renewable energy production and the use of renewable energy credits. Overall, continued innovation in manufacturing processes has led to energy and material efficiency in production.

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 as shown in Table 8.

In 2021, a total of 2,796 tubskids of leftover paint (excluding paint aerosols) were delivered to the Laurentide facility in Richibucto, New Brunswick for processing, which includes tubskids collected in 2020 and held at the transporter's (Hebert's Recycling) consolidation facility and processed in 2021. Paint aerosols were sent to the GFL Environmental facility in Sussex, New Brunswick for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted, and bulked into shipping containers) 2,475 tubskids (excluding paint aerosols), which includes tubskids that remained in their inventory from 2020.

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 2021

Item	Number of Tubskids ¹¹	Residual Paint Volume (L)	Number of Aerosol Drums ¹²	Residual Aerosol Paint Volume (L) ¹³	Total Residual Paint Volume (L)
Volume Shipped to Processor	2,796	289,536 ¹⁴	302	1,645	291,181
Volume Processed	2,475	287,097	302	1,645	288,741 ¹⁵

Table 8 shows the number of tubskids and drums that were collected, shipped and processed in 2021. It also shows the number of tubskids and drums that were carried over from 2020 and the number that will be carried over to 2022. The amount shipped to be processed, in 2021, includes the amount collected in 2021 plus the carry over¹⁶ from 2020.

Table 8: Total Amount of Post-consumer Paint Collected, Shipped, Processed & Carried Over in 2021

		Number of Tubskids	Number of Aerosol Drums
2020	Carry Over	50	41
2021	Collected	2746	261
	Shipped	2796	302
	Processed	2475	302
	Carry Over	321	0

¹¹ The total residual volume of paint processed is calculated based on the total number of tubskids collected multiplied by a conversion rate of 116.0 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Due to labour shortages at the processor in 2021, not all collected tubskids were processed, resulting lower residual paint volumes.

¹² See footnote 3.

¹³ See footnote 5.

¹⁴ See footnote 4.

¹⁵ The values shown do not add up to the total value due to rounding.

¹⁶ Carry over from 2020 are tubskids or drums that were collected but not shipped to the processor and remained at a consolidation centre, or were shipped but not processed in 2020, and were processed in the 2021 program year. The carry over from 2021 are tubskids or drums that were collected but not shipped to the processor and remained at a consolidation centre or were shipped but not processed in 2021. These will be processed in the 2022 program year.

Table 9 lists the amount of metal and plastic containers recycled in 2021 and their respective processors.

Table 9: Metal and Plastic Containers Collected and Recycled in 2021

Container Type	Collected & Recycled (tonnes)	Processor	Management Process
Metal	67.4 ¹⁷	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)	5.5	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)	28.8	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.

4.3.1 Reuse (PaintShare Program)

The PaintShare Program makes better quality paint returned to collection sites available to the public to take and use at no cost. PaintShare was offered at 27 collection sites in 2021 (see Appendix 1 for a list of sites offering PaintShare). Participating collection sites reported approximately 1,055 litres of paint given away for reuse in 2021.

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. PaintShare volumes are estimated by assuming that each container is 75% full on average.

4.3.2 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.

¹⁷ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

Table 10: Quantity and Type of Paint Recycled in 2021¹⁸

Type	Litres	Percentage
Water-based paint	207,113	96%
Solvent-based paint	9,648	4%
Total	216,761	100%

4.3.3 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, 9,455 litres of solvent-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

4.3.4 Landfill

The sorting and bulking of the water-based paint by Laurentide Re-resources generated 62,525 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

4.3.5 Incineration

No material was incinerated during the reporting period.

Table 11 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.

¹⁸ Volumes managed through the PaintShare Program are not included in Table 9.

Table 11: Post-Consumer Paint by Management Method

Method	Volume (litres)	Percentage
Reuse	1,055	0.4%
Recycle	216,761	74.8%
Energy Recovery	9,455	3.3%
Landfill	62,525	21.6% ¹⁹
Incineration	0	0%
Total	289,797	100% ²⁰

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
Hebert's Recycling Inc. 53 Walsh Avenue, Miramichi, NB E1N 3A5	Containment Facility
Laurentide Re-resources Atlantic Inc. 9322 Rue Main, Richibucto, NB E4W 4C7	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street, Victoriaville, QC G6T 1P7	Processing Facility
GFL Environmental 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 2021, 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 2021.

5.2 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 2022 as approved by RecycleNB.

¹⁹ The amount of paint that can be recycled back into paint is heavily dependent on the quality of the paint coming into the collection systems. Poor quality paint (e.g. previously frozen) cannot be recycled back into paint.

²⁰ Total does not add up to a 100% due to rounding.

5.3 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 3](#))
- 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 372,774 users accessed productcare.org during the 2021 calendar year of which 13,188 sessions were from New Brunswick. Productcare.org and Recycle New Brunswick's website cross-promoted one another with backlinks.

5.4 Program Hotline

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

5.5 Television

Television ads were broadcasted on CBC Television (CBAT-DT) from August to October 2021, resulting in more than 6.4 million impressions.

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

In 2021, Product Care distributed PoS and PoR materials as requested by retailers and collection sites (see [Appendix 4](#)). The following materials were available for order through the online form:

- Bilingual brochures (English and French)
- Posters

5.7 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.

Google Search Ads: January to December 2021

A search advertising campaign served text ads on Google and its search engine partners to provincial residents based on an extensive list of keyword searches relevant to the Program. New Brunswick's English and French ads collectively generated 2,057 impressions and 374 clicks.

Google Display Ads: January to December 2021

A New Brunswick-specific display advertising campaign served paint-related banner ads including text, image and video through Google's Display network, YouTube and Gmail to provincial residents. The ads received 2,429,839 impressions and 8,425 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.

YouTube Video Ads: April to October 2021

Paint explainer videos were run as pre-roll and skippable in-stream ads on YouTube and Google's video partners. In New Brunswick, these ads received a total of 295,456 impressions and 67,385 views.

Facebook Ads: April to December 2021

Blog posts and explainer videos 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 and ads received 375,081 impressions and 4,297 link clicks.

Corus Digital Advertising Campaign: August to October 2021

Television spots ran as pre-roll video ads on several Corus digital platforms, including Global and HGTV. Collectively, these ads generated 193,904 impressions, 166,774 views, and 706 clicks.

The Weather Network Display Campaign: August to October 2021

Display ads ran on the Weather Network app in French and English. New Brunswick's English and French ads collectively generated 517,810 impressions and 1,410 clicks.

See [Appendix 5](#) for examples of digital advertising activities.

5.8 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 6](#)).

5.9 Recycle New Brunswick Partnership

Product Care continued to partner with Recycle New Brunswick in 2021 (see [Appendix 7](#)). 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

In accordance with section 45(1)(l) of the Regulation, the Program's audited financial statements are provided in [Appendix 8](#) of this report detailing the revenues received and the expenditures incurred by the Program.

7 Audit of NB Paint Stewardship Program

In accordance with section 45(1)(j), this annual report was reviewed by an independent auditor. The auditor's report is attached in [Appendix 9](#).

APPENDIX 1 – Brand Owners as of December 31, 2021

Brand Owner Name			
1.	1439174 Ontario Ltd (NLS Products)	2.	3M Canada Company
3.	Acklands - Grainger Inc.	4.	Alexandria Moulding
5.	Amazon.com.ca, Inc.	6.	Avanti Sports Group Inc.
7.	BASF Canada Inc.	8.	Bass Pro Canada ULC
9.	Behr Process Corp.	10.	Benjamin Moore & Co. Ltd.
11.	Bestbuy Distributors Ltd	12.	Canadian Building Restoration Products, Inc
13.	Canadian Tire Corporation, Limited	14.	Cansel Survey Equipment Inc.
15.	Class C Solutions Group, MSC Industrial Supply LLC	16.	Cloverdale Paint Inc.
17.	Comfort & Stuff imports Ltd.	18.	Costco Wholesale Canada Ltd.
19.	Country Chic Paint Ltd.	20.	CRC Canada Co.
21.	Denalt Paints Ltd.	22.	Diamond Vogel Paints Inc
23.	Dover Finishing Products Inc	24.	Ducan Products Inc.
25.	Dynamic Paint Products Inc. DBA Lancaster Canada	26.	Farrow & Ball Canada Ltd.
27.	Fastenal Canada Ltd.	28.	Forrest Paint Co. US\$
29.	Groupe BMR inc.	30.	Henry Company Canada, Inc.
31.	Home Depot of Canada Inc.	32.	Home Hardware Stores Limited
33.	IRL Supplies (2011) Ltd.	34.	John Deere Canada ULC
35.	Kent Building Supplies	36.	K-G Spray-Pak Inc.
37.	Kleen-Flo Tumbler Industries Ltd.	38.	Kubota Canada LTD
39.	Laurentide Re-sources Inc.	40.	Lawson Products, Inc.
41.	Loop Recycled Products Inc.	42.	LPS Canada - Division of LPS Laboratories
43.	Michaels Stores Inc.	44.	Modern Sales Co-op
45.	Motion Industries (Canada), Inc.	46.	Orgill Canada Hardlines ULC
47.	Peintures MF Inc.	48.	PPG Architectural Coatings Canada Inc.
49.	Princess Auto Ltd.	50.	Produits de Plancher Finitec Inc.
51.	RONA Inc.	52.	Rust-Oleum Canada
53.	Saman Corporation (3777472 Canada Inc.)	54.	Selectone Paints Inc.
55.	Seymour of Sycamore, Inc.	56.	Sherwin-Williams Canada Inc
57.	Sika Canada Inc.	58.	Soprema Inc.
59.	Techniseal	60.	TENAQUIP Limited
61.	The Houtshop Inc.	62.	The Sansin Corporation
63.	The Sherwin-Williams Company	64.	Timber Pro Coatings Ltd.
65.	UAP INC.	66.	UCP PAINT INC
67.	Wal-Mart Canada Corp.	68.	Wood Essence Distributing
69.	Würth Canada Limited		

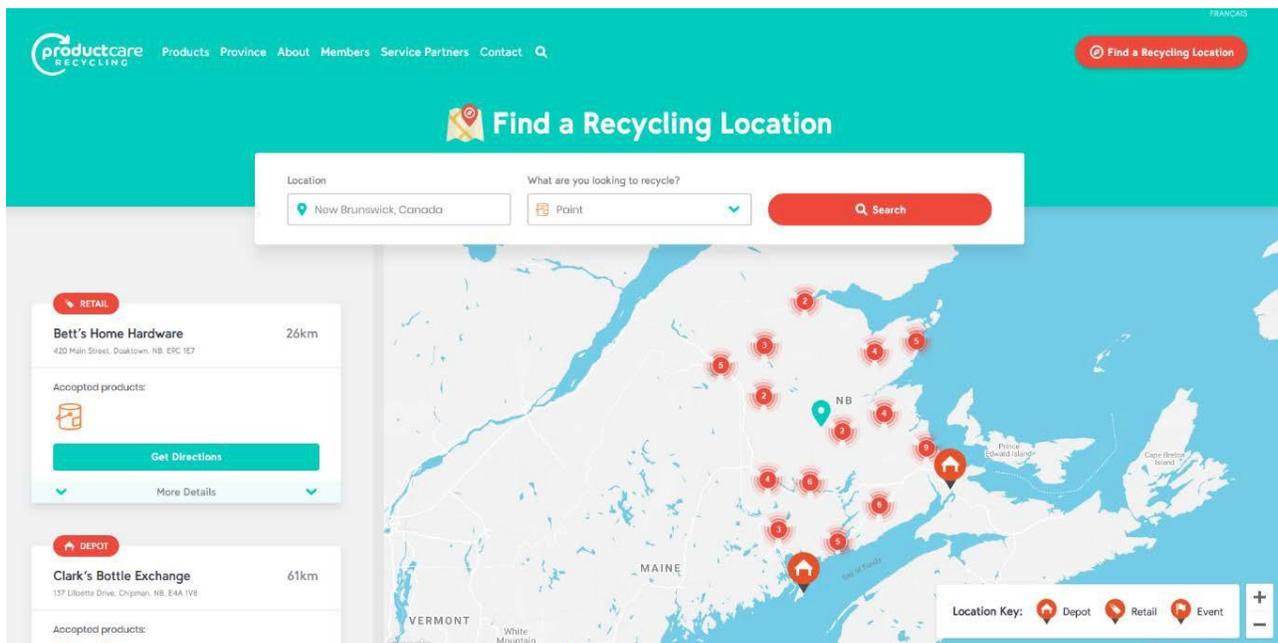
APPENDIX 2 – Collection Site Details as of December 31, 2021

	Collection Site Name	Address	City	Paint Share
1.	Airport General Store	4105 Loch Lomond Road	Saint John	No
2.	Baie Ste Anne Home Building Centre	6 Ch Riviere du Portage	Baie Ste Anne	No
3.	Betts Home Hardware Building Centre	420 Main Street	Doaktown	No
4.	Billy's Bottle Exchange and Salvage	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 Bros. Home Hardware Building Centre	#9 - Route 172	St. George	No
9.	Brooks Redemption Center	496 Campbell Settlement Rd	Hartfield	Yes
10.	Caissie Home Hardware Building Centre	11301 rue Principale	Rogersville	No
11.	Canadian Tire Oromocto	345 Miramichi Road	Oromocto	No
12.	Caraquet Centre De Renovation Home Hardware	42 Blv St-Pierre Est.	Caraquet	No
13.	Carpet Ranch / Grange a Tapis	1263 Rue Principale	Beresford	No
14.	Centre de remboursement SAMJ	6418 Route 17	Saint-Quentin	Yes
15.	Centre Remboursement-Recyclage	13790 Rte 144	Rivière-Verte	Yes
16.	Centre De Remboursement Shippagan Les Iles Inc.	4008 Route 113	Savoy Landing	No
17.	Centre De Transbordement	220 rue de L'entreprise	Tracadie	No
18.	Northwest Regional Service Commission Landfill	248 Clement Roy Rd.	Rivière -Verte	Yes
19.	Dupuis Home Hardware Building Centre	8 Ch Pont Rouge	Memramcook	No
20.	Fredericton Region Solid Waste Commission Landfill	1775 Alison Blvd	Fredericton	No
21.	Fundy Regional Service Commission - Crane Mountain Landfill	10 Crane Mountain Road	Saint John	No
22.	Gilbert M Rioux et fils Ltee.	53 rue Beaulieu	Grand Sault	Yes
23.	Golden Mile Redemption Centre Ltd.	35 Linton Road	Saint John	Yes
24.	Gorbers Bottle Exch. Ltd.	216 High Street	Moncton	Yes
25.	Grand Bay Redemption Centre	301 Highland Road	Grand Bay - Westfield	Yes
26.	Grande-Digue Home Building Centre	3957 NB-134	Grande-Digue	No
27.	Hampton Recycling Centre	401 William Bell Drive	Hampton	No
28.	Hebert's Bottle Exchange & Scrap Metal	293 Wellington Street	Miramichi	Yes
29.	Hillsborough Recycling Depot	110 Steeves St.	Hillsborough	Yes
30.	Horsman's Bottle Exchange Inc.	3493 Route 106	Salisbury West	Yes
31.	Island Waste and Recycling	9 Curling Club Road	Grand Manan	No

	Collection Site Name	Address	City	Paint Share
32.	J&L Warehousing Inc.	500 Blvd. de L'Acadie	Edmundston	Yes
33.	Keith's Building Supplies	169 Route 1	St. Stephen	No
34.	La Société Cooperative de Lamèque Ltee	68 rue Principale	Lamèque	No
35.	Maison Du Tapis	832 Boulides Acadiens	Bertrand	No
36.	Mapleview Redemption Center	182 Route 385	Weaver	Yes
37.	Marina Bottle Exchange	51 Boom Road	Atholville	Yes
38.	Chaleur Regional Service Commission - Redpine Landfill	1300 Route 360	Allardville	No
39.	Northside Redemption Centre	213 McFarland Street	Fredericton	No
40.	Norrad's Express and Redemption Centre Ltd.	40 Albert Street	Sussex	Yes
41.	Pub's Redemption Centre	346 Rothesay Ave	Saint John	Yes
42.	Recyclage Chaleur	571 Rue De L'Industrie	Petit-Rocher	Yes
43.	Recyclage Kent Recycling	10296 Route 134	Saint-Louis-de-Kent	Yes
44.	Richibucto Home Hardware Building Centre	45 Cartier Blvd	Richibucto	No
45.	Roblynn Home Hardware Building Centre	257 Restigouche Road	Oromocto	No
46.	RONA - Edmundston	595 Rue Carrier	Edmundston	No
47.	Sainte Antoine Home Building Centre	4612 Rue Principale	Sainte-Antoine	No
48.	Shediac Redeem Center	610 Main St	Shediac	Yes
49.	Southwest New Brunswick Service Commission - Hemlock Knoll Landfill	5749 Route 3	Lawrence Station	No
50.	Southeast Regional Service Commission - Eco360 Waste Management Facility	100 Enviro Drive	Berry Mills	No
51.	Southern Valley Transfer Station	155 Moffatt St	Woodstock	Yes
52.	Southside Redemption Centre	70 Timothy Avenue	Hanwell	Yes
53.	Tediche Home Hardware Building Centre	2499 Acadie Road	Cap-Pele	No
54.	Tri-R Redemption Centre	16 Lewis Street	Oromocto	No
55.	Vail's Bottle Exchange	522 Main St.	Woodstock	Yes
56.	Valley Redemption Centre	665 Babin Street	Dieppe	Yes
57.	Valley Redemption Centre - Collishaw	323 Collishaw St.	Moncton	Yes
58.	Valley Redemption Centre – Toombs	88 Toombs St.	Moncton	Yes
59.	Valley Redemption Centre - Quispamsis	1 Market Street	Quispamsis	Yes
60.	Watson's Home Building Centre	2686 Route 3	Harvey	No
61.	Wheaton's All in One	13 Industrial Drive	Sackville	Yes
62.	Wiebe's Home Hardware Building Centre	3151 Main Street	Centreville	No

APPENDIX 3 – Recycling Locator Tool

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



APPENDIX 4 – PoS and PoR Materials

PoS and PoR Poster



✓ 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 mélangées, peintures bloque-taches pour plafond, gommages laqués, 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.recyclenb.com

✗ 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 fins (ex. cult à 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 coffrage, résines époxy, colles et adhésifs
- Autres produits chimiques domestiques

N'oubliez pas la règle « NUD »

- N**achetez que ce dont vous avez besoin
- U**tilisez toute la peinture que vous achetez
- D**éposez 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



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.recyclenb.com

✗ 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:

- B**uy no more than you need
- U**se all the paint you buy
- D**rop 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 pour trouver un dépôt.



productcare.org/fr



APPENDIX 5 – Digital Advertising Activities

Website Blog posts



Blog

5 tips to make your home cozier for fall

24th September 2021



Blog

4 Ideas for your leftover paint

20th August 2021



Blog

5 low waste Halloween decoration ideas

15th October 2021

Google Search Ad

Ad · www.productcare.org/

[Recycle paint in New Brunswick | Paint recycling locations | Product Care Recycling](#)

Keep your leftover paint out of landfills and waterways. Recycle it. Every can of recycled paint makes a difference. Find over 60 recycling locations in NB. Reduce Landfill Waste. Do the Right Thing. Free To Drop Off.

[Recycle Paint](#)

Ad · www.productcare.org/

[Recycle paint in New Brunswick | Find A Drop-Off Site Near You](#)

Keep your leftover paint out of landfills and waterways. Recycle it. Every can of recycled paint makes a difference. Find over 60 recycling locations in NB...



[Recycle Paint](#)

Ad · www.productcare.org/

[Leftover paint? Recycle it | Paint recycling locations | Product Care Recycling](#)

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. Reduce Landfill Waste. Do the Right Thing. Free To Drop Off.

[Recycling Locations](#)

[Recycle Paint](#)

Ad · www.productcare.org/

[Comment recycler la peinture? | Trouvez le dépôt à proximité | Product Care](#)

Plus de 60 points de dépôt où vous pouvez déposer gratuitement vos restants de peinture. Apprenez comment recycler la vieille peinture avec nos programmes au Nouveau Brunswick.

[À propos de l'AGRP](#)

[Recyclage Localisateur](#)

Ad · www.productcare.org/

[Recyclez votre peinture usagée | Trouvez Un Site De Recyclage | Product Care](#)

Plus de 60 points de dépôt où vous pouvez déposer gratuitement vos restants de peinture. La peinture ne va pas à l'enfouissement, recyclez-la!



[À propos de l'AGRP](#)

[Recyclage Localisateur](#)

Ad · www.productcare.org/

[Donnez vos restes de peinture | Trouvez Un Site De Recyclage | Product Care](#)

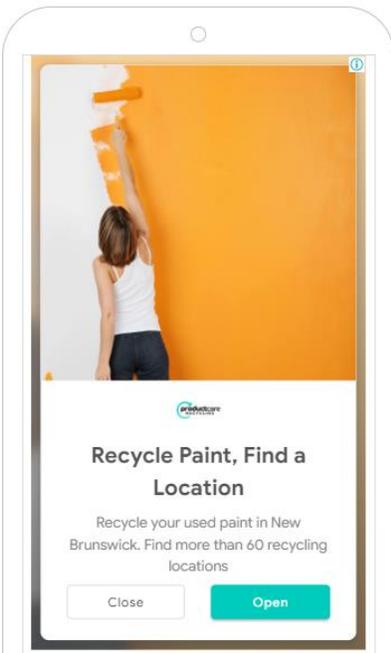
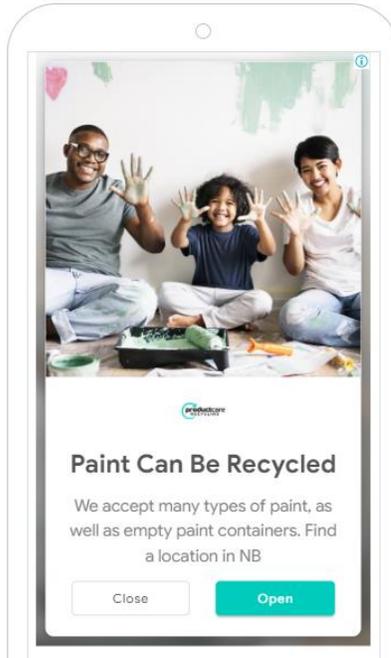
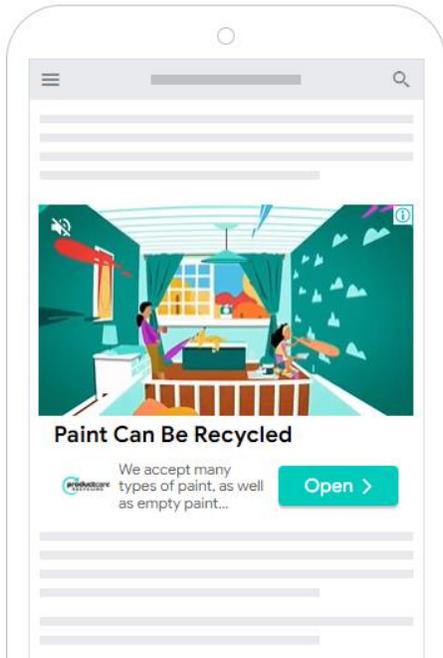
La peinture ne va pas à l'enfouissement, recyclez-la! Trouvez le dépôt le plus proche. Plus de 60 points de dépôt où vous pouvez déposer gratuitement vos...



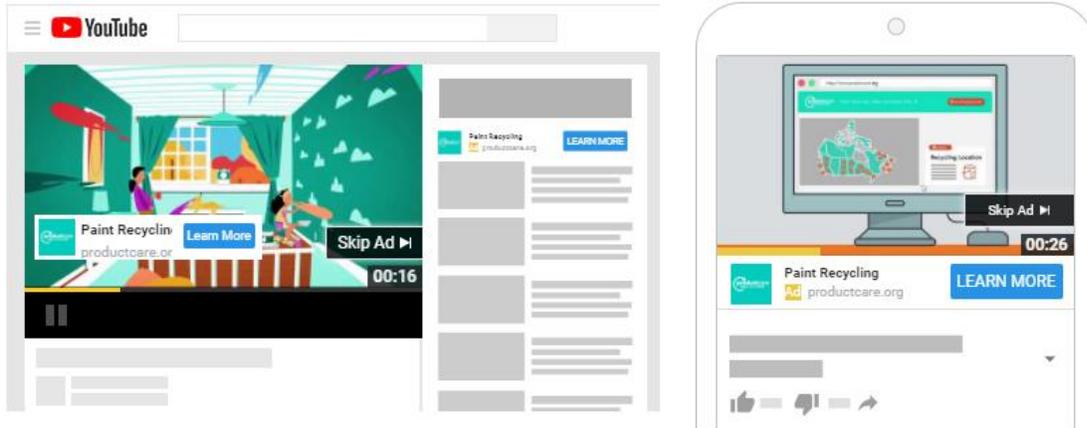
[À propos de l'AGRP](#)

[Recyclage Localisateur](#)

Google Display Ads



Google Video Ads



The Weather Network



APPENDIX 6 – Print Advertisements



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



APPENDIX 7 – Partnerships

Recycle New Brunswick Web Content (cross-promotion)



The screenshot shows the Recycle NB website. At the top, there is a red banner with the text "Click here for COVID-19 Information". Below this, the contact information "info@recyclenb.com | 1-888-322-8473" is displayed on the left, and social media icons for Facebook, Instagram, and Twitter, along with language options "EN" and "FR", are on the right. The main navigation menu includes: HOME, ABOUT, WHERE TO RECYCLE, PROGRAMS, RESOURCES, WASTE REDUCTION, MEDIA, RNB ANNIVERSARY, LOGIN, and a search icon. The main content area features a large banner image of various paint cans with the text "PAINT RECYCLING PROGRAM" overlaid. Below the banner, there is a section titled "Paint" with a list of links: [About the Program](#), [What Products are Recyclable?](#), [What Products Are Not Recyclable?](#), [Where Do I Recycle Paint?](#), [Why Recycle Paint?](#), [Management Plan](#), and [FAQs](#). To the right of this list is a section titled "Paint Recycling Program" with two paragraphs of text.

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 8 – Audited Financial Statements

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

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

31 DECEMBER 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 2021

Contents

Independent Auditors' Report	
Statement of Revenues and Expenses and Accumulated Surplus	6
Notes to the Statement of Revenues and Expenses and Accumulated Surplus	7 - 8

INDEPENDENT AUDITORS' REPORT

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 2021 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 2021 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 Statement that is free from material misstatement, whether due to fraud or error.

INDEPENDENT AUDITORS' REPORT - Continued

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.

INDEPENDENT AUDITORS' REPORT - Continued

- 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
30 March 2022

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2021

	2021	2020
Revenues	\$ 1,354,511	\$ 1,396,144
Program expenses		
Processing	667,218	580,832
Transportation	191,759	160,259
Administration (Notes 2(b) & (d))	136,997	107,245
Collection	134,334	122,522
Regulatory	81,450	80,000
Communications	46,596	39,051
	1,258,354	1,089,909
Excess of revenues over expenses for the year	96,157	306,235
Accumulated surplus - beginning of the year	1,002,103	695,868
Accumulated surplus - end of year	\$ 1,098,260	\$ 1,002,103
Commitment (Note 3)		

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

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 2021

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 rate is as follows:

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

Included in administration expense is \$25,334 (2020 - \$28,421) 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.

**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 2021

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 \$75,490 (2020 - \$61,325) 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 \$65,279 (2020 - \$87,098) which will be incurred in 2022.

APPENDIX 9 – Report of Independent Auditor

New Brunswick Paint Stewardship Program

- 2021 Program Review

PREPARED BY: KIM HUGHES, BSc

SUBMITTED: 15 June 2022

EXECUTIVE SUMMARY

THE 2021 NEW BRUNSWICK PAINT STEWARDSHIP PROGRAM

Product Care Association of Canada (Product Care) has successfully delivered a province-wide post-consumer Paint Recycling Program in 2021.

- 5,341,222 litres of paint managed by the program was sold in New Brunswick.
- 321,021 litres of post-consumer paint collected, representing a 6% recovery rate.
- 62 collection sites operated throughout the province. This network of sites, directly supported by the provincial representative, provides an enduring and integral part of the Paint Stewardship Program in New Brunswick.
- 287,097 litres of residual paint processed by Laurentide Re-sources Atlantic (Richibucto).
- 1,645 litres of residual aerosol paint processed by GFL Environmental (Sussex).
- 1,055 litres of paint re-used through Paint Share.
- Total of 289,797 litres of post-consumer paint managed.
- A total of 101.7 tonnes of metal and plastic containers were collected and recycled.
- Communication and education programs were enhanced. The Digital Advertising component is worthy of note.
- Canadian Paint & Coatings Association members continue to advance sustainability objectives. (Design for Environment)
- Product Care renewed the New Brunswick Paint Stewardship Plan (2021-2025)

In 2021, Product Care enabled and delivered a robust post-consumer paint products collection and processing system in New Brunswick. The Program meets all the objectives established in the updated and approved New Brunswick Paint Stewardship Plan (2021-2025).

The independent auditor that undertook the review of this plan has extensive experience in environmental management and policy development, including matters related to stewardship, waste management and recycling. This expertise was developed through professional experiences (40+ years) with industry, governments, and currently as a sustainability consultant.

INTRODUCTION

This report presents the results of an independent assessment of the performance of the New Brunswick Paint Stewardship Program for 2021. This assessment is an annual requirement under the *Designated Materials Regulation (2008-54)* – Clean Environment Act to examine and assess program performance in achieving stewardship goals with respect to paint products sold and used in New Brunswick in 2021.

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 2021 program performance review was carried out by reviewing and evaluating the 2021 Paint Stewardship Program Annual Report and the New Brunswick Paint Stewardship Plan(s)- (2016-2021 and 2021-2025 – as the new program plan was approved on September 24, 2021 conditional on changes finalized in October 2021), as well as discussions regarding the 2021 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. The reviewer also had the opportunity to discuss program implementation success and challenges with a regional industry representative while purchasing product at a local retail facility.

NEW BRUNSWICK PAINT STEWARDSHIP PROGRAM

The New Brunswick Paint Stewardship Plan 2021-2025 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, 2021, 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 62 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 intent of the program is to reuse (Paint Share) or to recycle as much of collected paint as possible to produce a repurposed or 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.

EVALUATION

Collection Network

There were 62 collection sites participating in the program in 2021. There were 49 remote household hazardous waste (HHW) collection events held throughout the province in 2021 (primarily in southeast NB in conjunction with ECO360), along with regular household hazardous waste collection at regional solid waste management facilities. All waste paint collected at these events was managed by Product Care under the New Brunswick Paint Stewardship Program.

As noted in the Executive Summary, the relationship that the provincial Product Care representative has maintained with the operators of the network of collection sites has resulted in an enduring and robust system that supports the collection and ultimate processing of waste paint throughout the province.

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

Collection

Program members reported the sale of 5,341,222 litres of program products in New Brunswick from January 1 to December 31, 2021. The recovery rate is calculated by dividing the volume of waste paint collected by the volume of paint sold in NB. In 2021 the total amount of waste

paint collected was 321,021 litres representing a residual recovery rate of 6.0 %. This is consistent with recovery rates attained over the program since it's inception in 2009.

Product Care offers a comprehensive 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.

Paint Share was offered at 27 collection sites in 2021. The Paint Share program offers better quality returned paint for reuse at no charge to the consumer. In 2021, it is estimated that 1,055 litres of paint was used by consumers as a result of the Paint Share program. This program component continues to be well supported by program participants and the public.

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 2021, the program collected 2,746 tubskids of waste paint and 261 barrels of residual aerosol paint.

PROCESSING AND RECYCLING

The overall program had 291,181 litres of post-consumer paint shipped to processors in 2021. Of this quantity, 289,797 liters (288,741 litres- processed and 1055 litres- Paint Share) were handled following the management methods established in the New Brunswick Paint Stewardship Plan 2021-2025 and the 2021 NB program report. This demonstrates the ongoing success of the New Brunswick Paint Stewardship Program. It is the opinion of this reviewer that public communication and education programs delivered by Product Care and Recycle New Brunswick are a critical piece that enables this success.

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

In 2021, the New Brunswick Paint Stewardship Program managed 289,797 litres of waste paint as follows;

*	reuse	1,055 litres
*	recycling	216,761 litres
*	energy recovery	9,455 litres

representing 78.4% of the volume of paint in the Paint Stewardship Program. The remainder of paint in the program, 62,525 litres was securely disposed of in engineered landfill sites. No incineration of waste paint took place. (The regulated target is 70%.)

In 2021, a total of 67.4 tonnes of empty metal paint containers were collected and sent for metal recycling, 5.5 tonnes of plastics pails (HDPE 2) and 28.8 tonnes of plastic paint cans (polypropylene) were sent for plastics recycling. This represents a total of 101.7 tonnes of metal and plastic that is being recycled and not going to landfill.

COMMUNICATIONS AND EDUCATION

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

The partnership with Recycle NB continues to provide an enhanced media presence that highlights the paint stewardship program along with other regulated products that come under the *Designated Materials Regulation* in New Brunswick.

Section 5 of the 2021 New Brunswick Paint Program Annual Report clearly shows the success that Product Care is achieving in terms of program awareness and provides detail on the methods and tools used to achieve this success. The metrics provided in the report clearly show the extent of coverage of the communication and education initiatives.

Collection sites visits by the local representative of Product Care continued in 2021, where the local representative visited all but 8 of the collection sites. The sites that were not visited were contacted directly to ensure program matters were addressed.

The ongoing 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.

OPERATIONS

The description of activities undertaken in support of the program in the above sections demonstrates that the program has once again been successful in 2021. The success of the

program's operation is largely attributed to the experience of Product Care Association (national), the Product Care provincial representative, the collection site operators, and the collaborative approach that Product Care brings to the program.

Product Care carries out 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 (2021-2025).

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 continues to be noted that a number of non-program containers are to be returned by consumers through the Paint Stewardship program's collection system. These non-program products/materials 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 2021 New Brunswick Paint Stewardship Program's annual report indicates that there is a continued success in delivering the major components of the program; communications, collection, and processing & recycling.

PROGRAM ASSESSMENT SUMMARY

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 an effective program delivered to the citizens of New Brunswick. 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 2021.

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 2021 a total of 291,181 litres of post-consumer paint was shipped to processors and 101.7 tonnes of paint product container material were collected by Product Care in New Brunswick and sent to processors for recycling. This represents a significant component of material that does not directly enter the provincial solid waste stream.

The contribution of the 2021 New Brunswick Paint Stewardship Program to the provincial economy is recognized. While the program activities and components are typically complimentary to existing operations this stewardship program is supporting businesses and their employees across the province.

RECOMMENDATIONS

- Product Care Association of Canada (Product Care) continue to support their paint stewardship program in New Brunswick. This includes the robust system of collection sites 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. The communication component been very well described in Section 5 of the Annual Report submitted by Product Care.
- Product Care and the paint and coatings industry should take opportunity to inform the public in New Brunswick (and Canada) on efforts to reduce environmental impacts related to their industry (Design for Environment).
- 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, including the opportunity for collection sites to move non-program materials into the household hazardous waste collection stream offered by the Regional Service Commissions.
- Product Care should consider verifying that conversion rates utilized in the program are current given progress achieved by industry in product formulation/container management (Design for Environment) and stewardship plans (New Brunswick Paint Stewardship Plan).