



# 2012

## Newfoundland and Labrador Paint Stewardship Program Annual Report

Submitted to: **Multi-Materials Stewardship Board**

Submitted by: **Product Care Association**

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## **1.1 About Product Care Association**

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

PCA's members are the "producers" (manufacturers, distributors and retailers) obligated by the Regulation under the category of architectural paint.

Product Care Association has filed a paint stewardship program plan with Multi-Materials Stewardship Board (MMSB) under the *Newfoundland and Labrador Waste Management Regulations, 2003 as amended by Regulation 100/10 (O.C. 2010-290)* (the "Regulation") issued under the *Environmental Protection Act (O.C. 2003-226)*.

## **1.2 Report Period**

This report covers the calendar year 2012. The program began on April 18, 2012. Except as noted, the information in this report relates to the operating period April 18, 2012 to December 31, 2012.

## **1.3 Program Summary**

The Newfoundland and Labrador Paint Stewardship Program offers collection services throughout the province to which consumers can bring leftover household paint. The collection sites include retailers, Green Depots, local government waste facilities and sponsored household hazardous waste (HHW) events. The program supplies collection sites and HHW events with standard reusable collection bins (tubs/kids) and other containers such as drums. The program contracts with a hauler to deliver empty and pickup filled collection containers to collection sites/HHW events and consolidate the filled collection containers into full loads which are shipped to the processor for recycling. Additional elements of the program managed by Product Care Association include revenue management, communications and administration.

Table 1, summarizes the program performance as compared to commitments in the approved stewardship plan and the requirements under the regulation.

**Table 1: Summary of Key Performance Indicators**

Commitments & Requirements	Performance
Achieve at least a 70% reuse rate	In 2012 the reuse rate of 81.2 % was achieved.
Permanent collection site in the 19 target communities, by end of year 1	Permanent collection sites were established in 18 of the 19 target cities. The remaining city had a site for the first 7 months of the program, but it closed in November 2012. Efforts are being made to re-establish a new site in this community.
Collection service in the 31 target communities, during years 1 and 2	Of the 31 sites, 14 permanent collection sites were established and 3 additional sites were serviced by a collection event

#### 1.4 Brand Owner Information

The total sales volume reported by program members to the program for the period of April 18, 2012 to December 31, 2012 was 2,966,404 litres. Table 2 illustrates the breakdown by container size and units.

**Table 2: Volumes of Paint Products Sold (Units & Litres)**

Type of Paint Product	Units	Litres
Aerosol	237,511	71,253
Paint - 100 ml to 250 ml	41,111	10,278
Paint - 251 ml to 1 litre	136,807	129,283
Paint - 1 litres to 5 litres	596,617	2,255,212
Paint - 5.01 litres to 25 litres	26,475	500,378
<b>Total</b>	<b>1,038,521</b>	<b>2,966,404</b>

#### 1.5 Total Amount of Waste Paint Collected

Table 3 and 4 below show the total amount of waste paint collected by the program for the reporting period as well as how much was collected per collection site type.

**Table 3: Total Amount of Waste Paint Collected**

	Residual Paint Volume (L)	Residual Aerosol Paint Volume (L)	Total Residual Paint Volume (L)
<b>Volume Collected</b>	82,460	105	82,565

**Table 4: Percentage of Waste Paint Collected by Collection Site Type**

Type of Collection Site	Paint
Green Depot	6 %
Retailer	39 %
Collection Events	18 %
Local Government Waste Facilities	37 %
<b>Total</b>	<b>100 %</b>

The tubskids are received from collection sites across the province and unpacked, contents transferred into boxes at one of the two haulers' warehouses. From there, a total of 297 boxes of waste paint were delivered to the Laurentide Resources Atlantic Inc. facility in Springhill, Nova Scotia for processing during the reporting period. Of the 297 boxes delivered to the processor in 2012, 173 boxes were processed in 2012 (opened, sorted and bulked). Table 5 shows the volume of waste paint processed.

**Table 5: Total Amount of Waste Paint Processed**

	Number of boxes	Residual Paint Volume (L) <sup>1</sup>	Number of Aerosol Drums <sup>2</sup>	Residual Aerosol Paint Volume (L) <sup>3</sup>	Total Residual Paint Volume (L)
<b>Volume Processed</b>	173	39,317	0	0	39,317

- (1) Conversion rate: 227.3 Ls per box
- (2) Each drum holds approximately 175 aerosol containers
- (3) Conversion rate 5.25 Ls per drum

## 2.0 Processing

Table 6 below shows the breakdown (in percentages) of waste paint collected that was reused, recycled, recovered for energy, contained, or otherwise treated or disposed of. These are further explained in the following sections.

**Table 6: Percentage of Waste Paint by Disposal Method**

Method	Volume (litres)	Percentage
Reuse - Paint Exchange Program	2,370	5.7 %
Reuse - Paint Recycling	31,460	75.5 %
Landfill	1,025	2.4 %
Energy Recovery	6,832	16.4 %
<b>Total</b>	<b>41,687</b>	<b>100%</b>

The regulation required 70% reuse. Reuse is a combination of Paint Exchange Program and paint recycling. In the reporting period, the program surpassed the target and achieved 81.2% reuse.

The following section describes the processing methods referred to in the table above.

## 2.1 Paint Exchange Program (PEP)

The Paint Exchange Program (PEP) makes better quality returned paint available to the public at collection sites that agree to participate in the PEP. The paint is made available to the public free of charge. The collection sites record and report to the program the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing.

An estimated 2,370 litres of paint was given away through the PEP to consumers. PEP was offered at 18 collection sites (17 Green Depots and one retailer), which comprises 35 % of the province-wide collection network. Reuse volumes are estimated by assuming that each container given away is on average 75% full.

## 2.2 Recycling

At the Laurentide Resources facility in Springhill, NS, paint containers are removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers. The bulked paint of recyclable quality is then transferred to an affiliated processor, Peintures Recuperees du Quebec (PRQ) in Victoriaville, QC, where the paint is further processed and recycled back into paint. Table 7 illustrates the quantity of latex paint and of oil based (alkyd) paint that was recycled.

**Table 7: Quantity and Type of Paint Recycled**

Type	Litres	Percentage
Latex paint	28,085	89%
Oil based paint	3,375	11%
Total	31,460	100%

### **2.3 Energy Recovery**

Not all collected oil based paint is of suitable quality for paint recycling. In some cases the paint may be contaminated, in the form of skins/sludge, wrong colour or of the wrong chemistry for paint recycling. In addition, regulations such as the Federal VOC Regulations required tighter limits on certain chemical constituents, which tend to be higher in older paints, making it difficult to recycle oil based paint back into paint. The market for the recycled oil based paint is significantly smaller than that for the water based products and continues to diminish as water base technology replaces oil based technology.

Due to the high solvent content of oil based paints; oil based paints are suitable for energy recovery. Through the process of fuel blending, some of the oil based paint collected by the program that is not suitable for paint recycling, is used as an alternative energy source in applications such as permitted incinerators. During the reporting period 6,832 litres of oil based paint were blended with other fuels and utilized for energy value at licensed facilities.

### **2.4 Landfill**

The sorting and bulking of the latex paint by Laurentide generated 1,025 litres of non-recyclable latex sludge/solid which were solidified and disposed of at a landfill.

### **2.5 Incineration**

Incineration is typically utilized when the oil-based paint is not suitable for energy recovery due to PCB contamination. During the reporting period, no material went for incineration.

## 2.6 Metal and Plastic Containers Collected and Recycled

Table 8 below summarizes the amount of metal and plastic containers that were collected and recycled through the paint recycling program.

**Table 8: Metal and Plastic Containers Collected and Recycled in 2012**

Container Type	Collected and Recycled (tons)	Processor
Metal	11.25	Quebec Milling, QC
Plastic pails (HDPE 2)	0.24	Gaudreau Environmental, Victoriaville, QC
Plastic paint cans (polypropylene)	1.17	Gaudreau Environmental, Victoriaville, QC

## 2.7 Design for Environment

The manufacturing of paint continues to shift from oil based paints to water based paints due to a number of factors including:

- Consumer preference for more environmentally-friendly products
- Advanced water-based coating technology providing similar product performance as oil based technology
- Regulatory influences such as Environment Canada’s Volatile Organic Compound (VOC) Concentration Limits for Architectural Coatings Regulations (P.C. 2009-1535) which sets limits for VOC for a number of coatings including architectural coatings. These new regulations require coatings manufacturers to switch to low-VOC formulations

At the same time, there is less ability to recycle oil based paints due to the lower demand and regulatory limits. Accordingly the increased proportion of water based paint recovered through the program should result in higher percentage of recyclable paint over time.

In addition, the program utilizes the follow tools to increase the amount of reuse and minimize the environmental impact:

- Variable eco fees remitted by program members, which increase with the size of the container.
- Operation of the paint exchange program whereby leftover paint is made available to the public free of charge.



## 2.8 Return Collection Facility Locations

As of December 31, 2012, a total of 51 collection sites participated in the program (see Appendix 1 for a lists collection sites). Appendix 2 contains a provincial map of the collection site locations.

The commitment made by PCA in the approved program plan for collection sites was:

*“The program will target a minimum of nineteen permanent collection sites in the following communities: ... PCA will have as many as possible of the 19 sites operational by the launch date, with the intention of having all operational by the end of year 1 of the program.”*

*“During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB. This collection network will be assessed on an ongoing basis in terms of effectiveness and consumer convenience.”*

Table 9 and 10 illustrates the communities that PCA committed in its approved program plan for the establishment of collection sites and the status of each location. In addition to establishing collection sites in the targeted communities, permanent collection sites were also established in St. Lawrence and Grand Bank, two communities that were not originally listed.

**Table 9: NL Paint Stewardship Program Collection Network, Breakdown of 19 Priority Sites**

Commitment in Program Plan: <i>The program will target a minimum of nineteen permanent collection sites in the following communities with the intention of having all operational by the end of year 1 of the program.</i>	
<b>Community</b>	<b>Status</b>
Bay Roberts*	Permanent Site Established
Carbonear*	Permanent Site Established
Clarenville*	Permanent Site Established
Conception Bay South	Permanent Site Established
Corner Brook*	Permanent Site Established
Deer Lake*	Permanent Site Established but closed in November, 2012; HHW event was held on May 5, 2012, PCA has identified at potential replacement collection site.
Gander*	Permanent Site Established
Grand Falls-Windsor	Permanent Site Established
Happy Valley-Goose Bay*	Permanent Site Established
Labrador West	Permanent Site Established
Lewisporte	Permanent Site Established
Marystown*	Permanent Site Established

Commitment in Program Plan: *The program will target a minimum of nineteen permanent collection sites in the following communities with the intention of having all operational by the end of year 1 of the program.*

Community	Status
Mount Pearl*	Permanent Site Established
Port Aux Basques	Permanent Site Established
Port Aux Choix	Permanent Site Established
St. John's (3 locations)	Permanent Site Established
Stephenville*	Permanent Site Established

\* Communities that were serviced by an HHW collection event for paint collection

**Table 10: NL Paint Stewardship Program Collection Network, Breakdown of 31 Sites**

Commitment in Program Plan: *During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB.*

Community	Status
Baie Verte*	Permanent Site Established
Black Tickle	In Development
Bonavista*	In Development
Botwood	Permanent Site Established
Burgeo	Permanent Site Established
Cartwright	Permanent Site Established
Charlottetown	In Development
Dunville	Permanent Site Established in Placentia (neighboring town)
Fogo	Permanent Site Established
Gambo	Permanent Site Established
Glovertown	Permanent Site Established
Hopedale	In Development
L'Anse Au Loup	Permanent Site Established in L'Anse Au Clair (neighboring town)
La Scie	In Development
Makkovik	Permanent Site Established – Will open in spring 2013
Mary's Harbour	In Development
Nain	In Development
New Wes Valley	Permanent Site Established
New World Island	In Development
Pasadena*	In Development
Port Hope Simpson	In Development
Postville	Permanent Site Established
Rigolet	In Development
Riverhead	Permanent Site Established
Robert's Arm	In Development
Rocky Harbour*	In Development
Springdale	Permanent Site Established
St. Alban's	In Development
St. Anthony	In Development

Commitment in Program Plan: *During years one and two, PCA will implement a collection service in or near each of the following 31 additional communities identified by MMSB.*

Community	Status
St. Lewis	In Development
Twillingate	Permanent Site Established

\* Communities that were serviced by a HHW collection event for paint collection

Of the 31 targeted communities listed in Table 8, a permanent collection site was established in 14 of them by the end of 2012. In addition, four out of the targeted 31 communities were serviced by a collection event which included paint collection. The program continues to work on expanding the collection network.

## 2.9 HHW Events

In 2012, in addition to establishing permanent collection sites, the program also participated in 33 collection events conducted by Multi-Materials Stewardship Board (MMSB) and the Eastern Waste Management Board (EWMB) as part of their household hazardous waste (HHW) programs. Table 9 lists the communities served by the HHW collection events that included paint collection. The paint collected at these events was transferred to and managed by the program.

For the MMSB coordinated events the program provided staff and transportation service at the event for the paint that was collected. For the EWMB HHW collection events, the collected paint was picked up after the event by the program after being collected and consolidated by EWMB Table 11 illustrates the amount of paint that was collected at both the MMSB and EWMB HHW events.

**Table 11: HHW Collection Events that Paint Stewardship Program Participated in**

Hosted By	Community Serviced	Hosted By	Community Serviced
EWMB	Arnold's Cove	MMSB	Deer Lake
EWMB	Bay Roberts	MMSB	Gander
EWMB	Carbonear	MMSB	Bonavista and Area
EWMB	Bay de Grave (South River)	MMSB	Mount Pearl
EWMB	Cavendish	MMSB	Marystown
EWMB	Conception Hr.	MMSB	Corner Brook
EWMB	Ferryland	MMSB	Clarenville
EWMB	Harbour Grace	MMSB	Happy Valley/Goose Bay
EWMB	Old Perlican	MMSB	Corner Brook
EWMB	Placentia	MMSB	Stephenville & Area

Hosted By	Community Serviced	Hosted By	Community Serviced
EWMB	Salmon Cove	MMSB	Baie Verte
EWMB	Winterton	MMSB	Lethbridge
EWMB	Whitbourne	MMSB	Fortune/Grand Bank
EWMB	Clarenville	MMSB	Lawn/St. Lawrence
EWMB	Mount Pearl	MMSB	Rocky Harbour
		MMSB	Terrenceville
		MMSB	Harbour Breton
		MMSB	Pasadena
<b>Total EWMB Events</b>	<b>15</b>	<b>Total MMSB Events</b>	<b>18</b>

**Table 12: Paint Volumes Collected at HHW Collection Events**

HHW Collection Events	# of Paint Tubskids Collected	# of Aerosol drums Collected
MMSB HHW Events	83	12
Eastern Waste Management Board Events	27	2
<b>Total Amount Collected</b>	<b>110</b>	<b>14</b>

### 3.0 Processing and Containment Facilities

The following is a list of all the processing or containment facilities used by the program.

<b>Hebert's Recycling Inc.</b> 85 Riverside Drive, Corner Brook, NL A2H 6B9	Containment Facility
<b>Hebert's Recycling Inc.</b> 14 Clyde Avenue, Mount Pearl, NL A1N 4S1	Containment Facility
<b>Laurentide Resources Atlantic Inc.</b> 100 Main Street Springhill, NS B0M 1X0	Processing Facility
<b>Société Laurentide Inc.</b> 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

## 4.0 Communication and Education

Product Care Association implemented a communication and education program to educate consumers in accordance with the Regulation, which provides that:

**31.13(1)** *A brand owner shall provide educational and consumer material, including printed handouts, to each retailer of its paint respecting*

- (a) the brand owner's paint stewardship plan;*
- (b) access to return collection facilities including their location and hours of operation;*
- and*
- (c) the environmental and economic benefits of participating in the paint stewardship plan.*

*(2) A brand owner shall not release educational and consumer material referred to in subsection (1) unless the material has been submitted to the board at least one month before its intended release.*

*(3) A retailer shall post or distribute the educational and consumer material it receives from brand owners at the area inside the retailer's premises where paint is displayed, and*

- (a) at the main entrance of the retailer's premises; or*
- (b) at the area inside a retailer's premises where the transaction to purchase paint takes place.*

The following sections describe the communication and education programs in more detail.

### 4.1 Program Launch

The official NL Paint Stewardship Program launch was held at Handyman Home Hardware in Conception Bay on May 2nd, 2012. It was attended by the Honourable Terry French, Minister of Environment and Conservation/Minister Responsible for the Multi-Materials Stewardship Board, the general public and representatives of PCA, Home Hardware and MMSB. A press release was distributed by Environment and Conservation and MMSB. The launch event generated media coverage across major print, radio and television stations with stories featured on CBC News and The Telegram newspaper.

## 4.2 Website

The Newfoundland and Labrador Paint Stewardship Program section of the PCA website includes:

- Collection site finder (a map showing the locations of the collection sites);
- Collection site hours and operations;
- Information for trade painters (showing collection sites that accept larger volumes);
- Description of products accepted by Program;
- Promotional material for retailers;
- Other information (such as a description of the paint exchange program); and
- Links to Product Care's collection site-finder on MMSB's website.

There were an estimated 8,387 unique "pageviews" of the website during the 2012 calendar year. Appendix 2 illustrates the number of visitors to the NL collection site locator and website.

## 4.3 Point of Sale and Point of Return Material

More than 8,000 packages of promotional materials were distributed in advance of the program launch to all paint retailers and collection sites. Depending upon the recipient, the packages included some or all of the following:

- Point of Sale rack cards
- Point of Sale posters
- Paint can stickers
- "Recycle your paint here" poster
- Paint Exchange Program "free paint" poster
- FAQ sheet for retailers, customers and collection sites
- Reorder forms

See Appendix 3 for example of the promotional materials.

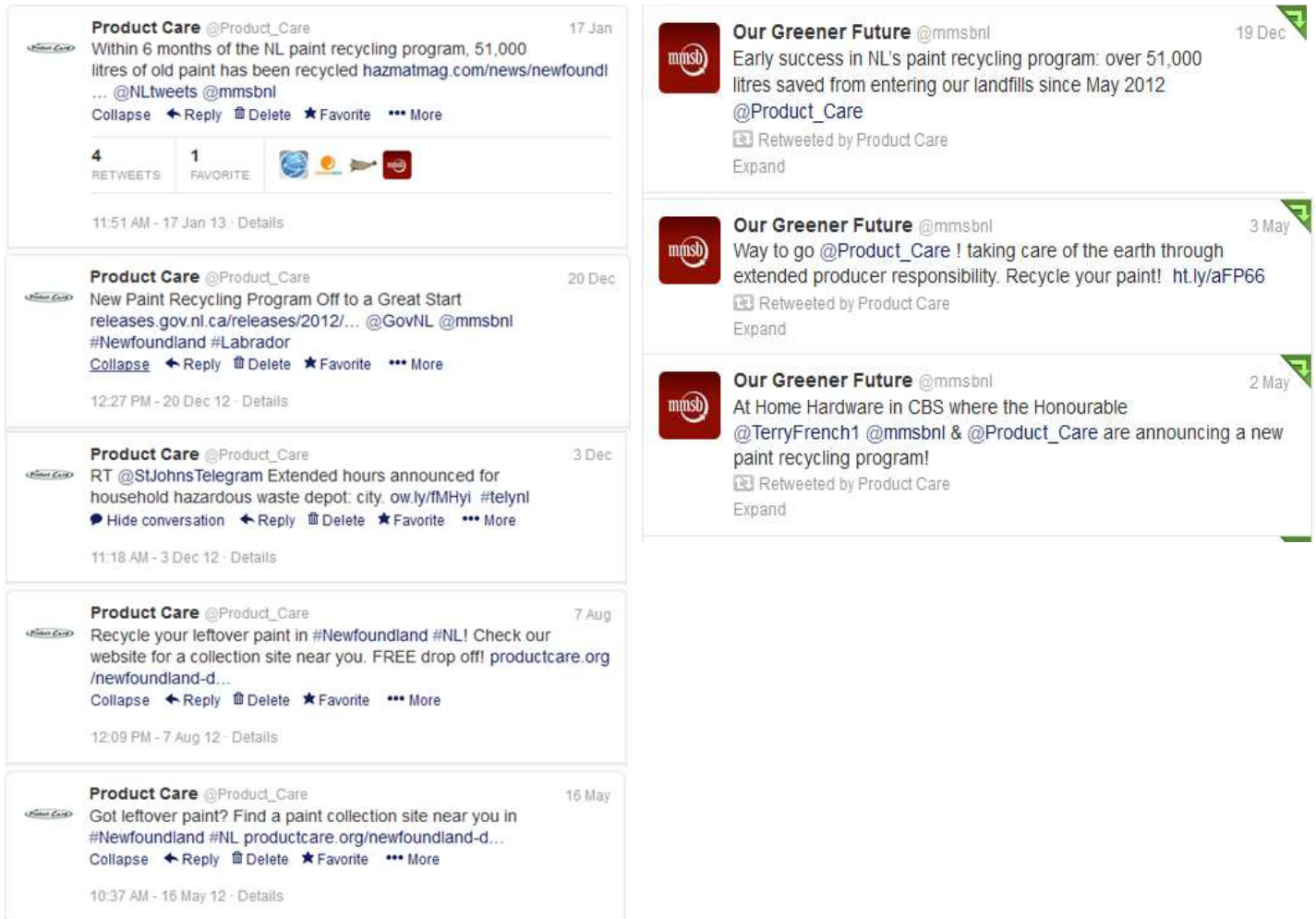
All paint retailers were reminded by letter from PCA in August 2012, of their legal obligation to post promotional material (posters, rack cards) at the point of sale.

The program distributes posters and brochures for replenishment upon request, without charge.

## 4.4 Social Media

### Twitter

Product Care Association (PCA) posted tweets about the Newfoundland paint recycling program and supported the Multi Materials Stewardship Board’s (MMSB) efforts by re-tweeting program-related tweets. Below is a snapshot of posted tweets and interactions on Twitter.



The screenshot displays a vertical list of tweets. On the left, five tweets from **Product Care** (@Product\_Care) are shown, dated from 17 Jan to 16 May. On the right, three tweets from **Our Greener Future** (@mmsbni) are shown, dated from 19 Dec to 2 May. Each tweet includes the user's profile picture, name, handle, and the text of the tweet. Interaction icons for replies, retweets, and favorites are visible below each tweet. The tweets from Product Care mention the recycling of 51,000 litres of paint, the launch of a recycling program, extended hours at a hazardous waste depot, and collection sites for leftover paint. The tweets from Our Greener Future mention the success of the program, extended producer responsibility, and the announcement of a new paint recycling program.

### Facebook

The program also utilized Facebook advertising to promote the program. These paid advertisements on Facebook were carried out to increase overall awareness of Product Care’s paint recycling program in NL. See Appendix 5 for a preview of the Facebook ads.

#### **4.1 Program Hotline**

Product Care Association operates a “hotline” with a toll-free telephone number 1-888-772-9772 by which consumers can obtain information about recycling paint and about the program.

#### **4.2 Print and Radio Ads**

To increase awareness levels of paint recycling, quarter-page print advertisements were published in Newfoundland and Labrador’s largest daily newspaper, St. John’s Telegram (weekly circulation over 24,300) and in the Corner Brook Western Star (weekly circulation over 6,300) (examples of ads are in Appendix 4).

The program was advertised consecutively for two weeks in May 2012 on the following radio stations covering the province:

- VOCMAM (Province Wide)
- K-ROCK (St. John's/Gander/Grand Falls/Corner Brook)
- HITS (Avalon)
- OZFM (Island Wide)
- Coast (Avalon)

#### **4.3 Online Ads**

Two campaigns aimed to promote awareness of the new paint collection service available in Newfoundland and Labrador were completed in partnership with MMSB. The program was promoted using Google AdWords on the Google Search and Display functions and Facebook advertisements targeting residents of Newfoundland and Labrador. Appendix 5 shows examples of the social media ads. Users clicking on ads were directed to the Product Care collection site finder page, which provides details on the program’s collection infrastructure and availability. The campaigns ran from May 3-May 13, 2012 and October 7-Oct 22, 2012

The program was advertised on NL Classifieds online, St. John’s Telegram website and VOCM radio station homepage. Table 13 illustrates the impressions and clicks that were generated by the Google and Facebook social media campaigns.



**Table 13: Online Advertising Results**

Campaign Strategy	Clicks	Impressions
<b>Spring 2012 Campaign</b>		
Google AdWords	913	1,953,076
Facebook Ads	1,188	3,513,877
<b>Fall 2012 Campaign</b>		
Google AdWords	4,023	4,937,247
Facebook Ads	1,404	5,667,017
<b>Total</b>	<b>7,528</b>	<b>16,071,217</b>

#### 4.4 Collection Site Communication

All Green Depots and local government waste facilities that were collection sites under the program were provided with a 4ft x 3ft outdoor sign advertising the location as a paint collection site. The following 11 collection sites were visited in 2012 by program representatives to provide support to the collection sites and ensure operations were consistent with program operating requirements:

**Table 14: Collection Locations Visited by a PCA Representative in 2012**

Collection Site	Town
The Paint Shop Home Decorating Centre	Corner Brook
Home Hardware	Corner Brook
Corner Brook Green Depot	Corner Brook
Pritchett's Building Supplies	Gambo
Gander Green Depot	Gander
Aylward's Home Hardware	Gander
Glovertown Green Depot	Glovertown
Grand Falls-Windsor Green Depot	Grand Falls-Windsor
The Paint Shop Home Decorating Centre	Grand Falls-Windsor
Springdale Green Depot	Springdale
Scotia Recycling General Meeting	St. John's

#### 4.5 Trade Painter Notification

In 2012, over 500 letters were mailed or emailed to trade painters, contractors and others in the construction industry informing them of the availability of the program for their leftover paint and directing them to the collection site finder on Product Care Association's website.

#### 4.6 Environmental Group Notification

PCA worked with MMSB to develop a list of environmental groups across the province. An email was sent to over 30 organizations informing them of the NL Paint Stewardship Program and requesting that they place a link to the collection site finder on their website (referenced in Table 15).

**Table 15: List of Environmental Organizations that Received the NL Paint Stewardship Program Notification**

Environmental Organization	City
ACAP Humber Arm (Atlantic Coastal Action Program)	Corner Brook
Burgeo Regional Action Group	Burgeo
Canadian Boreal Initiative	Happy Valley-Goose Bay
Canadian Parks and Wilderness Society – NL	St. John's
Central Labrador Environmental Action Network	St. John's
Centre for Long Term Environmental Action NL	St. John's
Coalition for Alternatives to Pesticides – NL	St. John's
Corner Brook Stream Development Corp.	Corner Brook
Conservation Corps Newfoundland and Labrador	St. John's
Environmental Education Commission	St. John's
Food Education Action St. John's (FEAST)	St. John's
Grand Riverkeeper Labrador, Inc.	Happy Valley
International Appalachian Trails NL	Corner Brook
Kelligrews Ecological Enhancement Program (KEEP)	Kelligrews, CBS
Mercy Centre for Ecology and Justice	St. John's
MUN Botanical Garden	St. John's
MUN Project Green	St. John's
Nature Newfoundland and Labrador	St. John's
Nature Conservancy	St. John's
Newfoundland and Labrador Environmental Educators (NLEE)	Corner Brook
Newfoundland and Labrador Environment Network	St. John's
Northeast Avalon Atlantic Coastal Action Program	St. John's
Protected Areas Association of NL	St. John's
Partridge Forever Society	Bay Roberts
Quidi Vidi Rennie's River Development Foundation	St. John's
Salmon and Trout Restoration Association of Conception Bay Central	St. John's
Sierra Club of Canada – Atlantic Canada Chapter	St. John's
Torbay Environment and Trails Committee	Torbay
Western Environment Centre	Corner Brook

Environmental Organization	City
Whale Release and Stranding	Portugal Cove – St. Philips
Youth for Environmental Awareness	Baie Verte
Memorial University Advisory Council on Sustainability	St. John's
the greenRock – habits for your habitat	St. John's
MI Ocean Net	St. John's
Stewardship Association of Municipalities Inc.	Spaniard's Bay
Newfoundland and Labrador Environmental Industry Association (NEIA)	St. John's

## 5.0 Financial Information

PCA's audited financial statements for the NL Paint Stewardship Program can be found in Appendix 6.

## 6.0 Assessment of the Newfoundland and Labrador Paint Stewardship Program

An assessment of the performance of the program is currently being prepared by MMSB in partnership with Product Care and upon completion will be appended to this report in Appendix 7.

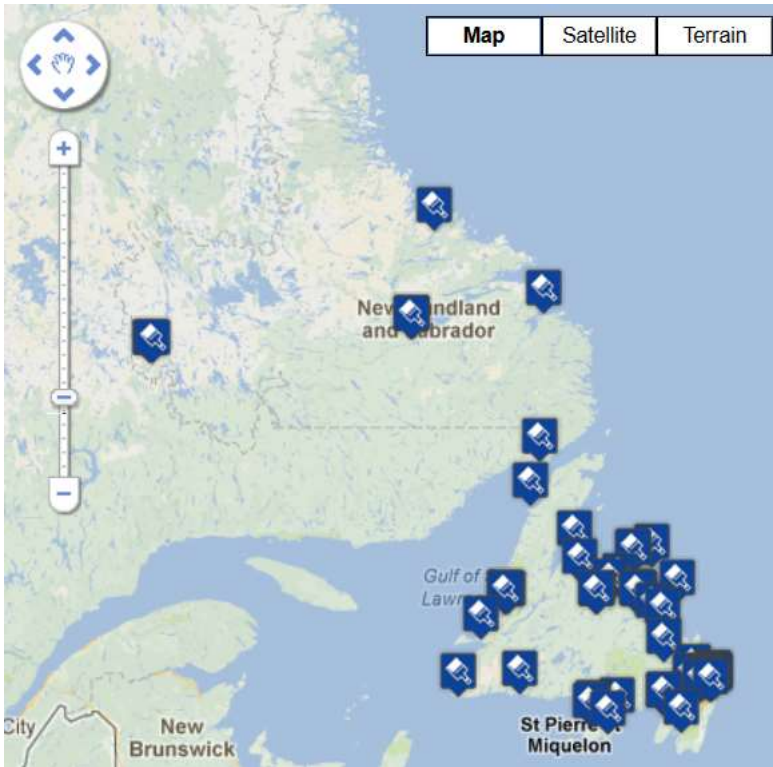
## APPENDIX 1 – 2012 NL Paint Stewardship Program Collection Site Details

Name of Facility	City	Type of Facility	Offers Paint Exchange
New Wes Valley Green Depot	Badger's Quay	Green Depot	Yes
White Bay Home Hardware and Furniture	Baie Verte	Retailer	No
Bay Roberts Green Depot	Bay Roberts	Green Depot	Yes
Chester Dawe	Bay Roberts	Retailer	No
Botwood Green Depot	Botwood	Green Depot	Yes
Burgeo Green Depot	Burgeo	Green Depot	Yes
Carbonear Green Depot	Carbonear	Green Depot	Yes
Cartwright Building Supplies	Cartwright	Retailer	No
Clarenville Home Hardware Building Centre	Clarenville	Retailer	No
Handyman Home Hardware	Conception Bay South	Retailer	No
Chester Dawe	Conception Bay South	Retailer	No
Corner Brook Green Depot	Corner Brook	Green Depot	Yes
Corner Brook Home Hardware	Corner Brook	Retailer	No
The Paint Shop Home Decorating Centre	Corner Brook	Retailer	No
Fogo Island Home Hardware Building Centre	Fogo	Retailer	No
Chester Dawe	Fortune	Retailer	No
Pritchett's Building Supplies	Gambo	Retailer	No
Gander Green Depot	Gander	Green Depot	Yes
Aylwards Home Centre	Gander	Retailer	No
Chester Dawe	Gander	Retailer	No
Glovertown Green Depot	Glovertown South	Green Depot	Yes
Chester Dawe	Goulds	Retailer	No
Aylwards Home Centre	Grand Bank	Retailer	No
Grand Falls-Windsor Green Depot	Grand Falls-Windsor	Green Depot	Yes
The Paint Shop Home Decorating Centre	Grand Falls-Windsor	Retailer	No
HVGB Green Depot	Happy Valley Goose Bay	Green Depot	Yes
The Paint Shop Home Decorating Centre	Happy Valley-Goose Bay	Retailer	No
The Paint Shop Home Decorating Centre	Labrador City	Retailer	Yes
Turnbull's Home Hardware Building Centre	L'Anse Au Clair	Retailer	No
Pritchett's Building Supplies	Lewisporte	Retailer	No
Aylwards Home Centre	Marystown	Retailer	No
Mount Pearl Green Depot	Mount Pearl	Green Depot	Yes
The Paint Shop Home Decorating Centre	Mount Pearl	Retailer	No
Aylwards Home Centre	Placentia	Retailer	No
The Paint Shop Home Decorating Centre	Placentia	Retailer	No

Name of Facility	City	Type of Facility	Offers Paint Exchange
Port Aux Basques Green Depot	Port Aux Basques	Green Depot	Yes
Port Aux Choix Green Depot	Port Aux Choix	Green Depot	Yes
Sheppard's Skidoo & Variety Shop	Postville	Retailer	No
Springdale Green Depot	Springdale	Green Depot	Yes
Chester Dawe	St. John's	Retailer	No
Chester Dawe	St. John's	Retailer	No
Chester Dawe	St. John's	Retailer	No
Robin Hood Bay	St. John's	Waste Management Facility	No
Templeton Paint	St. John's	Retailer	No
The Paint Shop Home Decorating Centre	St. John's	Retailer	No
Aylwards Home Centre	St. Lawrence	Retailer	No
Riverhead Green Depot	St. Mary's Bay	Green Depot	Yes
Stephenville Green Depot	Stephenville	Green Depot	Yes
Twillingate Green Depot (and Auto)	Twillingate	Green Depot	Yes
The Paint Shop Home Decorating Centre	Twillingate	Retailer	No
RONA Home Centre	Wabush	Retailer	No

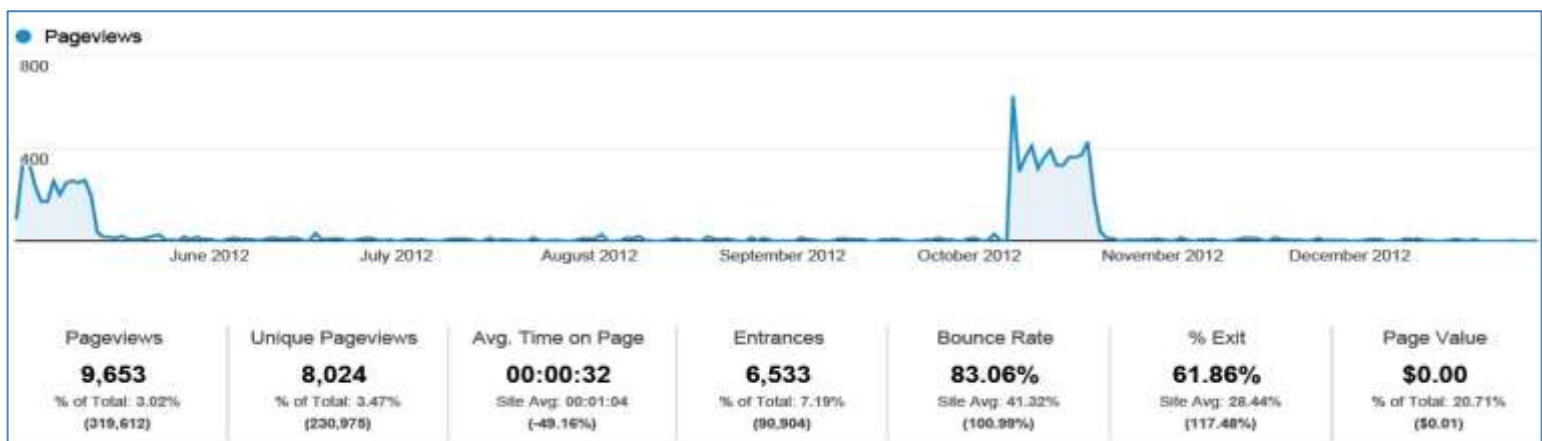
## APPENDIX 2 – Information from the Product Care Association’s Website

Below is a map of all collection sites in Newfoundland and Labrador in 2012



Close-up of the Island of Newfoundland

### Activity chart showing the number of visitors to the NL collection site locator webpage April 18 – Dec 31, 2012



## APPENDIX 3 –Promotional Material

These promotional materials were distributed to Paint Retailers, Collection Sites, Waste Management Facilities and Stakeholders.

### NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM

Got leftover paint? Recycle it! Getting rid of your leftover paint in Newfoundland and Labrador is easy – and it's free! Just take it to a Product Care collection site for recycling and do your part to protect the environment. Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.



#### ACCEPTABLE PAINT PRODUCTS

There is no charge to drop off any of the following household paints for recycling.

- Interior and exterior paints
- Latex, acrylic, water-based paints
- Alkyd, enamel, oil-based paints
- Deck coatings, floor paints
- Single component varnishes and urethanes
- Concrete, masonry, drywall and stucco paints
- Metal and wood primers
- Undercoats
- Marine paint \*
- Wood finishing oils
- Wood preservatives \*
- Melamine, metal and anti-rust paint, stains, shellac
- Single component swimming pool paint
- Stain blocking paint
- Block fillers
- Wood, masonry, driveway sealers and water repellants
- Empty paint containers

\* Unless registered under Pest Control Products Act  
Maximum container volume 25 litres

All types of paint aerosols are accepted  
• Consumer, industrial and automotive  
Maximum container volume 950 grams or 25 ounces

**FIND A PAINT COLLECTION SITE NEAR YOU!**  
[www.productcare.org/nl](http://www.productcare.org/nl) | 1-888-772-9772

Front

### REDUCE - REUSE - RECYCLE

#### What products are accepted by the program?

Most types of household paints and architectural coatings are accepted. See list of acceptable products on the reverse side of this card. For a full list of acceptable and unacceptable products, please visit [www.productcare.org/nl](http://www.productcare.org/nl) or call 1-888-772-9772.

#### How do I store my products for later use?

- Store in original, securely-sealed, labelled containers.
- Store paint away from extreme heat or cold.
- Avoid freezing paint.
- Clean the rim for a good seal, pour 3mm (1/8") of paint thinner on top of oil-based paint, or 3mm (1/8") of water on latex paint, or store with container upside down.

#### Why should I recycle paint?

When used properly, paint poses no risk to the environment, but if improperly discarded, it can be harmful to the environment.

#### About

The Newfoundland and Labrador Paint Recycling Program is funded and managed by Product Care Association on behalf of the manufacturers, distributors and retailers of paint products. Product Care is a not-for-profit industry association that manages product stewardship programs for leftover paint and other household hazardous and special waste across Canada.

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

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

#### REMEMBER THE B.U.D. RULE!

- B** Buy only the amount you need
- U** Use what you buy
- D** Dispose of leftovers safely and responsibly



Product Stewardship Solutions  
[www.productcare.org/nl](http://www.productcare.org/nl) | 1-888-772-9772

Back

Paint Stewardship Program NL POS Poster

**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**

**GOT LEFTOVER PAINT? RECYCLE IT! >>**

Getting rid of your leftover paint is easy. Take it to a Product Care paint collection site for recycling and do your part to protect the environment.

- All household paints accepted
- All types of paint aerosols accepted

Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.

**Product Care** FIND A PAINT COLLECTION SITE NEAR YOU  
[www.productcare.org/nl](http://www.productcare.org/nl) | 1-888-772-9772

Paint Stewardship Program NL POR Poster

**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**

**GOT LEFTOVER PAINT? RECYCLE IT HERE! >>**

**Acceptable Paint Products**

- Interior and exterior paints
- Latex, acrylic, water-based paints
- rylic, enamel, oil-based paints
- Deck coatings, floor paints
- Single component varnishes and urethanes
- Concrete, masonry, stone and stucco paints
- Metal and wood primers
- Undercoats
- Marine paint\*
- Wood finishing oils
- Wood preservatives\*\*
- Melamine, metal and anti-rust paint, stains, etcher

- Single component swimming pool paint
- Steel coating paint
- Block filler
- Wood, masonry, driveway sealers and water repellents
- Empty paint containers
- \* Please register under Post-Consumer Product Act. Maximum container size is 25 litres

All types of paint aerosols are accepted

- Consumer, industrial and automotive
- Maximum container size is 600 grams or 24 ounce

There's no charge to drop off any of the acceptable products.

Recycling paint helps preserve our valuable resources and benefits the economy by reducing municipal waste management costs.

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

Paint Stewardship Program NL Paint Can Sticker

Got Leftover Paint?

Recycle it at a Product Care depot at no charge!

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

Paint Stewardship Program NL Green Depot Sign (4ft x 3ft)

**PAINT COLLECTION SITE >>**

ONLY HOUSEHOLD ARCHITECTURAL PAINTS AND PAINT AEROSOLS ARE ACCEPTED. PRODUCTS ACCEPTED DURING OPERATING HOURS ONLY.

Paint: Max container size 25 litres  
 Paint aerosol: Max container size 600 grams or 24 ounce

**ABANDONMENT IS PROHIBITED**

**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**  
 Operated by Product Care Association  
[www.productcare.org/nl](http://www.productcare.org/nl) | 1-888-772-9772



## APPENDIX 4 – Print Advertisements

Print ads published in St. John’s Telegram and Corner Brook Western Star:



**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**

**GOT LEFTOVER PAINT? RECYCLE IT! >>**



FIND YOUR NEAREST PAINT COLLECTION SITE!  
[www.productcare.org/nl](http://www.productcare.org/nl) | 1-888-772-9772

A full list of acceptable and unacceptable products is available on our website.

Brought to you by 



**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**

**GOT LEFTOVER PAINT? RECYCLE IT! >>**

FIND YOUR NEAREST PAINT COLLECTION SITE!  
[www.productcare.org/mb](http://www.productcare.org/mb) | 1-888-772-9772

A full list of acceptable and unacceptable products is available on our website.

Brought to you by 



**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**

**GOT LEFTOVER PAINT? RECYCLE IT! >>**

FIND YOUR NEAREST PAINT COLLECTION SITE!  
[www.productcare.org/mb](http://www.productcare.org/mb) | 1-888-772-9772

A full list of acceptable and unacceptable products is available on our website.

Brought to you by 

**APPENDIX 5 – 2012 Online Ad Campaign**
**Google Banner Ads:**

**Google Text Ads:**

[Got Leftover Paint?](#)  
 Recycle it! Find Nearest Product Care Paint Collection Site Here.  
[ProductCare.org/Newfoundland](http://ProductCare.org/Newfoundland)

[Recycle Leftover Paint](#)  
 Household Paint Can Now Be Recycled In NL! Find a Drop Off Site Here.  
[ProductCare.org/Newfoundland](http://ProductCare.org/Newfoundland)

**Facebook Ads:**

**Got Leftover Paint?**  
[productcare.org](http://productcare.org)



Recycle it! It's easy – and it's free. Click here to find a paint collection site near you

**Got Leftover Paint?**  
[productcare.org](http://productcare.org)



Recycle it! Click here to find your nearest Product Care paint collection site.



**APPENDIX 6 - Audited Financial Statements for Paint Stewardship Program**



## APPENDIX 7 - Assessment of the Paint Stewardship Program

**PRODUCT CARE ASSOCIATION  
NEWFOUNDLAND AND LABRADOR  
PAINT RECYCLING PROGRAM**

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

**31 DECEMBER 2012**

**PRODUCT CARE ASSOCIATION  
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM  
Statement of Revenues and Expenses and Accumulated Surplus**  
For the period ended 31 December 2012

**Contents**

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Telephone: 604-684-1101

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E-mail: admin@rolfebenson.com

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## **INDEPENDENT AUDITORS' REPORT**

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To: The Multi-Materials Stewardship Board

As required by the Newfoundland and Labrador Waste Management Regulations (100/10 (31.12(1(i)))) we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the Newfoundland and Labrador Paint Recycling Program (the "Statement") as reported by Product Care Association for the period ended 31 December 2012 and a summary of significant accounting policies and other explanatory information.

### **Management's Responsibility for the Statement**

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

### **Auditors' Responsibility**

Our responsibility is to express an opinion on the Statement based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the Statement is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the Statement. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the Statement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the Statement 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the Statement.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.





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## INDEPENDENT AUDITORS' REPORT - Continued

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### Opinion

In our opinion, the Statement presents fairly, in all material respects, the revenues and expenses and accumulated surplus of the Newfoundland and Labrador Paint Recycling Program as reported by Product Care Association for the period ended 31 December 2012 in accordance with Canadian accounting standards for not-for-profit organizations.

### Restriction on Distribution

This report is prepared on the direction of Product Care Association's management and The Multi-Materials Stewardship Board. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association's management and The Multi-Materials Stewardship Board, and should not be distributed to other parties.

*Rolfe Benson LLP*

CHARTERED ACCOUNTANTS

Vancouver, Canada  
29 April 2013





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**PRODUCT CARE ASSOCIATION**  
**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**  
**Statement of Revenues and Expenses and Accumulated Surplus**  
**For the period ended 31 December 2012**

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	2012 <i>(9 months)</i>
<b>Revenues</b>	
Paint	\$ 802,321
Aerosol paint	70,897
	873,218
<b>Program expenses</b>	
Startup	54,333
Processing	43,928
Transportation	40,427
Collection and storage	65,338
Depreciation	17,643
	221,669
<b>General and administrative expenses</b>	
Administration	18,303
Communications	89,229
Overhead allocation (Note 2(d))	16,047
	123,579
<b>Total expenses</b>	345,248
<b>Excess of revenues over expenses for the period</b>	527,970
<b>Accumulated surplus - beginning of the period</b>	-
<b>Accumulated surplus - end of the period</b>	\$ 527,970

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

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**PRODUCT CARE ASSOCIATION**  
**NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**  
**Notes to the Statement of Revenues and Expenses and Accumulated Surplus**  
**For the period ended 31 December 2012**

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**1. Basis of Presentation**

This Statement includes the revenues and expenses and accumulated surplus of the Newfoundland and Labrador Paint Program which commenced operations on 18 April 2012, a segment of the operations of Product Care Association.

**2. Summary of Significant Accounting Policies**

This Statement of revenues and expenses and accumulated surplus is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) Revenue Recognition

Revenue from eco-fees is recognized at the time an eco-fee applicable product is sold by a member of the Association, and the eco-fee becomes due and payable.

(b) Capital Assets

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 capital assets over their estimated useful lives. The annual amortization rates is as follows:

Depot Equipment	3 years
-----------------	---------

(c) Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of Product Care Association, net of expense recoveries, has been allocated to this program. The allocation of general and administrative expenses to this program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all Product Care Association programs.