

Saskatchewan Waste Paint Management Program Annual Report 2022

Submitted by:

Product Care Association of Canada



productcare.org

1.0	Introduction.....	2
2.0	Program Summary.....	2
3.0	Collection System.....	3
4.0	Program Products Collected.....	4
5.0	Product Management.....	6
6.0	Public Education and Communications.....	9
7.0	Financial Information.....	12
	Appendix A: Product Care Website and Recycling Locator Tool.....	14
	Appendix B: Print Advertising Examples.....	15
	Appendix C: Digital Advertising Examples.....	16
	Appendix D: PoS & PoR Materials	23

1.0 Introduction

The Saskatchewan Waste Paint Management Program (“Program”) is operated and managed by Product Care Association of Canada (“Product Care”). Product Care is a federally incorporated, not-for-profit product stewardship association formed in response to stewardship regulations and is governed by a multi-sector industry board of directors.

This annual report is prepared in accordance with the requirements outlined in *The Waste Paint Management Regulations Chapter E – 10.21 Reg 3* (“Regulation”) issued under *The Environmental Management and Protection Act, 2010*, and the commitments set out in the Saskatchewan Waste Paint Product Management Program Plan (“Program Plan”) approved by the Saskatchewan Minister of Environment on May 7, 2005. This report provides information for the period covering January 1 – December 31, 2022.

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

2.0 Program Summary

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

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

The Program offers collection services throughout the province where consumers can bring leftover Program Products. Collection sites include SARCAN's 73 depots, as well as various retail locations. The Program also offers the PaintShare Program, whereby better-quality paint collected at SARCAN depots is offered to the public for reuse at no charge. SARCAN, under contract, manages the collection and shipment of collected paint from its own depots to a processor for recycling. Product Care manages the collection and shipment of collected paint from retailers to a processor for recycling. Additional program elements managed by Product Care include revenue management, communications, and administration.

3.0 Collection System

Product Care does not directly own or manage any collection sites, but rather contracts with SARCAN to provide the collection services for leftover paint at its 73 depots across Saskatchewan. Product Care also contracts and partners with 12 retail locations throughout the province to provide additional collection sites. Product Care meets regularly with SARCAN to ensure smooth operations.

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

In addition to the established collection network, Product Care participated in 25 one-day collection events around the province in 2022, in partnership with municipalities as part of their Household Hazardous Waste Day events.

4.0 Program Products Collected

4.1 Tubskids Collected

The Program utilizes tubskids (approximately 4'x4'x3' plastic boxes) for the collection and transportation of leftover paint. Table 1 provides the number of tubskids collected in 2022.

Table 1: Tubskids Collected in 2022

	Tubskids Collected
Paint	1,972
Aerosol	92
Total	2,064

4.2 Residual Volumes Collected

Residual volume refers to the volume of paint collected, including volumes reused through the PaintShare program. Table 2 provides the estimated residual volumes of paint collected in 2022.

Table 2: Estimated Residual Volumes of Paint Collected in 2022

	Volume ^{1,2} (L)
Water-based paint	242,196
Oil-based paint	91,384
Total Collected	333,580

¹ Residual volume collected is estimated using rounded conversion rates of 96.9 litres/tubskid of water-based paint, 41.6 litres/tubskids of solvent-based paint and 51.2 litres/tubskid for aerosol paint based on historical volumes.

² Includes PaintShare volume as reported in Section 5.1.

4.3 Recovery Rate

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

- Paint is designed to be consumed. Therefore, it is arguable that a low recovery rate could indicate strong program performance, suggesting consumers are being efficient with the use of the consumable products they purchase. Product Care actively promotes reduction by promoting campaigns highlighting the BUD rule: “**B**uy what you need, **U**se what you buy and **D**ispose of leftovers safely.” This rule serves to reduce the amount of waste generated, which further drives down the recovery rate.
- The relationship between volumes of Program Products purchased and recycled is not linear. Program Products have a long shelf life and leftover product may be stored by the consumer for long periods of time with the intention of later use. The time span between the purchase of a product and the decision by a consumer that it is no longer needed varies considerably and is heavily dependent on consumer habits.

Table 3 sets out the volume of paint sold, paint collected and recovery rate for 2022.

Table 3: Recovery Rate for 2022

	Volume 2022
Sales	5,024,362 L
Total Collected	333,580 L
Recovery Rate	6.6%

5.0 Product Management

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

5.1 Reuse (PaintShare Initiative)

Through the Program's PaintShare Initiative, higher quality leftover paint dropped off at SARCAN locations is made available for consumers to pick up and use free of charge. The PaintShare Program is offered through all 73 SARCAN depots. In 2022, approximately 55,771 litres of paint collected by the Program was reused by members of the public through the PaintShare initiative. This consisted of approximately 51,071 litres of water-based paint and 4,700 litres of solvent-based paint. Volumes are estimated based on the assumption that the average paint container is 75% full. Aerosol paint is not included in the PaintShare initiative.

5.2 Recycling

In 2022, 120,649 litres of water-based paint was processed by the Program into new paint. A further 64,425 litres of lower grade water-based paint was put into temporary storage with the intention of recycling as a raw material additive in cement manufacturing. In past years, lower-grade recyclable paint (i.e., paint that is not suitable for paint-to-paint recycling) is recycled as a raw material additive in cement manufacturing. Due to some production and other related challenges at the cement plant, a portion of the 2021 and all the 2022 volumes, has been temporarily stored awaiting production to resume. The amounts in temporary storage for both years are detailed in the table below. The percentages listed in the table represent the percentage of water-based paint that was put into temporary storage as compared to the volume of water-based paint collected in each year.

<u>2021</u>	<u>2022</u>
7.5% (18,826L of a total of 249,309L)	26.6% (64,425L of a total of 242,196L)

Product Care has been managing material in accordance with the Pollution Prevention Hierarchy and will continue to actively look for a solution to responsibly manage this material. Product Care anticipates that production will resume at the cement plant in

2023, however should production not resume in 2023, Product Care will explore and utilize other product management alternatives, such as energy recovery or disposal. The limited market for solvent-based paints and regulatory limits on VOCs made solvent-based paints difficult to recycle. Consequently, they were sent for energy recovery.

5.3 Energy Recovery

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

In 2022, 87,112 litres of solvent-based (alkyd) paint and paint from aerosol containers were blended with other fuels and utilized as an alternative energy source in waste-to-energy applications.

5.4 Incineration

In 2022, 205 litres of solvent-based paint exhibiting PCB contamination were incinerated at a permitted incinerator.

5.5 Landfill

The Program recovered 7,408 litres of water-based paint that could not be reused or recycled. This paint was solidified and sent to a permitted landfill.

5.6 Container Recycling

In 2022, 117.8 tonnes of metal from metal paint cans and aerosols were sent to scrap metal dealers for recycling. In addition, 16.9 tonnes of plastic paint containers were sent to plastics brokers for recycling. This represented 100% of all containers processed by the Program.

5.7 Summary of Volumes Processed by Processing Method

Table 4 summarizes the various processing methods employed to manage Program Products and the volumes processed in 2022, as reported by the processors. Processed volumes do not necessarily align with volumes collected. Processed volumes may include Program Products received in the 2021 calendar year, but processed in the 2022 fiscal year, and may exclude volumes collected in the 2022 fiscal year that were not processed as of December 31, 2022.

Table 4: Material Processing Methods and Volumes Processed

Material Processing Method	Total
Reuse (PaintShare Initiative)	55,771 L
Water-based (latex) Paint	51,071 L
Oil-based (alkyd) Paint	4,700 L
Recycling	120,649 L
Temporary Storage	64,425 L
Energy Recovery	87,112 L
Incineration	205 L
Landfill	7,408 L
Total Litres Processed	335,571 L
Metal containers recycled	117.8 MT
Plastic containers recycled	16.9 MT
Total Tonnes Recycled	134.7 MT

6.0 Public Education and Communications

Product Care maintains a comprehensive communications program to raise awareness of the Program amongst Saskatchewan consumers, to encourage consumers to minimize leftover paint and to dispose of leftover paint safely and responsibly at authorized collection sites. In 2022, Product Care implemented a number of different strategies and tactics to raise consumer awareness of the Program, in accordance with regulatory requirements. The following section provides details regarding the Program's communications and public education activities in 2022.

6.1 Program Awareness

In September 2022, an online survey was conducted among adult Saskatchewan residents. The survey revealed that 80 per cent of residents are aware that they can recycle household paint in the province.

6.2 Website

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

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

An estimated 477,479 unique visitors accessed ProductCare.org during the 2022 calendar year. The Saskatchewan section (including sub-sections for accepted products and fee information) received 18,941 total page views. In addition, there were a total of 10,024 page views to the “Find a recycling location” tool by consumers in Saskatchewan.

6.3 Program Hotline

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

6.4 Television

Television commercials aired on Global TV Saskatoon (CFSK-DT) from August to October 2022, resulting in approximately 3,933,100 impressions.

6.5 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. The full-page advertisement informed those in the paint and coatings industry about Product Care paint programs, with 1,500 copies distributed to industry members.

See Appendix B for examples of print advertising activities.

6.6 Events

In 2022, the Program participated in 25 collection events where paint was collected.

6.7 Digital Advertising

Type of Campaign	Description	Duration	Impressions	Video Views	Clicks
Google Search	Text ads shown on Google & other search engines when users actively look for information about recycling accepted products	Jan-Dec	2,146	-	314
Google Display & Discovery	Responsive banners displayed across the Google display network, YouTube, Gmail and Discovery (Native) formats	Feb-Oct	2,925,372	-	18,094
Google Video	Skippable video ads displayed across YouTube and Google's video partners	May-Sep	799,975	209,659	679
Facebook/Instagram	Responsive ads including a mix of	Feb-Oct	1,582,031	261,553	16,637

Type of Campaign	Description	Duration	Impressions	Video Views	Clicks
	images, text and video displayed throughout Facebook and Instagram				
The Weather Network	Banner ads displayed throughout the Weather Network app	Aug-Nov	555,534	-	1,459
Total			5,865,058	471,212	37,183

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

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

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

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

7.0 Financial Information

A summary of the Program's financials for 2022 is provided in Table 6. The financials detail the total amount of recycling fees collected to fund the Program and the amount spent to operate the Program, as well as communications and administration costs.

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

To ensure fairness amongst members, Product Care conducts periodic reviews of each member to ensure correct environmental handling fees are being remitted, based on sales in or into Saskatchewan.

Table 5: Current Environmental Handling Fees

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

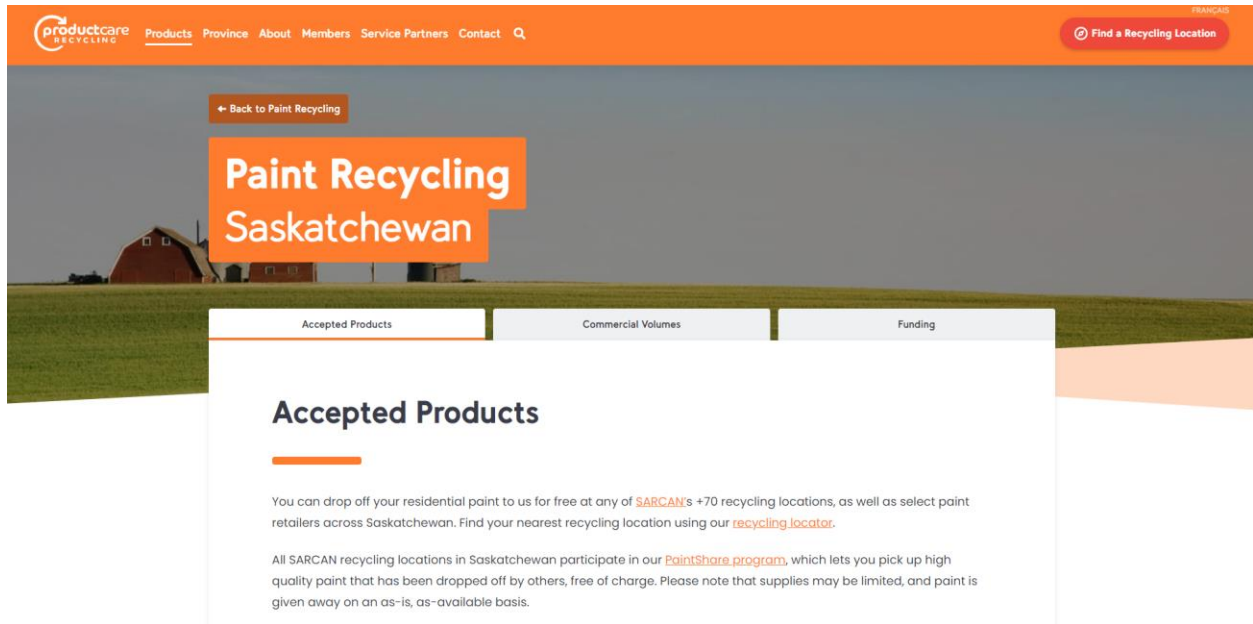
Table 6: Financial Summary 2022

2022 Revenue and Expenses	\$
Total Revenue	1,020,425
Program Operations	667,238
Program Administration	53,957
Education, Public Awareness & Communications	47,585
Total Operating Expenses	768,779
Surplus / Deficit	251,645
Cumulative Surplus (Reserve)	2,162,140

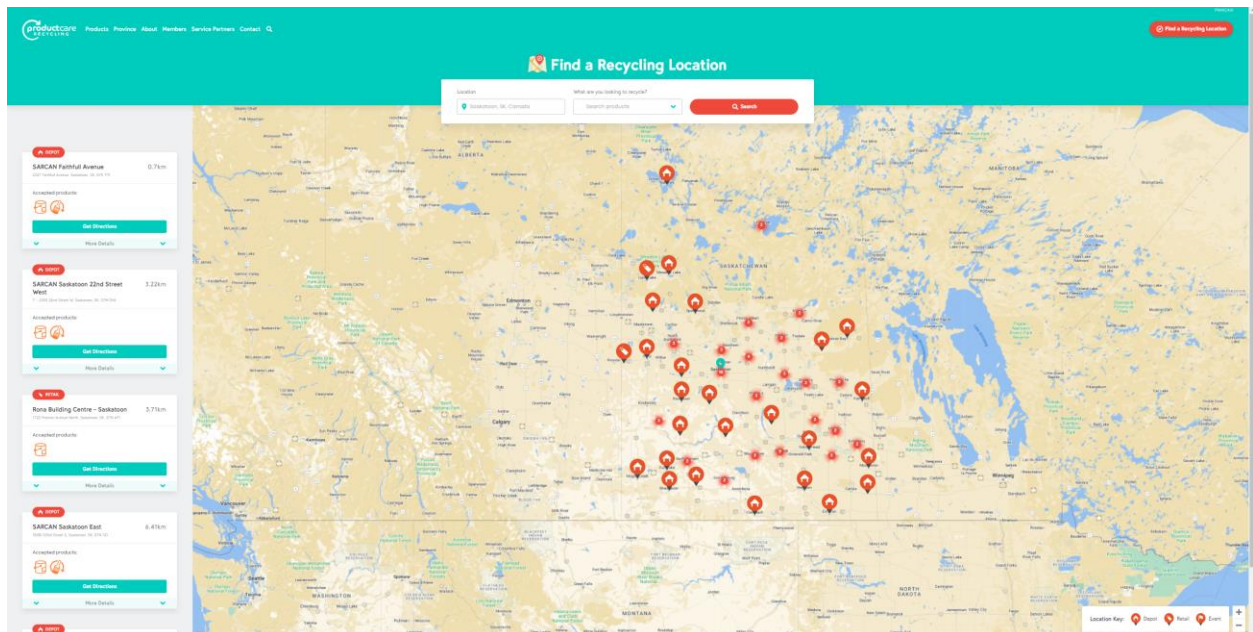
Any surplus in revenue is retained as a reserve to cover any deficits in future years, subject to Product Care's Reserve Policy. The Program Plan stipulates that surplus funds will be used only for Program costs and may not be used to cross-subsidize other programs. In addition to insurance coverage,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

Appendix A: Product Care website and Recycling locator tool

a) Saskatchewan Paint Program Page



b) Recycling locator tool



Appendix B: Print Advertising Examples

CPCA Insight Ad



productcare
RECYCLING

Helping Manufacturers & Brand Owners Comply with Provincial Paint Regulations

Product Care provides **convenient** and **efficient** paint waste collection in 8 provinces. Thanks to all the participating return-to-retail collection, **costs are reduced** for all paint producers. To find out more visit **productcare.org**

 **Architectural Paint**

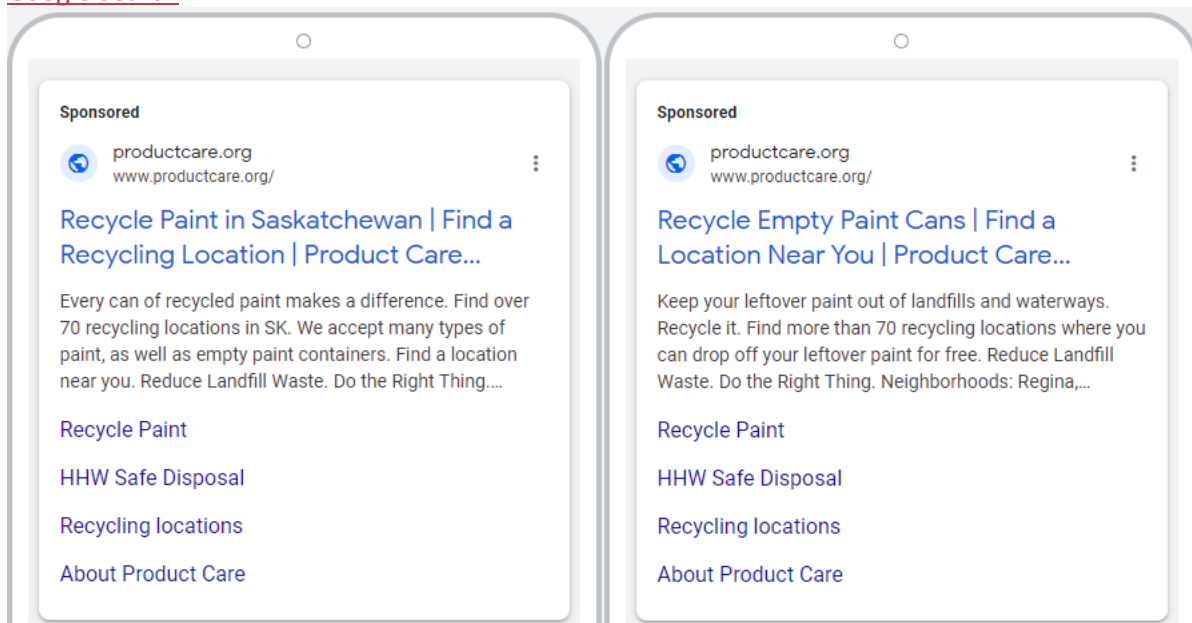
 **All Paint Aerosols**

 **Empty Paint Containers**

British Columbia bcpaintrecycle@productcare.org 1.877.592.2972 ext. 364	Saskatchewan skpaintrecycle@productcare.org 1.877.592.2972 ext. 226	Manitoba manitoba@productcare.org 1.877.592.2972 ext. 366	Ontario ontario@productcare.org 1.877.592.2972 ext. 239
New Brunswick nbpaintrecycle@productcare.org 1.877.592.2972 ext. 233	Prince Edward Island pepaint@productcare.org 1.877.592.2972 ext. 233	Novascotia nspaintrecycling@productcare.org 1.877.592.2972 ext. 239	Newfoundland & Labrador nlpaintrecycle@productcare.org 1.877.592.2972 ext. 233

Appendix C: Digital Advertising Examples


Google Search



Google Display & Discovery

Desktop

Example of your image ad at 160x600



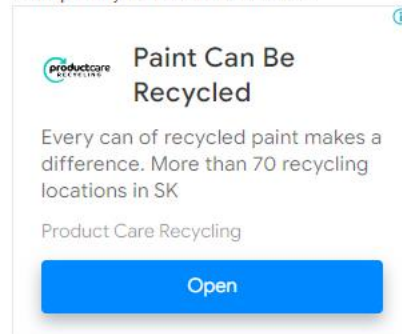
Example of your image ad at 160x600. The ad features a teal background with a hand painting a wall. The text reads: **Paint Can Be Recycled**, followed by the Product Care Recycling logo, and then: Every can of recycled paint makes a difference. More than 70 recycling locations in SK. A teal arrow button is at the bottom.

Example of your image ad at 300x250



Example of your image ad at 300x250. The ad features a teal background with a hand painting a wall. The text reads: **Paint Can Be Recycled**, followed by the Product Care Recycling logo, and then: Every can of recycled paint makes a difference. More than 70 recycling locations in SK. A teal arrow button is at the bottom.

Example of your text ad at 300x250



Example of your text ad at 300x250. The ad features a white background with the Product Care Recycling logo, the text: **Paint Can Be Recycled**, and then: Every can of recycled paint makes a difference. More than 70 recycling locations in SK. Below this is the text: Product Care Recycling, and a blue Open button.

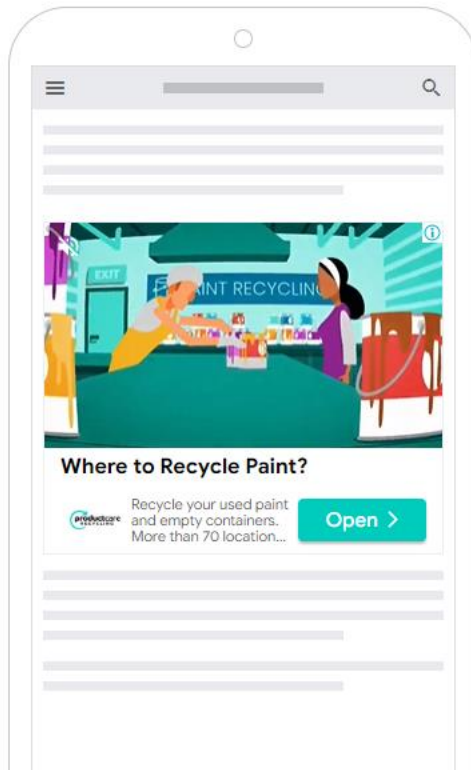
Example of your native ad at 480x120



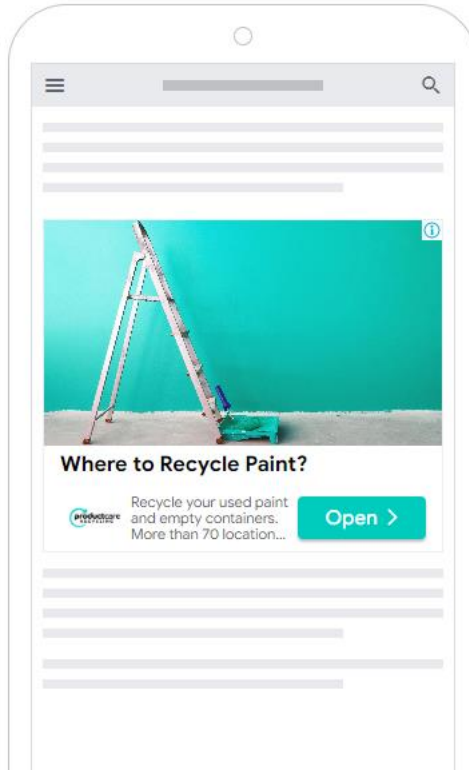
Example of your native ad at 480x120. The ad features a teal background with a hand painting a wall. The text reads: **Leftover Paint? Recycle it. Find a Location in Saskatchewan**, followed by the Product Care Recycling logo, and then: Every can of recycled paint makes a difference. More than 70 recycling... Below this is the text: Product Care Recycling, and a blue Open button.

Mobile

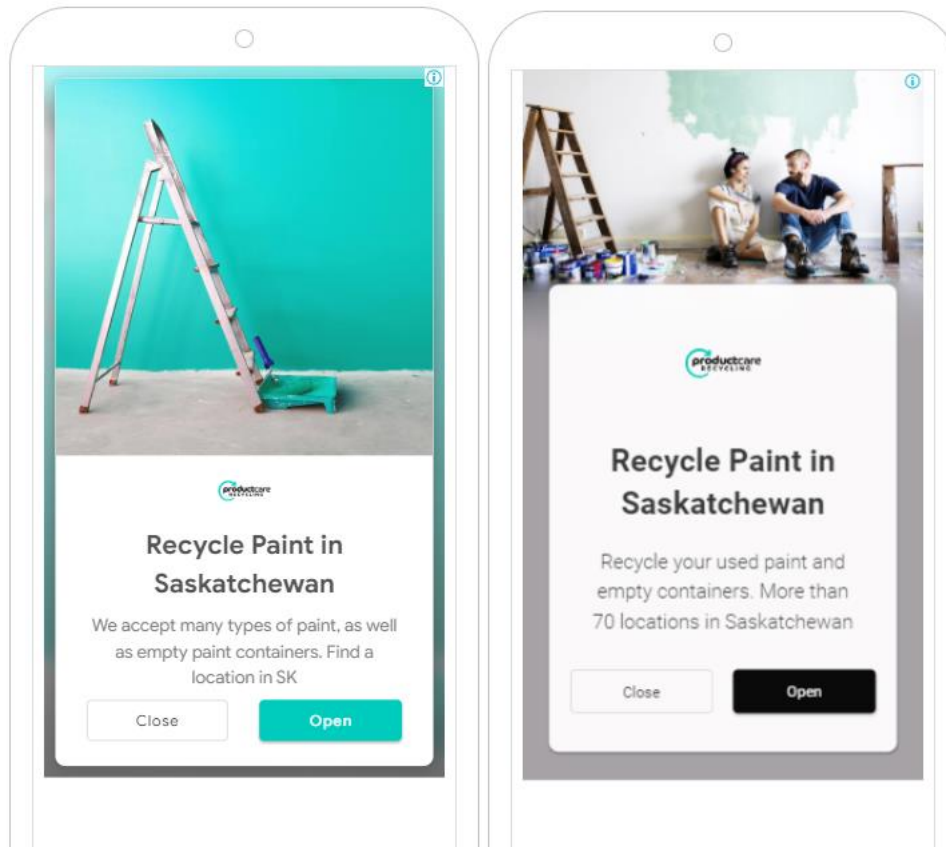
Example of your video ad at 300x250



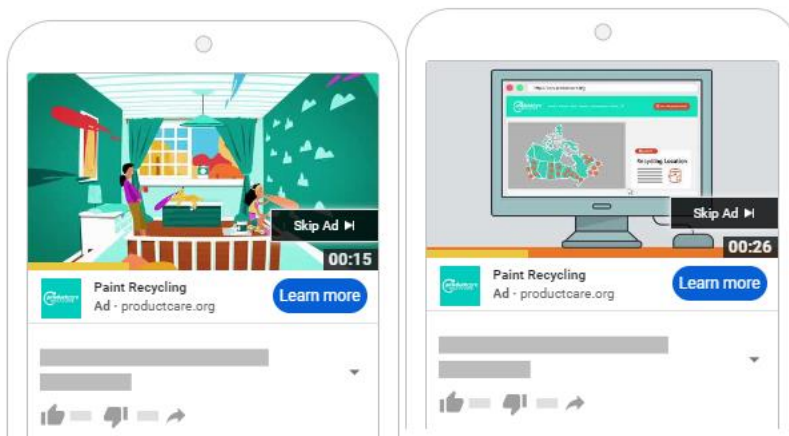
Example of your video ad at 300x250



[In App](#)



Google Video



Facebook/Instagram



Product Care Recycling

Sponsored · 🌱

Find more than 70 recycling locations in Saskatchewan where you can drop off your leftover paint for free.



productcare.org

Leftover Paint? Recycle it
Find a Location near you

[Learn more](#)



Like



Comment



Share

Instagram



productcarerecycling

Sponsored



[Learn more](#)



productcarerecycling Find more than 70 recycling locations in Saskatchewan where you can drop off your L... more



Product Care Recycling

Sponsored · 🌱

Every can of recycled paint makes a difference. More than 70 recycling locations in Saskatchewan.



productcare.org

Leftover Paint? Recycle it
Find a Location near you

[Learn more](#)



Like



Comment



Share

Instagram



productcarerecycling

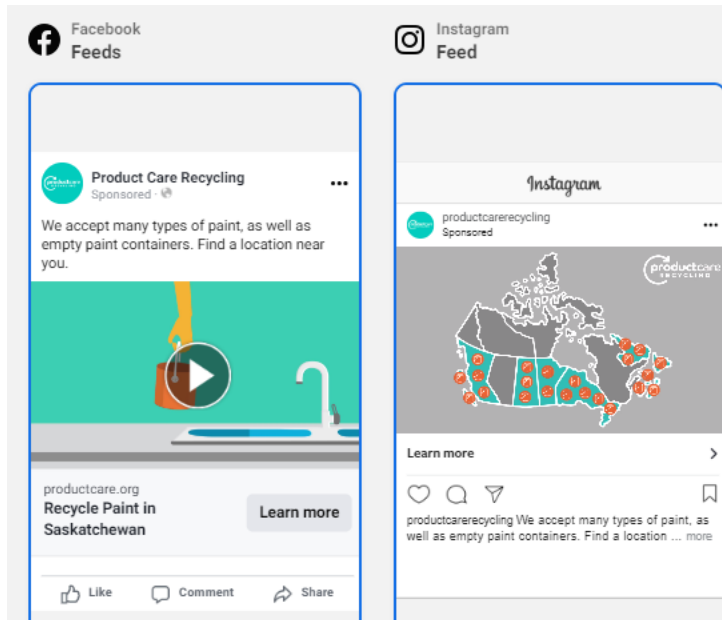
Sponsored



[Learn more](#)



productcarerecycling Every can of recycled paint makes a difference. More than 70 recycling locations in ... more



[The Weather Network](#)

Leftover paint? Recycle it!

LEARN HOW 



Leftover paint? Recycle it!

LEARN HOW 



Leftover paint? Recycle it!

LEARN HOW 



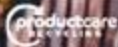
Leftover paint? Recycle it!

LEARN HOW 



Leftover paint? Recycle it!

LEARN HOW 



Leftover paint stripper? Dispose of it safely!

LEARN HOW 





Appendix D: PoS & PoR Materials

a) Posters



b) Brochures

Want free leftover paint for a project?

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

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

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



#paintshare



How is Product Care funded?

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

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

For specific product fees, visit productcare.org.

Leftover paint?

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

Accepted Paint Products

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



Max. paint container size:
25 litres

Max. paint aerosol size:
24 ounces or 680 grams

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

Always remember the BUD Rule:

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

Not Accepted Products

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

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

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



Have large volumes of leftover paint?

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

Who is Product Care?

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

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

productcare.org
1-877-992-2972
In BC: 1-800-667-4321



c) Depot Signs

 **Paint**

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

 **Accepted Paint Products**

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

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

 **Not Accepted Products**

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

IT IS STRICTLY PROHIBITED TO ABANDON MATERIALS AT THIS SITE

Emergency contact:
1-877-592-2972

