



SASKATCHEWAN PAINT PROGRAM



Submitted to:

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Minister of Environment
Saskatchewan

2024 Annual Report
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1. 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, 2024.

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 wastes in British Columbia, Manitoba, Ontario, and Saskatchewan; lamps in British Columbia, Manitoba, Ontario, Quebec, and PEI; and alarms in British Columbia. See the Product Care website at www.productcare.org for more information.

2. PROGRAM SUMMARY

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

- Any latex, oil or oil-based architectural coating;
- Any architectural stain, varnish, lacquer or other wood or masonry treatment product; and
- 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 Recycling’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 Recycling, under contract, manages the collection and shipment of collected paint from its 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. COLLECTION SYSTEM

Product Care does not directly own or manage any collection sites but rather contracts with SARCAN Recycling to provide collection services for leftover paint at its 73 depots across Saskatchewan. Product Care also contracts and partners with 12 retail locations and 5 municipal waste management facilities throughout the province to provide additional collection sites. Product Care meets regularly with SARCAN Recycling to ensure smooth operations.

Consumers can 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 45 one-day collection events around the province in 2024, in partnership with municipalities as part of their Household Hazardous Waste Day events.

4. 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 2024.

Table 1: Tubskids Collected in 2024

Tubskids Collected	
Paint	2007
Aerosol	112
Total	2119¹

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 2024.

Table 2: Estimated Residual Volumes of Paint Collected in 2024

Volume ^{2, 3} (L)	
Water-based paint	327,141
Oil-based paint	16,485
Total Collected	343,626

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 arguably the case that a low recovery rate could indicate strong program performance, suggesting consumers are efficient with the use of the products they purchase. Additionally, Product Care actively promotes waste reduction through campaigns that highlight the BUD rule: “Buy what you need, Use what you buy, and Dispose of leftovers safely.” This rule aims to reduce waste generation, which further lowers the recovery rate.
- The relationship between volumes of Program Products purchased and recycled is not linear. Program Products have a long shelf life, and the 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

¹ In some cases, we collected partial tubskids (i.e. at events) and drums, which were converted to full tubskids, therefore the numbers don't add up due to rounding.

² Residual volume collected is estimated using rounded conversion rates of 100.3 litres/tubskid of water-based paint, 42.9 litres/tubskids of oil-based paint, and 64.4 litres/tubskid for aerosol paint based on historical volumes.

³ Includes PaintShare volume as reported in Section 5.1.

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 2024.

Table 3: Recovery Rate for 2024

	Volume (L)
Sales	5,002,151
Total Collected (Water-based and Oil based)	343,626
Recovery Rate	6.9%

5. PRODUCT MANAGEMENT

The Program employs several 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 Recycling locations is made available for consumers to pick up and use free of charge. The PaintShare Program is offered in all 73 SARCAN Recycling depots. In 2024, approximately 87,757 litres of paint collected by the Program was reused by members of the public through the PaintShare initiative. This consisted of approximately 80,270 litres of water-based paint and 7,487 litres of oil-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. Approximately 25% of collected paint volumes continue to be diverted to the PaintShare program.

5.2. RECYCLING

In 2024, 152,772 litres of water-based paint were processed by the Program into new paint. Additionally, 81,137 litres of lower-grade water-based paint were put into temporary storage, intended for recycling as a raw material additive in cement manufacturing. In past years, lower-grade recyclable paint (i.e., paint not suitable for paint-to-paint recycling) has been recycled in this manner. However, due to production and other related challenges at the cement plant, the 2024 volumes of lower-grade water-based paint have been temporarily stored, awaiting production to resume. Processing of the stored material is expected to begin in 2025.

Table 4 below details the amounts of low-grade water-based paint that have been temporarily stored from 2021 to 2024, as well as the percentage of these amounts relative to the total volume of water-based paint collected each year.

Table 4: Temporarily Stored Low-Grade Water-Based Paint

Year	Total Volume Water-Based Collected (Litres)	Volume Stored (Litres)	Percentage Stored
2021	258,059	18,826	7.3%
2022	242,196	64,425	26.6%
2023	277,701	68,040	24.5%
2024	327,141	81,137	24.8%

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 will explore and utilize other product management alternatives, such as energy recovery or disposal as needed for low-grade water-based paint.

The limited market for oil-based paints and regulatory limits on VOCs made oil-based paints not suitable to recycle. Consequently, they were sent for energy recovery.

5.3. ENERGY RECOVERY

Oil-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 recycling paint. 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 oil-based paint is significantly smaller than that for water-based products and demand continues to decline. Due to their high energy recovery value, these products are suitable for use as an alternative energy source in applications such as permitted incinerators.

In 2024, 93,083 litres of oil-based (alkyd) paint and paint from aerosol containers were blended with other fuels and utilized as an alternative energy source in licensed waste-to-energy applications.

5.4. INCINERATION

In 2024, 410 litres of oil-based paint exhibiting PCB contamination were incinerated at a permitted incinerator.

5.5. LANDFILL

The Program recovered 10,250 litres of water-based paint that could not be reused or recycled in cement processing application. This paint was solidified and sent to a permitted landfill.

5.6. CONTAINER RECYCLING

In 2024, 37.6 tonnes of metal from metal paint cans and aerosols were sent to scrap metal dealers for recycling. In addition, 118.2 tonnes of plastic paint containers were sent to plastics brokers for recycling.

5.7. SUMMARY OF VOLUMES PROCESSED BY PROCESSING METHOD

Table 5 summarizes the various processing methods employed to manage Program Products and the volumes processed in 2024, as reported by the processors. Processed volumes may not align exactly with collected volumes. Some materials processed in 2024 were received in 2022 due to a backlog of water-based paint awaiting cement application processing. Conversely, volumes collected in 2024 but not processed by December 31, 2024, are not reflected in the reported processed totals.

Table 5: Material Processing Methods and Volumes Processed

Material Processing Method	Total (L)
Reuse (PaintShare Initiative)	87,757
Water-based (latex) Paint	80,270
Oil-based (alkyd) Paint	7,487
Recycling	152,772
Temporary Storage	81,137
Energy Recovery	8,408
Incineration	410
Landfill	10,250
Total Litres Processed	340,734
Metal containers recycled	37.6 MT
Plastic containers recycled	118.2 MT
Total tonnes of containers recycled	155.8 MT

6. PUBLIC EDUCATION AND COMMUNICATIONS

Consumers are an integral component of the recycling ecosystem; without their participation, responsible end-of-life management of consumer products cannot be achieved. For this reason, a concerted communications strategy must be deployed to ensure consumers of regulated products:

1. Are aware that the product can be recycled; and
2. Know the steps/process for how to recycle said product.

In 2024, Product Care Recycling implemented a range of promotion and education activities as part of our Communication Plan to meet these objectives.

6.1. STRATEGY

Consumers of the program's products are diverse; they range across demographics and vary in their purchase, use, and disposal behaviour. Recognizing these nuances and that different segments of our audience will access information in different ways and at different times, we utilize a multi-channel approach for communication activities. This comprehensive strategy ensures broad market coverage, giving consumers a variety of ways to receive and access information about the program.

6.2. ACTIVITIES

Information Hub Product Care owns and manages productcare.org to serve as a program information hub. The site is consumer-facing and has been designed to meet their specific needs. Website content includes:

6.2.1. RECYCLING LOCATOR:

Interactive map displaying the locations of all paint collection sites within the province, along with their hours of operation and contact information. Program information:

- Listing of accepted and non-accepted products, along with tips for drop-off
- Environmental Handling Fees
- Information on recycling large volumes

6.2.2. PRODUCT INFORMATION:

- Dedicated page for PaintShare program, educating consumers on the opportunities to access free paint
- Topical content related to environmental issues and waste management
- Videos describing the recycling process

6.2.3. POINTS OF SALE (POS) AND POINT OF RETURN (POR)

The optimal time to educate a consumer that a product is recyclable is at the time of purchase. Similarly, informing consumers who regularly recycle that other products they may own can also be recycled is equally valuable, as these consumers are already demonstrating an interest in recycling. For these reasons, Product Care has a suite of printed educational materials that are available at no cost to retailers or collection sites. Online forms available on both websites facilitate ease-of-ordering and shipment.

6.2.4. MULTI-CHANNEL ADVERTISING

Advertising campaigns are a proactive mechanism to reach consumers and influence their future behaviour. To maximize the effectiveness of these efforts, we undertake a multi-channel approach, utilizing a mix of traditional and digital platforms. Campaigns are released across the province, targeting both rural areas and urban centres.

We concentrate on advertising activity during periods when paint purchase and usage is at its highest to maximize the relevance and effectiveness of campaigns with residential and commercial audiences. Warmer summer months, from April to September, coincide with high volumes of program products in our collection network and increased traffic to the online recycling locator. We also maintain a year-long Google Search advertising campaign to capture consumers deliberately seeking information regarding paint recycling.

6.2.5. DIGITAL ADVERTISING (VIDEO, DISPLAY, SOCIAL)

Digital advertisements appear on websites, apps, and social media platforms through targeting and tracking technology. A suite of Product Care branded assets across formats (text, graphic, video, etc.) (see APPENDIX A – Promotion and Education Materials) are distributed through the Google Display Network and Meta Audience Network and are displayed to relevant consumers based on their demographics, interest, browsing behaviour, or past online interactions (remarketing). Based on their ability to target a specified audience (consumers of paint products), digital advertisements form a foundational component of our advertising strategy.

6.2.6. TRADITIONAL CHANNELS

Traditional advertising supports our multi-channel strategy by reaching those not actively engaged online. In 2024, linear television advertisements (Global TV and CTV) provided a tangible brand presence for the stewardship program.

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 1,000 copies distributed to industry members. See Appendix B: Public Education and Communications Materials for more information.

6.2.7. PROGRAM HOTLINE

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

6.3. PROGRAM AWARENESS

Product Care coordinates consumer awareness surveys to validate the impact of our promotion and education activities for the provincial stewardship programs we oversee. A reputable third party conducts the surveys every two years, compiling responses by program product and by province. Harmonizing the biennial process between provincial programs not only achieves cost and resource efficiencies, but it also allows us to compare and benchmark results considering age of program and provincial population.

The 2024 survey found that 86% of Saskatchewan respondents who purchased paint are aware it can be recycled in the province.

7. FINANCIAL INFORMATION

A summary of the Program's financials for 2024 is provided

Table 7. 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 EHF's for each product category are set out in Table 6.

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 6: 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

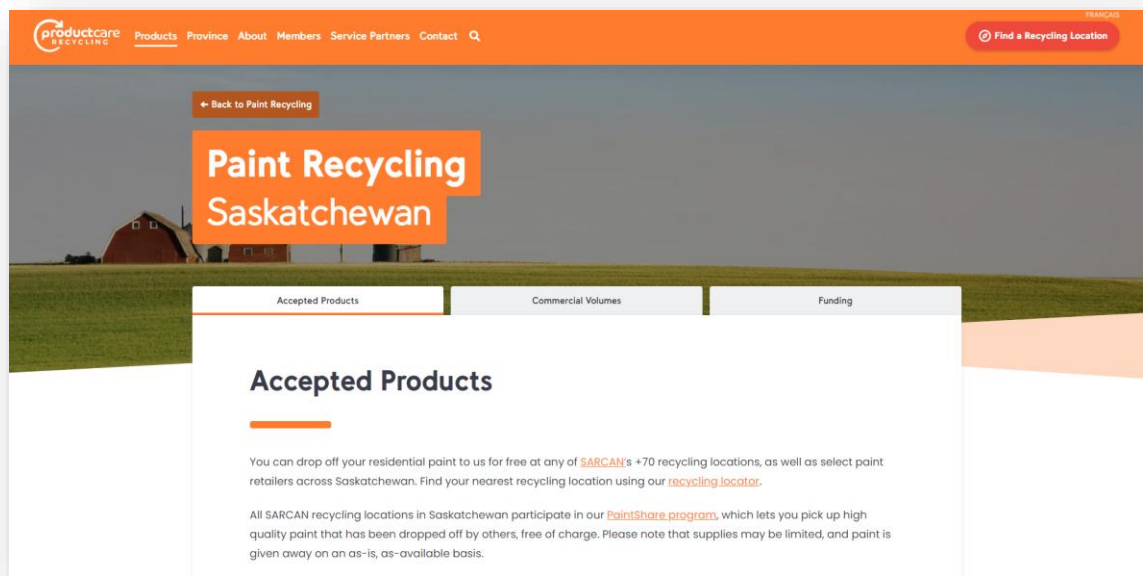
Table 7: Financial Summary 2024

2024 Revenue and Expenses	\$
Total Revenue	1,036,405
Program Operations	783,284
Program Administration	114,002
Education, Public Awareness & Communications	58,436
Total Operating Expenses	955,722
Surplus / Deficit	80,683
Cumulative Surplus (Reserve)	2,394,089

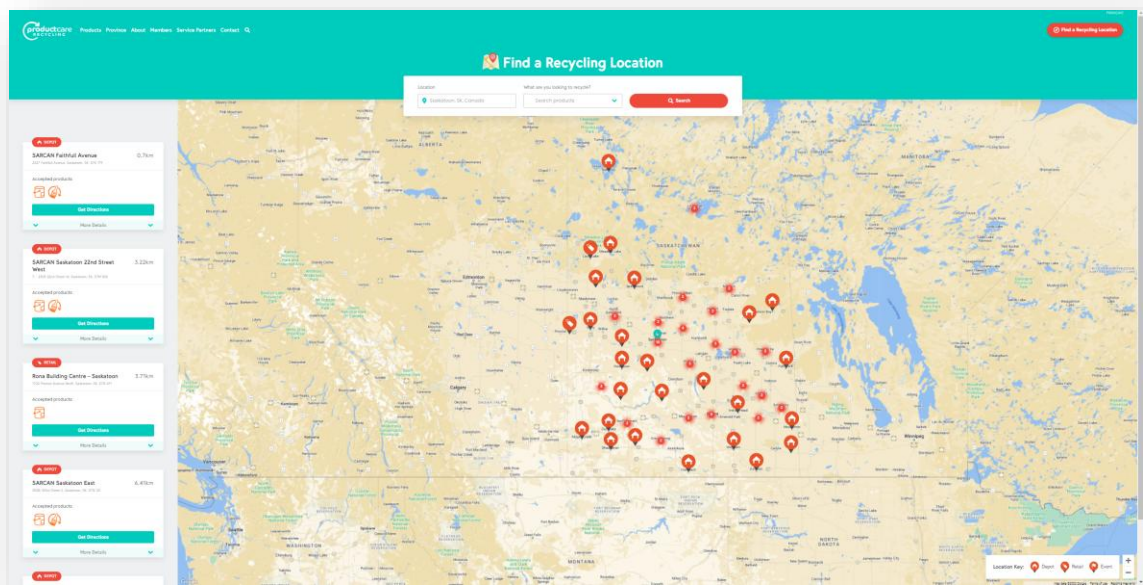
Any surplus in revenue is retained as a reserve to cover any deficits in future years, subject to Product Care's Reserve Policy. The Program Plan stipulates that surplus funds will be used only for Program costs and may not be used to cross-subsidize other programs. In addition to insurance coverage,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

Saskatchewan Paint Program Page



Recycling Locator Tool



APPENDIX B: PUBLIC EDUCATION AND COMMUNICATIONS MATERIALS

PRINT ADVERTISING EXAMPLES

CPCA Insight Ad

English



**The leader in
paint recycling
since 1994**

Product Care Recycling provides convenient and efficient paint recycling services in 8 provinces. Hundreds of members trust Product Care to meet their regulatory obligations.

 All paint aerosols	 Architectural paint	 Empty paint containers
-----------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------

**Learn about
Product Care Recycling**

productcare.org
+1 (877) 592-2972



French



**Le leader du
recyclage des
peintures
depuis 1994**

L'Association pour la gestion responsable des produits offre des services de recyclage de peinture pratiques et efficaces dans 8 provinces. Des centaines de membres font confiance à l'AGRP pour remplir leurs obligations réglementaires.

 Tous les peintures en aérosol	 Peinture architecturale	 Contenants de peinture vides
----------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------

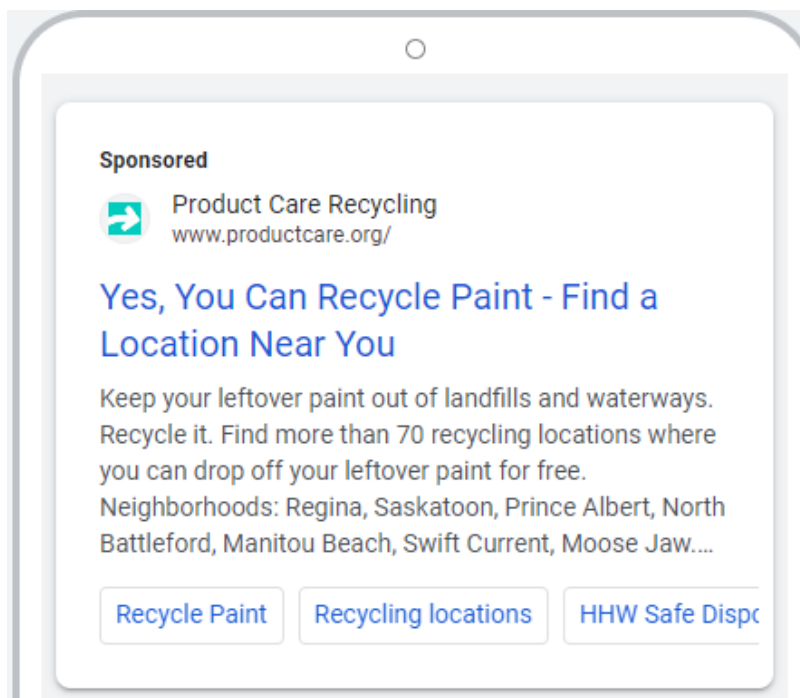
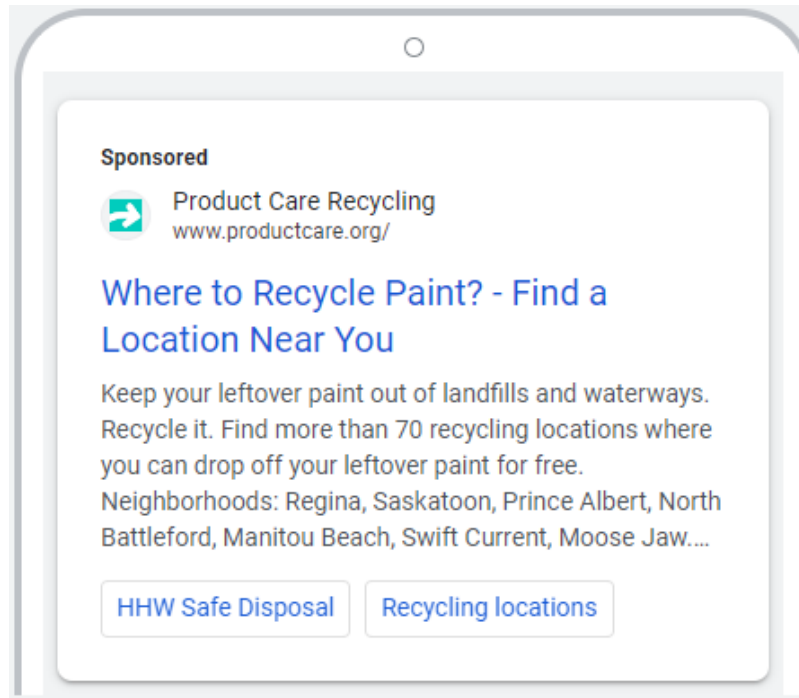
En savoir plus sur L'AGRP

agrp.ca
+1 (877) 592-2972



DIGITAL ADVERTISING EXAMPLES

Text Ads – Used for Google Search



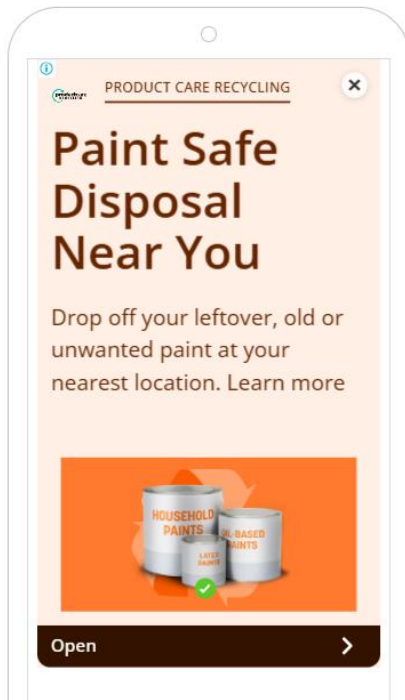
Google Display & Discovery

Image banners – Used for Display & YouTube

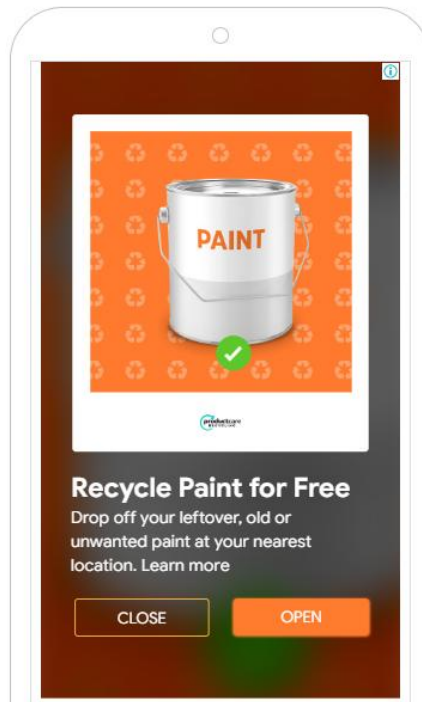


Responsive ads - Used for Display & YouTube

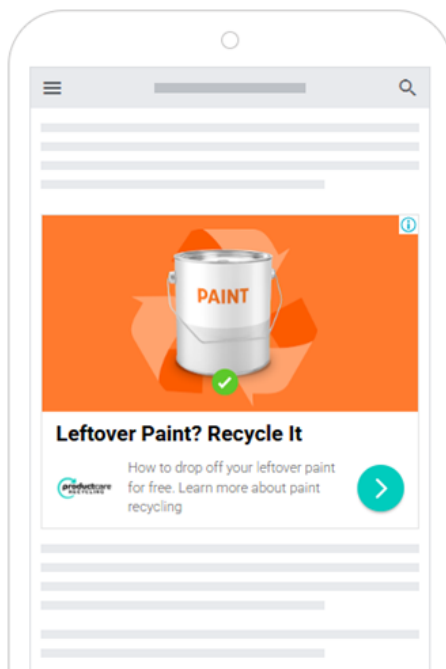
Example of your image ad at 320x568



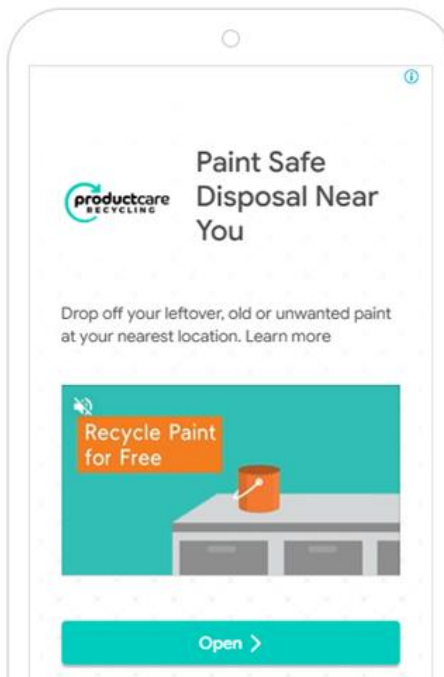
Example of your image ad at 320x568 ⓘ BETA



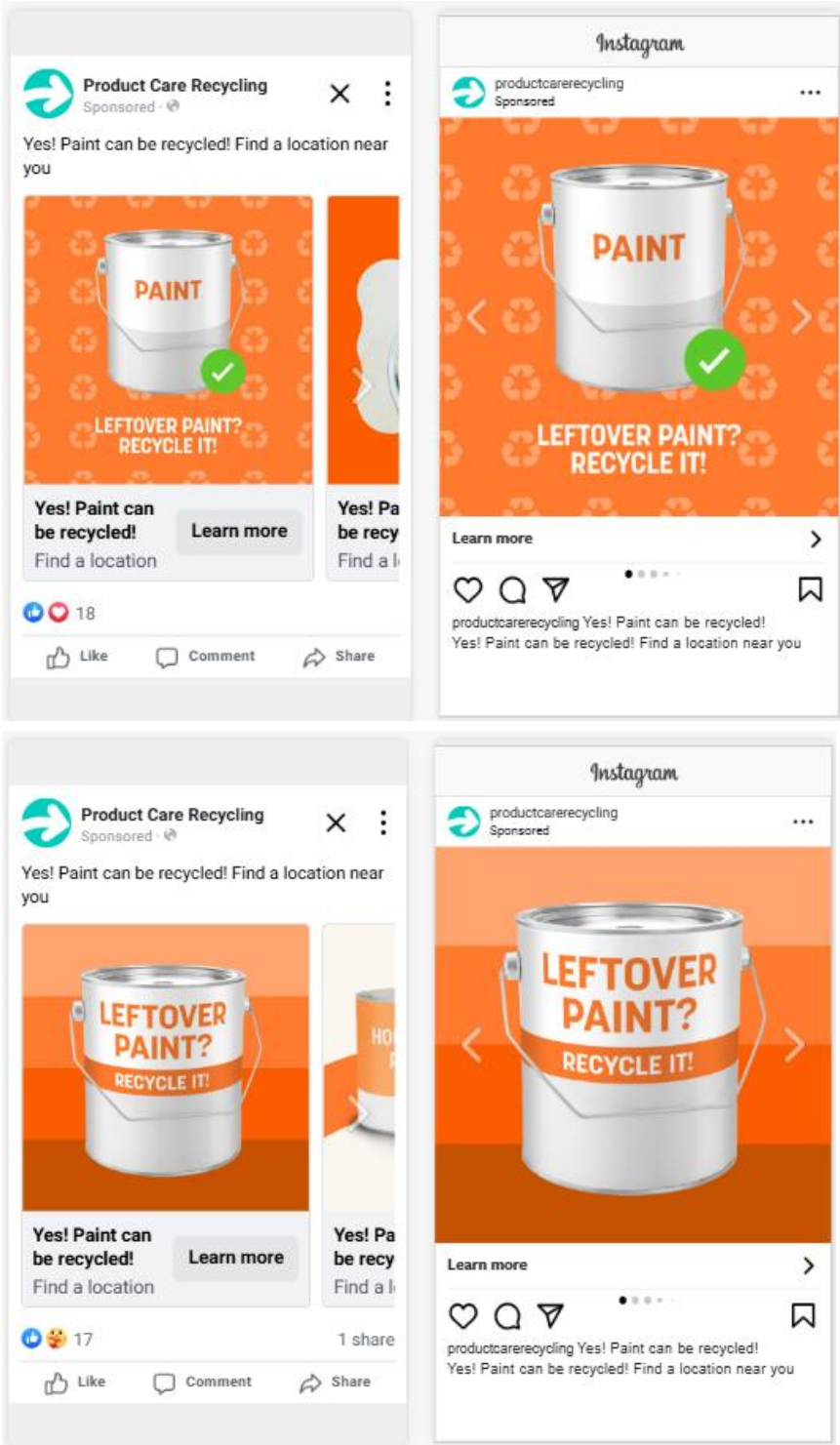
Example of your image ad at 300x250



Example of your video ad at 320x568



Carrousel Ads – Facebook & Instagram



VIDEO ADVERTISING EXAMPLES

15 sec Spot – Used for TV, YouTube, Display & Social Media



Leftover paint?

Got leftover paint?



Don't toss it



Recycle it!



Drop it off for free



At hundreds of recycling locations



Find the one nearest you at
productcare.org

POS & POR MATERIALS

Posters



Leftover paint?

Recycle it for free!



Scan to find a recycling location near you

productcare.org

productcare
RECYCLING

Leftover paint?

If you don't use it up, recycle it.



Scan to find a recycling
location near you or visit
productcare.org



Leftover paint?

Keep the environment in mind and
return it to us for safe disposal.



Scan to find a recycling
location near you or visit
productcare.org



In partnership with



Pick up **FREE** leftover paint here!

- 1 Ask staff for assistance
- 2 Select paint
- 3 Sign waiver form
- 4 Bring back container (leftovers or empty)



For more information visit
productcare.org/paintshare
or scan the QR code



Window cling



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!



Scan to find a recycling location near you

productcare.org



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
1-877-392-2972
In BC: 1-800-667-4321





Paint



For a full list of accepted products scan this code or 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



RESPONSIBLE, TOGETHER.