



NEWFOUNDLAND AND LABRADOR PAINT STEWARDSHIP PROGRAM



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Multi-Materials Stewardship Board

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TABLE OF CONTENTS

1. About Product Care	3
1.1. Reporting period	3
1.2. Program summary.....	3
2. Brand owner information	5
3. Collection	5
3.1. Total amount of post-consumer paint collected	5
3.2. Collection network	7
3.3. Collection site visits	9
3.4. Accessibility.....	9
4. Processing	11
4.1. Post-Consumer paint processed.....	11
4.2. Percentage of post-consumer paint by disposal method	12
4.3. Metal and plastic containers recovered and processed	12
4.4. Management methods.....	13
4.5. Design for environment	14
4.6. Processing and containment facilities.....	16
5. Promotion and education	16
5.1. Strategy.....	16
5.2. Communication channels	17
6. FINANCIAL INFORMATION	19
7. APPENDIX 1 – Brand Owners	20
8. APPENDIX 2 – Collection Network	22
9. APPENDIX 3 – Collection Site Locator	30
10. APPENDIX 4 – Promotion and Education Material	31
11. APPENDIX 5 – 2025 Audited Financial Statements	42

1. ABOUT PRODUCT CARE

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

Product Care operates an approved paint stewardship 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) (“Regulation”), enacted pursuant to the Environmental Protection Act (O.C. 2003-226). The Newfoundland and Labrador Paint Recycling Program (“Program”) began in April 2012.

A revised program plan (“2025-2029 Program Plan”) was submitted to MMSB on August 18, 2023 and subsequently approved on May 15, 2025, following revisions made in response to MMSB feedback.

Product Care’s members are “brand owners” (manufacturers, brand owners, and distributors) obligated by the Regulation under the category of architectural paint.

1.1. REPORTING PERIOD

This report covers the 2025 calendar year (January 1 to December 31, 2025) and presents program performance in alignment with the requirements outlined in the 2025-2029 Program Plan. All content has been prepared in accordance with section 31.12 of the Regulation.

1.2. PROGRAM SUMMARY

The Program offers collection services throughout the province, where consumers can bring leftover household paint. Collection services are offered through retail locations, green depots, local government facilities, and collection events.

Product Care oversees the management of the collection system, including contracting service providers for transportation, and ensuring materials are delivered to approved processors for recycling.

Additional program elements managed by Product Care include revenue management, public education, and administration.

This annual report presents the performance of the Program for the 2025 calendar year.

Table 1 summarizes the Program’s performance against regulatory requirements and commitments outlined in the approved 2025-2029 Program Plan.

Table 1: Summary of Key Performance Indicators

Commitments & Requirements	2025 Performance
Maintain capture rate within the expected range of 40–45% (based on the 2018–2023 average).	Capture rate of 55% was achieved.
Achieve at least a 70% reuse rate.	Reuse rate of 77.7% was achieved.
The Program will maintain permanent collection sites in or near the 21 prescribed communities, including three locations in St. John’s.	<p>Of the 21 prescribed communities,</p> <ul style="list-style-type: none"> • 19 communities were served by 26 permanent collection sites. • Springdale was served through a collection event in 2025. • In Lewistporte, the Program participated in the CNWM Central Clean Sweep event in 2025 providing collection services and public outreach efforts in this community. <p>The Program continues to work toward maintaining and strengthening service levels across all prescribed communities.</p>
Maintain collection service in additional 34 communities.	<p>Of the additional 34 targeted communities,</p> <ul style="list-style-type: none"> • 28 communities had permanent collection sites (9 of these communities were converted from previously biennial events to permanent collection sites: St. Alban’s, Pasadena, Rocky Harbour, Hopedale, Rigolet, Charlottetown, Mary’s Harbour, Port Hope Simpson, and St. Lewis). • 3 communities hosted events: Botwood, Gambo, and Harbour Breton. • 2 communities serviced via biennial events held an event in 2024 and are scheduled for 2026: La Scie and Robert’s Arm. • 1 community serviced via biennial event held an event in 2025 and is scheduled for 2027: Bonavista.
As outlined in MMSB’s approval letter for the 2025–2029 Program Plan, the Program is required to achieve a recovery rate of 6% in 2025 and 7% by 2029.	The Program achieved a recovery rate of 5.9%.
Maintain a consumer awareness level of at least 75%	The Program achieved a consumer awareness level of 77%.

2. BRAND OWNER INFORMATION

As of December 31st, 2025, 71 Brand Owners were registered under the Program (see APPENDIX 1 – List of Brand Owners). Program members reported the sale of approximately 3,341,094 litres (L)¹ of paint in Newfoundland and Labrador for the reporting period. “Paint” is defined by the Regulation as “a tinted or untinted water-based, oil or oil-based architectural coating used for a commercial or household purpose, and includes stain and the coating’s container,” or “a coloured or clear paint or stain sold in an aerosol container and includes the paint’s or stain’s container, but does not include coatings intended for marine antifouling or industrial applications...”. A detailed list of products accepted by the Program can be found on Product Care’s website (www.productcare.org).

3. COLLECTION

In accordance with section 31.12(a,f), this section provides a summary of the total amount of waste paint collected in the province in 2025 and the location of all collection facilities for waste paint.

3.1. TOTAL AMOUNT OF POST-CONSUMER PAINT COLLECTED

Table 2 shows the total amount of post-consumer paint collected by the Program for the reporting period. Table 3 provides volumes collected by collection site type.

Table 2: Total Amount of Post-Consumer Paint Collected

	Number of Paint Tubskids ²	Number of Aerosol Drums ³	Residual Paint Volume (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	Paint Share Volume (L)	Total Residual Paint Volume (L)
Amount Collected	1,391	7	191,819	612	4,729	197,160

¹ Sales data is reported to Product Care in units. For the purpose of this report, sales units are converted to litres sold using coefficients based on the volume of the most common container size in each product category.

² Tubskid dimensions (42" x 42" x 48") with a nominal capacity of 108 one-gallon paint containers. Tubskids are collected in depots and unpacked into boxes. The actual number of paint containers per tubskid varies depending on the mix of paint container sizes.

³ In 2024, aerosol paint collection transitioned from drums to tubskids. The 2025 drums figures reflect the retrieval of remaining drums that were still on site following this transition. Each drum holds approximately 175 aerosol containers.

⁴ To determine the residual volume of paint collected from tubskids, the number of tubskids collected is multiplied by a conversion rate of 137.9L per tubskid. This conversion rate is derived by dividing the total residual paint extracted, which includes both water-based and oil-based paints, by the number of boxes processed in the same year. The resulting figure is then converted to tubskids using the ratio of tubskids packed into boxes. Paint that was not processed in 2024 was processed in 2025.

⁵ Residual aerosol paint is estimated using standard conversion factors, based on aerosols collected in drums and also collected commingled in tubskids.

Table 3: Percentage of Post-Consumer Paint Collected by Collection Site Type in 2025

Type of Collection Site	% of Collection
Green Depot	22%
Retailer	19%
Collection Events	4%
Local Government Facilities	55%
Total	100%

Table 4 provides the approximate number of litres of paint sold into the province, the amount recovered (collected) and the Program’s recovery rate, calculated based on the volume of paint collected as a function of volume of paint sold in the Province in 2025.

Table 4: Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	3,341,094
Residual Recovery Volume (litres collected)	197,160
Recovery Rate (%)	5.9%

3.1.1. RECOVERY RATE

The program achieved a recovery rate of 5.9% in 2025, compared to 4.9% reported in 2024.

3.1.2. CAPTURE RATE

The capture rate compares the volume of paint collected through the Program against the estimated volume of paint available for collection in the province, as outlined in the “available to collect” 2021 study.

As noted in the 2025-2029 Program Plan, it is difficult to calculate how much paint is actually available for collection in a given year, as paint is a consumable product. Consumers often store leftover paint for extended periods, and disposal may be delayed until circumstances change, such as moving homes. The 2021 study provided an estimate based on surveys and sampling. While the study’s methodology provides a basis for estimating paint available for collection, it is important to recognize that external factors such as shifts in market activity and variability in consumer behaviour can influence results. As such, the capture rate reflects a theoretical maximum and is presented as a general point of reference.

The Program continues to report capture rate (see Table 5); however, it is not relied upon as a primary indicator of program performance. In 2025, a capture rate of 55% was achieved.

Table 5: Capture Rate 2022-2025

	2022	2023	2024	2025
Available to Collect Rate (%) ⁶	10.7%	10.7%	10.7%	10.7%
Total Volume Available for Collection (litres) ⁷	362,632	332,769	336,445	357,497
Collection Volume (litres)	132,898	188,870	152,690	197,160
Capture Rate (% collected/available)	37%	57%	45%	55%

3.2. COLLECTION NETWORK

The Program's collection network is comprised of permanent collection sites and collection events. As outlined in the approved 2025–2029 Program Plan, the Program is required to have one permanent collection site in twenty-one (21) prescribed communities (increased from 17 under the previous Program Plan), with St. John's having a minimum of three (3) permanent collection sites, totaling twenty-four (24) permanent sites.

In addition, the Program is required to have either a permanent collection site or a collection event in thirty-four (34) additional communities (increased from 31 under the previous Program Plan). The frequency of collection events (e.g. annually or biennially) depends on the volume collected, which is indicative of service demand in the community.

The approved 2025–2029 Program Plan also commits the Program to run a one-year pilot project by 2026 to provide collection services in either Bay Bulls or Witless Bay. The results of the pilot will inform whether ongoing service is required in the selected community and will be reported in the 2026 Annual Report.

As of December 31, 2025, the Program's collection network consisted of sixty-eight (68) permanent collection sites, an increase of one (1) compared to 2024. A complete list of permanent collection sites and collection events, including volumes collected by location, can be found in APPENDIX 2 – Collection Network.

3.2.1. PRESCRIBED COMMUNITIES

The Program Plan commits to maintaining permanent collection sites in twenty-one (21) prescribed communities identified by MMSB.

The Program provided service to twenty (20) communities. Of these, nineteen (19) communities had a permanent collection site, including four (4) in St. John's, and one (1) community was served through a collection event, with the Program working toward establishing a permanent collection site.

In Lewisporte, following the exit of the previous permanent collection site, the Program participated in the CNWM Central Clean Sweep event in 2025, providing collection services and supporting public outreach efforts in the region. The Program continues to work toward establishing ongoing service in the community.

The Program continues to work toward maintaining and strengthening service levels across all prescribed communities.

⁶ The Atlantic Availability to Collect Study, conducted in 2021, determined that 10.7% of paint sold in Newfoundland and Labrador is expected to be available for collection annually between 2021 and 2026.

⁷ The total volume available for collection in each year was calculated by applying the 10.7% rate to that year's total volume of paint sales.

3.2.2. ADDITIONAL COMMUNITIES

In addition, the Program committed to providing collection services (permanent sites or collection events) in or near thirty-four (34) additional communities.

Of the 34 additional communities:

- Twenty-eight (28) communities had permanent collection sites (including 9 communities converted from previously biennial events to permanent collection sites: St. Alban's, Pasadena, Rocky Harbour, Hopedale, Rigolet, Charlottetown, Mary's Harbour, Port Hope Simpson, and St. Lewis). One of these communities, Dunville, was served by two (2) permanent collection sites established in the neighbouring community of Placentia. Additionally, two (2) permanent collection sites were established in Twillingate. One (1) community (Burgeo) that has a permanent site also held a collection event.
- Three (3) communities hosted events in 2025 (Botwood, Gambo, and Harbour Breton).
- Two (2) communities serviced via biennial events held an event in 2024 and are scheduled for 2026: La Scie and Robert's Arm.
- One (1) community serviced via biennial events held an event in 2025 and is scheduled for 2027: Bonavista.

Table 6: Tubskids Collected at Biennial Collection Events in 2022-2025

	Waste Management Region	Community	Tubskids Collected ⁸			
			2022	2023	2024 ⁹	2025
1.	Discovery Region	Bonavista		3		2
2.	Coast of Bays Region	St. Alban's/Milltown		2	3 ¹⁰	
3.	Baie Verte-Green Bay Region	La Scie	0		1	
4.		Robert's Arm	1		1	
5.	Western Region	Pasadena	9			
6.		Rocky Harbour	6	6		
7.	Northern Labrador Region	Hopedale	1			
8.		Rigolet				
9.	Southern Labrador Region	Charlottetown	1			
10.		Mary's Harbour				
11.		Port Hope Simpson				
12.		St. Lewis	0			
Total			18	11	5	2

⁸ Events reporting zero tubskids generally collected less than 15 cans of paint.

⁹ Of the 12 communities scheduled for biennial events, 9 now have a permanent collection site. The remaining communities that will continue the biennial event schedule are: Bonavista, La Scie, and Robert's Arm.

¹⁰ Collection volume from the event that took place in Milltown.

See APPENDIX 2 – Collection Network for a complete list of permanent collection sites and collection events held across the province in 2025.

3.2.3. COLLECTION SERVICES BEYOND PRESCRIBED AND ADDITIONAL COMMUNITIES

The Program exceeded requirements by providing collection services in thirteen (13) communities beyond those required under the Program Plan. This included ten (10) communities served by permanent collection sites and three (3) communities served through collection events. These thirteen (13) communities are listed as “Other – Beyond Requirements” in APPENDIX 2 – Collection Network, reflecting the Program’s commitment to exceeding the minimum regulatory requirements and enhancing accessibility across the province.

3.2.4. ADDITIONAL COLLECTION EVENTS

The Program also participated in collection events in seven (7) communities conducted by the Eastern Regional Service Board (ERSB) as part of their Household Hazardous Waste (HHW) program (see Table 7). The Program provided collection containers, transportation and processing services for these events, which collected nineteen (19) tubskids in total.

Table 7: Additional Collection Events

	Community Served	Event Date
1.	Fermeuse–Kingman’s Cove	June 14, 2025
2.	Heart’s Delight–Islington	June 14, 2025
3.	St. Vincent’s–St. Stephen’s–Peter’s River	June 14, 2025
4.	Arnold’s Cove	September 13, 2025
5.	Long Harbour–Mount Arlington Heights	September 13, 2025
6.	Mount Carmel–Mitchell’s Brook–St. Catherine’s	September 13, 2025
7.	Northern Bight–Hillview	September 13, 2025

3.3. COLLECTION SITE VISITS

As part of the management of the collection network, Program representatives visit collection sites to provide in-person support, deliver informational brochures and provide training about program requirements. In 2025, Product Care visited a total of nineteen (19) collection sites in the Coast of Bays, Baie Verte–Green Bay, Northern Peninsula, and Central and Western regions of the island.

3.4. ACCESSIBILITY

According to Section 31.6 of the Regulation, the Program is required to provide reasonable and free access for the return of waste paint and paint containers; however, no specific accessibility standards (e.g., distance-based requirements) are defined. Program accessibility requirements are instead established through the prescribed and additional communities outlined in the approved Program Plan (as approved by MMSB).

In 2025, MMSB requested that Product Care review accessibility for urban and rural populations and report on the percentage of the provincial population with access to collection services within a defined distance in future annual reports. In response, this section provides an overview of the Program’s accessibility analysis.

This analysis is provided for informational purposes only and does not represent a performance obligation. It is intended to supplement, not replace, the established accessibility framework based on prescribed and additional communities.

Defining urban and rural population

For the purpose of this analysis, the Program has defined urban and rural populations based on community size. As no standardized definition of urban and rural communities is prescribed for stewardship programs in Newfoundland and Labrador, the Program has applied a population-based approach for the purpose of this analysis. Communities with populations greater than 7,000 were classified as urban, as these locations typically function as regional service centres with established retail and municipal infrastructure, supporting shorter travel distances for residents. Given the geographic and demographic differences across the province, rural populations are further distinguished between Newfoundland and Labrador regions.

Driving distance thresholds

For the purpose of this analysis, the following driving time thresholds were used to assess accessibility to a permanent collection site or collection event:

- 20 minutes for urban populations
- 35 minutes for rural populations in Newfoundland
- 40 minutes for rural populations in Labrador

These thresholds reflect regional geographic conditions and are generally consistent with accessibility approaches used in other Product Care programs (e.g., British Columbia) and by other stewardship programs in Newfoundland and Labrador.

Accessibility results

Based on this approach, the Program estimates that approximately 90% of residents have access to collection services (see Table 8). Overall, the results demonstrate that the Program provides free and reasonable accessibility across the majority of the provincial population.

Table 8: Population with Access to Collection Services in 2025

Population Group	Population with Access to Service (%)
Urban population	99%
Rural population in Newfoundland	80%
Rural population in Labrador regions	65%
Total population with service	90%

4. PROCESSING

In accordance with section 31.12(b,c,d,e,g) of the Regulation, this section of the report sets out:

- i. The total amount of waste paint processed or in storage;
- ii. The percentage of waste paint collected that was reused, recycled, contained, or otherwise treated;
- iii. A description of the types of processes utilized to reuse, recycle, contain, or otherwise treat or dispose of waste paint;
- iv. A description of efforts to redesign paint products to improve reusability and recyclability; and
- v. The location of processing or containment facilities for waste paint.

4.1. POST-CONSUMER PAINT PROCESSED

In 2024, aerosol paint collection transitioned from drums to tubskids. As a result, paint aerosols are now co-mingled with paint at the point of collection in tubskids and managed through the same processing stream. A limited number of drums remained onsite following this transition and were retrieved in 2025 and shipped to GFL Environmental’s facilities in Saint John, New Brunswick, or Foxtrap, Newfoundland for processing and energy recovery.

Materials collected in tubskids (co-mingled paint and paint aerosols) were received from collection sites and events and consolidated into boxes at the hauler’s warehouse. These boxes were then shipped to the Program’s paint processor, Laurentide Resources Atlantic Inc., in Richibucto, New Brunswick, or Victoriaville, Quebec.

In 2025, a total of 843 boxes of post-consumer paint were shipped for processing and 843 boxes in total were processed (see Table 9).

Table 9: Total Amount of Post-Consumer Paint Processed in 2025

	Number of boxes	Residual Paint Volume (L) ¹¹	Residual Aerosol Paint Volume (L) ¹²	Total Residual Paint Volume ¹³ (L)
Volume Processed	843	172,174	801	172,975

¹¹ Actual volume of residual paint recovered from processed boxes, including both water-based and oil-based paint. Paint that was not processed in 2024 was processed in 2025.

¹² Since 2024, all paint products, including aerosols, are co-mingled at collection and transported together in tubskids. Aerosol volumes are estimated using standard conversion factors.

¹³ Total residual paint volume does not include PaintShare volumes.

4.2. PERCENTAGE OF POST-CONSUMER PAINT BY DISPOSAL METHOD

Table 10 shows the breakdown of waste paint management by disposition.

Table 10: Percentage of Waste Paint by Management Method in 2025 ¹⁴

Management	Volume (litres)	Percentage
Reuse - Paint Reuse Program	4,729	2.7%
Reuse - Paint Recycling	133,283	75.0%
Energy Recovery	21,447	12.1%
Landfill	18,245	10.3%
Incineration	0	0%
Total	177,704	100% ¹⁵

4.3. METAL AND PLASTIC CONTAINERS RECOVERED AND PROCESSED

Table 11 lists the amount of metal and plastic containers recovered from processed paint, and recycled in 2025. Containers not recycled in 2025, will be recycled in 2026.

Table 11: Metal and Plastic Containers Recovered and Recycled in 2025

Container Type	Recovered (tonnes)	Recycled (tonnes)
Metal	37.8 ¹⁶	37.8
Plastic (HDPE 2)	2.0	2.0
Plastic (polypropylene)	21.4	21.4

Metal containers (paint containers and paint aerosol containers) were sent to scrap metal recyclers, comingled, and processed with various other metal products. The processed scrap metals are then sold as a commodity and eventually end up being recycled at a smelter. For plastic containers, the standard process is for the primary processor to bale the empty plastic paint containers and send them for recycling to secondary processors. Table 12 lists the metal and plastic empty container processors and their management processes.

¹⁴ See footnote 11.

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

¹⁶ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

Table 12: List of Metal and Plastic Container Processors

Processors	Location	Management Process	% of Total Containers Recycled
DR Metal Recycling	New Brunswick	Metal Recycling: Metal containers are processed with other scrap metal and sold as a metal commodity.	100%
Sustane Tech	Nova Scotia	Plastic Recycling: Plastic containers are converted into kerosene and diesel.	100%

4.4. MANAGEMENT METHODS

The following section describes each method the Program used to reuse, recycle, or otherwise treat or dispose of post-consumer paint.

4.4.1. REUSE (PAINTSHARE PROGRAM)

The PaintShare Program makes better quality returned paint available to the public free of charge at participating collection sites. The collection sites record and report the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing. The quantity of paint given away is dependent on consumer needs and the quality and type of paint available. It's also important to note that the growing adoption of tools that help consumers accurately gauge the amount of paint they need for a project reduces the likelihood of excessive paint purchases and needing to be disposed. Additionally, the rise of social media sharing platforms has fostered a culture of community sharing, including the redistribution of leftover paint. It is recognized that this community sharing occurs outside of the PaintShare Program and volumes are not accounted for in the PaintShare volumes.

An estimated 4,729L of paint were given away to consumers through the PaintShare Program in 2025. Reuse volumes are estimated by assuming that each container is 75% full on average.

As requested by MMSB, the Program is currently undertaking an assessment to validate the assumption that containers are 75% full on average. This work began in 2025 and will continue into 2026, with findings to be incorporated in the 2026 annual report.

4.4.2. RECYCLING

At the Laurentide Re-resources processing facilities in Richibucto, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour, and quality, and bulked into shipping containers according to management options. Following sorting, bulked paint is processed into recycled paint. This includes combining paint with similar characteristics (type, colour, and quality), mixing, filtering, and incorporating additives to ensure product quality. Recycled paint is then repackaged into 3.78L, 18.9L, or 1,000L containers for resale in Canadian and international markets.

Table 13 provides the quantities of water-based paint and oil-based paint reprocessed and recycled into paint. The diminishing market for oil-based paint has made it increasingly difficult to recycle. Consequently, while a limited amount of oil-based paint continues to be recycled, a large portion of the volume is sent for energy recovery.

Table 13: Type and Quantity of Paint Recycled in 2025

Type	Litres	Percentage of Paint Recycled
Water-based paint	115,389	87%
Oil-based paint	17,894	13%
Total	133,283	100%

The Regulation requires 70% of paint collected to be “reused”, where reuse is defined as a combination of both reused (PaintShare Program) and recycled paint. In 2025, the Program surpassed its target, achieving an 77.7% reuse rate (see Table 10 above).

4.4.3. ENERGY RECOVERY

Not all oil-based paint collected is of suitable quality for paint recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable colour, contaminated or of the wrong chemistry for paint recycling. In addition, regulations, such as Federal VOC Regulations, require more 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, with demand continuing to decline.

Due to their high solvent content, oil-based paints are suitable for energy recovery. Through fuel blending, 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, 21,447L of oil-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

4.4.4. LANDFILL

The sorting and bulking of water-based paint by Laurentide generated 18,245L of non-recyclable water-based paint, which were solidified and disposed of at a landfill

4.4.5. INCINERATION

Incineration is typically utilized when oil-based paint is contaminated with PCBs and therefore not suitable for energy recovery. During the reporting period, no material was contaminated with PCB, and hence, there was no material sent for incineration.

4.5. DESIGN FOR ENVIRONMENT

Product environmental impact reduction, reusability and recyclability

The paint and coatings industry has been working tirelessly to make their products safer for the environment. This effort is driven by the growing awareness of the negative impact of chemical products on the environment. In recent times, the industry has made significant strides towards reducing the environmental impact of their products. The industry's offerings are not only becoming safer to handle but are increasingly eco-efficient, reflecting the latest available science. The industry evaluates the impacts of their products along their entire life cycle and continuously develops new offerings. Sustainable production processes are top priorities.

Beyond their primary function of protecting built infrastructure, coatings are also essential components in the production processes of various industries. Functional coatings provide additional properties to materials, leading to upgraded infrastructure, innovative products, and resource efficiency.

Here are some measures that the industry is taking to make their products more environmentally friendly:

Transition to water-based paints

The paint industry has increasingly favored water-based (latex) paint products over oil-based (alkyd) paints in the last decade, significantly impacting the architectural paint sector. In the past five years, there has been an

additional 10% shift toward water-based paints. According to representatives from the Canadian paint industry, this transition has led to a reduction of around 44 kilotonnes of volatile organic compound (VOC) emissions over the past 15 years.

VOC reduction in paint formulation and future trends

Paint manufacturers are actively finding ways to reduce volatile organic compounds (VOCs) in their products, though achieving zero VOC might take time. Regulations and innovations in biobased products are driving the reduction of VOCs. Proposed regulations for VOC in architectural paints, industrial, commercial adhesives & sealants, and auto refinish coatings are expected to further reduce VOC emissions.

Several of our members offer Greenguard-certified paint products, which help consumers easily identify options that meet rigorous third-party standards for low chemical emissions. This certification supports healthier indoor environments and reinforces consumer confidence in making sustainable choices.

According to representatives from the Canadian paint industry, low-VOC and VOC-free paints now account for approximately 50% of all paint sold, particularly within the architectural and decorative segments. The widespread adoption of these formulations reflects both regulatory progress and growing consumer demand for safer, more environmentally responsible products.

Industry is steadily increasing the use of bio-based ingredients. Suppliers are offering more plant-derived and renewable inputs for formulations, replacing traditionally petroleum-based or toxic substances. It is expected that these reformulation trends will result in a further decrease of approximately 2 kilotons of VOC emissions over the next 5 years.

Sustainable packaging innovations in the paint sector

The paint industry is witnessing a notable shift towards more sustainable packaging solutions, as companies increasingly adopt materials with higher recycled content. Currently, some industry players are utilizing packaging that contains 15% recycled content, contributing to a circular economy. There is also an industry-wide goal to achieve 50% recycled content by 2030. This aligns with federal mandates aiming for significant reductions in non-recyclable packaging materials. The composition of these recycled materials varies, with plastics and other innovative components being considered to meet these evolving standards.

Additionally, the sector is exploring alternative materials, like cellulose and seaweed, to reduce reliance on traditional, less environmentally friendly packaging options. These efforts are part of a broader industry commitment to decrease non-recyclable material usage by 10% by 2030, in line with governmental objectives.

4.6. PROCESSING AND CONTAINMENT FACILITIES

Table 14 provides all the processing and containment facilities used by the Program, in accordance with section 31.12 (g).

Table 14: Processing & Containment Facilities

Facility	Facility Type
Hebert's Recycling Inc. 14 Clyde Avenue, Mount Pearl, NL A1N 4S1	Containment Facility
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility
GFL Environmental 349 Incinerator Rd, St. John's, NL A1H 0B4	Processing Facility

5. PROMOTION AND EDUCATION

Consumer participation is essential to the success of the Program. Promotion and education activities are therefore implemented to ensure consumers:

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

In 2025, Product Care Recycling implemented promotion and education activities to meet these objectives, in accordance with regulatory requirements 31.6 and 31.13. The following section provides details regarding these efforts, as per Section 31.12(h) of the Regulation.

5.1. STRATEGY

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

5.2. COMMUNICATION CHANNELS

5.2.1. WEBSITE

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

- Recycling locator (see APPENDIX 3 – Collection Site Locator):
 - Interactive map displaying all paint collection sites within the province, including hours of operation and addresses.
- Information on recycling large volumes.
- Description of program products and applicable environmental handling fees.
- Dedicated page for the PaintShare program, educating consumers on the opportunities to access free paint.
- Information for consumers (for more information, see [Recycle Your Paint](#)):
 - Buy the right amount of paint;
 - Store leftover paint correctly;
 - Use up leftover paint; and
 - Videos describing the recycling process.

5.2.2. TOLL-FREE NUMBER AND EMAIL

To support access to information regarding recycling for residents, Product Care manages a consumer-facing toll-free number and email address.

5.2.3. PRINTED ASSETS – POINT OF SALE (POS) AND POINT OF RETURN (POR)

The program provides printed educational materials to support consumer awareness at retail and collection sites. These materials help inform users about accepted products, proper recycling options, and responsible paint management, and direct them to additional information online through QR codes.

Available print materials for collection sites and retailers

- Brochure: provides an overview of the program, including a list of accepted products and highlights the BUD rule.
- Return-to-Retail poster: Posters for participating retail locations that accept post-consumer paint.
- Return-to-Product Care poster: promotes paint drop-off at Product Care Recycling collection sites.
- PaintShare poster: promotes the PaintShare program, outlining the steps consumers can follow to take home reusable paint at no cost.
- Stop illegal dumping sign: communicates that leaving materials outside of collection sites is prohibited, highlights associated risks, and reinforces proper drop-off during operating hours.
- Window cling: a paint can-shaped sticker designed for display on windows to increase visibility of the program and indicate that paint recycling services are available at the location.
- Accepted products A-frame poster: a visually engaging poster presenting accepted and non-accepted products in a clear, graphic format. Designed for standard A-frame displays or wall placement, and reinforces proper material separation.
- Only paint site poster: developed for locations that exclusively accept paint, this poster discourages the drop-off of non-accepted materials and highlights the risks of leaving products outside site operating hours.
- BUD rule flyer: educates consumers on responsible paint purchasing and use by promoting the BUD rule, encouraging users to buy only what they need, use products fully, store leftovers properly, and recycle remaining materials.

All materials are available for order at no cost through productcare.org/materials.

5.2.4. MULTI-CHANNEL ADVERTISING

The Program used a mix of digital and traditional media to promote paint recycling and inform residents about available collection services across Newfoundland and Labrador. Advertising directed consumers to program information and the online recycling locator, helping residents find nearby collection sites. Advertising was delivered through the following channels:

Digital advertising

- Google Search advertising targeted users based on relevant keywords and search terms, ensuring that consumers actively looking for paint disposal or recycling information were directed to the Program website and recycling locator.
- Google Display advertising delivered banner and video ads across websites and mobile applications, using targeting based on users' browsing behaviour and the content they engage with to reach audiences likely to use paint and generate paint waste.
- Social media platforms, including Facebook, Instagram, TikTok, Pinterest, and Reddit, were used to reach audiences online. Targeting was applied more broadly based on users' interests and behaviours to reach individuals likely to use paint products and build overall program awareness.

Streaming media

- Spotify was used to deliver video advertisements to audiences engaging with online streaming content.

Broadcast media

- Radio advertising was delivered on stations serving key regions of the province, including St. John's, Corner Brook, Burgeo, and Happy Valley–Goose Bay.

Direct Mail

- A targeted AdMail campaign was conducted to reach residents of Fogo Island, where radio coverage is limited. Two distribution flights were completed, one in August and one in September. Printed materials were distributed directly to households to ensure residents received information about paint recycling services.

This combination of channels helped ensure the Program reached residents across both urban and rural communities and directed them to information on how and where to recycle leftover paint (see APPENDIX 4 – Promotion and Education Material).

5.2.5. PROMOTION OF BUD RULE, SAFE STORAGE, AND REUSE

As part of its promotion and education activities, the Program implemented messaging to encourage the safe storage and reuse of leftover paint.

In 2025, these messages were delivered through province-wide radio and music streaming advertising campaigns using two complementary approaches:

- Messaging focused on safe storage and reuse, encouraging consumers to buy only what they need, store paint properly for future use, and use up leftover paint before recycling.
- Messaging focused on proper disposal practices, reminding residents to verify what is accepted and how to prepare materials before visiting a collection site. This aimed to reduce improper disposal and direct consumers to productcare.org for accurate information.

Together, these campaigns promoted responsible consumer behaviour and supported program outcomes.

5.2.6. CONSUMER AWARENESS

Product Care coordinates consumer awareness surveys to validate the impact of our promotion and education activities. A reputable third party conducts the surveys every two years in conjunction with other provincial stewardship Product Care operates.

The 2024 survey found that 77% of Newfoundland & Labrador respondents who purchased paint are aware it can be recycled in the province, a 1% increase from 2022's result, and surpassing the Program Plan's target of 75%. The next survey is scheduled for 2026.

Table 15: Biennial Consumer Awareness Survey Targets and Results 2022-2024

Year	Target	Actual
2024	70%	77%
2022	70%	76%

5.2.7. INDUSTRY AND COMMUNITY EVENTS

In 2025, the Program participated in relevant community/industry events. These events serve as platforms to connect with other steward agencies, brand owners, and municipal authorities, fostering the exchange of insights and the formation of strategic partnerships. Product Care continued to actively participate in key discussions, reaffirming our commitment to drive positive change and minimize environmental impact.

- **Southern Shore Joint Council (February 2025):** This meeting was attended by municipalities located along the Avalon shore. Product Care introduced the Program to council members, provided an overview of collection services, and explored potential collaboration opportunities to expand and strengthen the Program’s collection network within the region.
- **Downhome Expo (May 2025):** Product Care engaged directly with attendees to raise awareness of the collection network, proper paint recycling and reuse, and to gather feedback and address questions regarding the Program. Participation in the Expo further supported coordination and partnership-building efforts with other Producer Responsibility Organizations (PROs), including the Electronic Products Recycling Association and the Used Oil Management Association (UOMA). Over 3,000 participants attended.
- **Central Clean Sweep Event (November 2025):** The event took place at the public drop-off area of the Central Newfoundland Waste Management Regional Site in Norris Arm, supported by UOMA, EPRA, and Product Care. The goal was to increase awareness of the full range of recycling programs available in Central Newfoundland, including car oil and related products, electronics, and paint. Residents from several communities attended, including Lewisporte. Additionally, the event collected 245 cans of paint.

6. FINANCIAL INFORMATION

In accordance with section 31.12(i) of the Regulation, the Program’s audited financial statements for 2025 are provided in APPENDIX 5 – 2025 Audited Financial Statements in this report.

7. APPENDIX 1 – BRAND OWNERS

Brand Owner Name			
1.	1439174 Ontario Ltd (NLS Products)	37.	Lawson Products, Inc.
2.	3M Canada Company	38.	LPS Canada - Division of LPS Laboratories
3.	Acklands - Grainger Inc.	39.	Michaels Stores Inc.
4.	Alexandria Moulding	40.	Motion Industries (Canada), Inc.
5.	Amazon.com.ca ULC	41.	Orgill Canada Hardlines ULC
6.	AMRE Supply Canada Inc	42.	Osmoster Inc.
7.	Avanti Sports Group Inc.	43.	Peinture Denalt Ltee / Denalt Paints Ltd.
8.	BASF Coatings Incorporated	44.	Peintures MF Inc.
9.	BDI CANADA INI.C	45.	Princess Auto Ltd.
10.	Behr Process LLC	46.	Produits de Plancher Finitec Inc.
11.	Benjamin Moore & Co. Ltd.	47.	RENUÉ RECYCLING LTD.
12.	Bestbuy Distributors Ltd	48.	RONA Inc.
13.	Canadian Building Restoration Products, Inc	49.	Rust-Oleum Canada
14.	Canadian Industries Ltd	50.	Saman Inc
15.	Canadian Tire Corporation, Limited	51.	Seymour of Sycamore, Inc.
16.	Cansel Survey Equipment Inc.	52.	Sherwin-Williams Canada Inc
17.	Class C Solutions Group, MSC Industrial Supply LLC	53.	Sika Canada Inc.
18.	Cloverdale Paint Inc.	54.	Soprema Inc.
19.	Consolidated Coatings Corporation	55.	Spartan Canada Paint OpCo, Inc.
20.	Country Chic Paint Ltd.	56.	Techniseal
21.	Diamond Vogel Paints Inc	57.	TENAQUIP Limited
22.	Ducan Products Inc.	58.	The Houtshop Inc.
23.	Farrow & Ball Canada Ltd.	59.	The North West Company LP
24.	Fastenal Canada Ltd.	60.	The Sansin Corporation
25.	General Motors of Canada Company	61.	The Sherwin-Williams Company
26.	Golden Artist Colors, Inc.	62.	Timber Pro Coatings Ltd.
27.	Henry Company Canada, Inc.	63.	UAP INC.
28.	Home Depot of Canada Inc.	64.	UCP PAINT INC
29.	Home Hardware Stores Limited	65.	Uni-Select Inc.

30.	Homestead House Paint Co INC	66.	Vallen Canada Inc.
31.	Jaguar Land Rover Canada ULC	67.	Wal-Mart Canada Corp.
32.	John Deere Canada ULC	68.	Wesco Distribution Canada LP
33.	Kent Building Supplies	69.	Whaleco Canada Inc.
34.	Kleen-Flo Tumbler Industries Ltd.	70.	Wood Essence Distributing
35.	Kubota Canada LTD	71.	Wurth Canada Limited
36.	Laurentide Re-sources Inc.		

8. APPENDIX 2 – COLLECTION NETWORK

The 2025-2029 Program Plan specifies collection service requirements across Newfoundland & Labrador. It requires at least one permanent collection site in each of twenty-one **Prescribed Communities** with at least three in St. John's. In addition, each of thirty-four **Additional Communities** must have either a permanent site or host a collection event. The Program also maintains permanent collection sites in ten other communities beyond the requirements of the plan. In this appendix, communities are grouped by waste management region for ease of reference.

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Eastern Region	Bay Roberts	Bay Roberts Green Depot	Prescribed	Permanent site	Yes	30.00	0.00
Eastern Region	Carbonear	Carbonear Green Depot	Prescribed	Permanent site	Yes	23.00	0.50
Eastern Region	Clarenville	Clarenville Home Hardware Building Centre	Prescribed	Permanent site	No	16.00	0.00
Eastern Region	Conception Bay South	Handyman Home Hardware	Prescribed	Permanent site	No	26.00	0.25
Eastern Region	Mount Pearl	Mount Pearl Green Depot	Prescribed	Permanent site	Yes	85.00	0.00
Eastern Region	Mount Pearl	The Paint Shop - Mount Pearl	Prescribed	Permanent site	No	25.00	0.00
Eastern Region	Mount Pearl	Dulux Paint (Mount Pearl, Store #8529)	Prescribed	Permanent site	No	12.00	0.00
Eastern Region	Paradise	Paradise Green Depot	Prescribed	Permanent site	Yes	32.00	0.25
Eastern Region	Paradise	Paint Shop	Prescribed	Permanent site	No	10.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Eastern Region	Placentia	Aylwards Home Centre - Placentia	Additional	Permanent site	No	0.00	0.00
Eastern Region	Placentia	Paint Shop Home Decorating Center (Placentia)	Additional	Permanent site	No	14.00	0.00
Eastern Region	Riverhead	Riverhead Green Depot	Additional	Permanent site	Yes	3.00	0.00
Eastern Region	St. John's	Paint Shop Home Decorating Center (St. John's)	Prescribed	Permanent site	No	45.00	0.00
Eastern Region	St. John's	Robin Hood Bay Waste Management Facility	Prescribed	Permanent site	No	451.00	0.00
Eastern Region	St. John's	Home Hardware Torbay Rd	Prescribed	Permanent site	No	8.00	0.00
Eastern Region	St. John's	Dulux Paint (St John's, Store #8590)	Prescribed	Permanent site	No	10.00	0.00
Eastern Region	Wabana	Bell Island Green Depot	Additional	Permanent site	Yes	0.00	0.00
Eastern Region	Witless Bay/Bay Bulls	Bay Bulls Green Depot	Pilot	Event 2025	No	2.00	0.00
Eastern Region	Trepassey	Trepassey Social Centre	Other	Event 2025	No	4.00	0.00
Eastern Region	Trinity	Trinity South Central Fire Department	Other	Event 2025	No	2.00	0.00
Discovery Region	Bonavista	Bonavista Fire Department	Additional	Event 2025	No	2.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Discovery Region	Lethbridge	Lethbridge and Area Local Service District	Prescribed	Permanent site	Yes	0.00	0.00
Burin Peninsula Region	Grand Bank	Aylwards Home Centre - Grand Bank	Additional	Permanent site	No	6.00	0.00
Burin Peninsula Region	Marystown	Aylwards Home Centre - Marystown	Prescribed	Permanent site	No	2.00	0.00
Burin Peninsula Region	St. Lawrence	Aylwards Home Centre - St. Lawrence	Additional	Permanent site	No	2.00	0.00
Burin Peninsula Region	Burin Peninsula	Burin Peninsula Regional Service Board	Other	Permanent site	Yes	18.00	0.00
Burin Peninsula Region	Botwood	Botwood Firemens Club	Additional	Event 2025	No	10.00	0.00
Central Region	Buchans Junction	Buchan's Junction Transfer Station (Norris Arm Satellite Site)	Other	Permanent site	No	0.00	0.00
Central Region	Change Islands	Change Islands Waste Site	Other	Permanent site	No	0.00	0.00
Central Region	Fogo Island	Fogo Island Transfer Station	Additional	Permanent site	No	0.00	0.00
Central Region	Gambo	Gambo Green Depot	Additional	Event 2025	No	3.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Central Region	Gander	Aylwards Home Centre - Gander	Prescribed	Permanent site	No	37.00	0.00
Central Region	Gander Bay	Gander Bay Transfer Station	Other	Permanent site	No	0.00	0.00
Central Region	Glovertown	Glovertown Green Depot	Additional	Permanent site	No	12.00	0.00
Central Region	Grand Falls	Paint Shop Home Decorating Center (Grand Falls)	Prescribed	Permanent site	No	51.00	0.00
Central Region	Indian Bay	Indian Bay Transfer Station	Other	Permanent site	No	0.00	0.00
Central Region	New-Wes-Valley	New-Wes-Valley Green Depot	Additional	Permanent site	No	7.00	0.00
Central Region	New World Island	NWI/Twillingate Transfer Station	Additional	Permanent site	No	0.00	0.00
Central Region	Norris Arm North	Central Regional Waste Management Facility	Other	Permanent site	No	115.00	0.00
Central Region	Point Leamington	Point Leamington Transfer Station	Other	Permanent site	No	0.00	0.00
Central Region	Terra Nova	Terra Nova Transfer Station	Other	Permanent site	No	0.00	0.00
Central Region	Twillingate	Twillingate Green Depot	Additional	Permanent site	No	4.00	0.00
Central Region	Twillingate	Paint Shop (Twillingate)	Additional	Permanent site	No	0.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Coast of Bays Region	Harbour Breton	Town of Harbour Breton	Additional	Event 2025	No	0.00	0.00
Coast of Bays Region	Milltown	Town of Milltown	Additional	Permanent site	Yes	0.00	0.00
Coast of Bays Region	St. Alban's	Town of St. Alban's	Additional	Permanent site	Yes	1.00	0.00
Baie Verte-Green Bay Region	Baie Verte	Baie Verte Home Hardware Building Centre	Additional	Permanent site	No	0.00	0.00
Baie Verte-Green Bay Region	Springdale	Springdale Fire Rescue	Prescribed	Event 2025	No	2.00	0.00
Northern Peninsula Region	Port au Choix	Hawke's Bay Landfill Site	Prescribed	Permanent site	No	3.00	0.00
Northern Peninsula Region	St. Barbe	St. Barbe Landfill Site	Other	Permanent site	No	4.00	0.00
Northern Peninsula Region	St. Anthony	St. Anthony Landfill Site	Prescribed	Permanent site	No	5.00	0.00
Western Region	Bay St. George	St George's Transfer Station	Additional	Permanent site	Yes	0.00	0.00
Western Region	Burgeo	Burgeo Transfer Station	Additional	Permanent site	Yes	0.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Western Region	Burgeo	Burgeo Ground Search	Additional	Event 2025	No	3.00	0.00
Western Region	Deer Lake	Town of Deer Lake	Prescribed	Permanent site	No	17.00	0.00
Western Region	Corner Brook	Corner Brook Green Depot	Prescribed	Permanent site	Yes	64.00	0.75
Western Region	Corner Brook	Wild Cove Transfer Station	Prescribed	Permanent site	Yes	69.00	0.00
Western Region	Hampden	Hampden Junction Transfer Station	Other	Permanent site	Yes	0.00	0.00
Western Region	Pasadena	Town of Pasadena	Additional	Permanent site	Yes	10.00	0.00
Western Region	Port Aux Basques	Port Aux Basque Transfer Station	Prescribed	Permanent site	Yes	0.00	0.00
Western Region	Rocky Harbour	Gros Morne Recycling Depot	Additional	Permanent site	No	0.00	0.00
Western Region	Rocky Harbour	Rocky Harbour Transfer Station	Additional	Permanent site	Yes	7.00	0.00
Western Region	Stephenville	Stephenville Green Depot	Prescribed	Permanent site	Yes	37.00	0.00
Western Region	Glenburnie-Birchy Head-Shoal Brook	Bonne Bay South Community Centre	Other	Event 2025	No	3.00	0.00

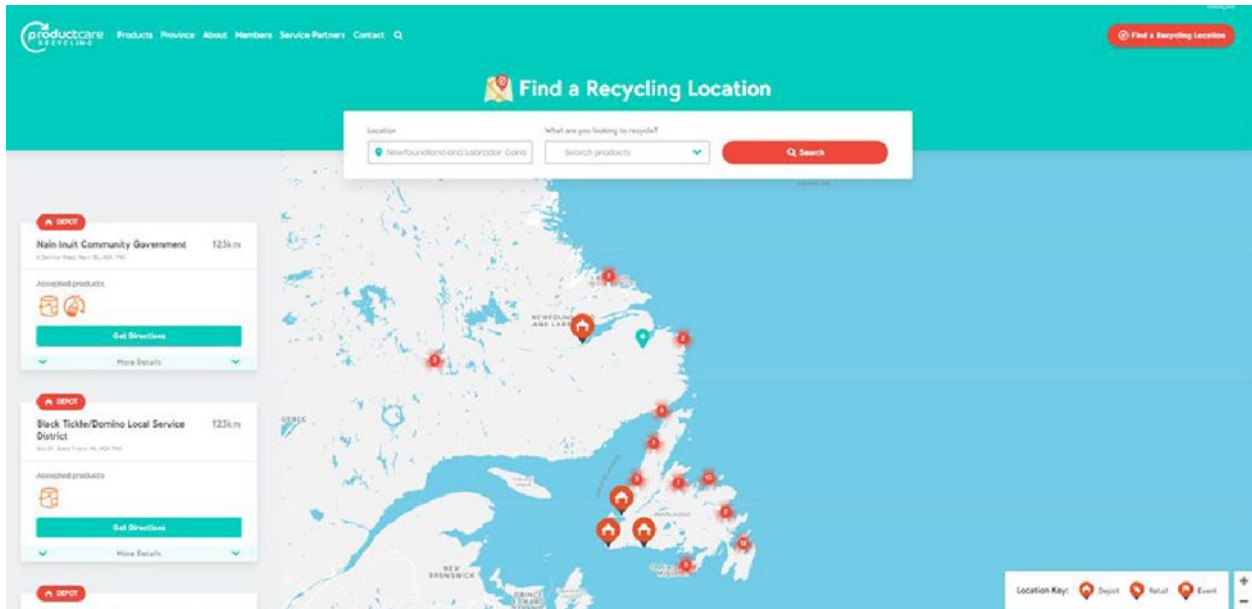
Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Western Labrador Region	Labrador City	Labrador West Municipal Landfill	Prescribed	Permanent site	No	70.00	0.00
Central Labrador Region	Happy Valley/Goose Bay	Happy Valley Goose Bay Green Depot	Prescribed	Permanent site	Yes	6.00	0.00
Northern Labrador Region	Hopedale	Hopedale Fire Department	Additional	Permanent site	No	0.00	0.00
Northern Labrador Region	Makkovik	Makkovik Landfill	Additional	Permanent site	Yes	0.00	0.00
Northern Labrador Region	Nain	Nain Inuit Community Government	Additional	Permanent site	No	0.00	0.00
Northern Labrador Region	Postville	Town Garage	Additional	Permanent site	Yes	0.00	0.00
Northern Labrador Region	Rigolet	Rigolet Inuit Community Government	Additional	Permanent site	No	0.00	0.00
Southern Labrador Region	Black Tickle	Black Tickle Fire Hall	Additional	Permanent site	Yes	0.00	0.00
Southern Labrador Region	Cartwright	Cartwright Volunteer Fire Department	Additional	Permanent site	No	0.00	0.00

Waste Management Region	Community	Collection Site Name	Serviced Required	Service Provided	PaintShare	Paint (tub)	Aerosol (tub)
Southern Labrador Region	Charlottetown	Charlottetown Volunteer Fire Hall	Additional	Permanent site	Yes	0.00	0.00
Southern Labrador Region	L'Anse Au Loup	Labrador Straits Green Depot	Additional	Permanent site	No	4.00	0.00
Southern Labrador Region	Mary's Harbour	Mary's Harbour Firehall	Additional	Permanent site	No	0.00	0.00
Southern Labrador Region	Port Hope Simpson	Port Hope Simpson Firehall	Additional	Permanent site	No	0.00	0.00
Southern Labrador Region	St. Lewis	St. Lewis Town Office	Additional	Permanent site	Yes	0.00	0.00
Eastern Region		Eastern Waste Management Board	Other	Event	No	19.00	0.00
Total						1,391.00	1.75

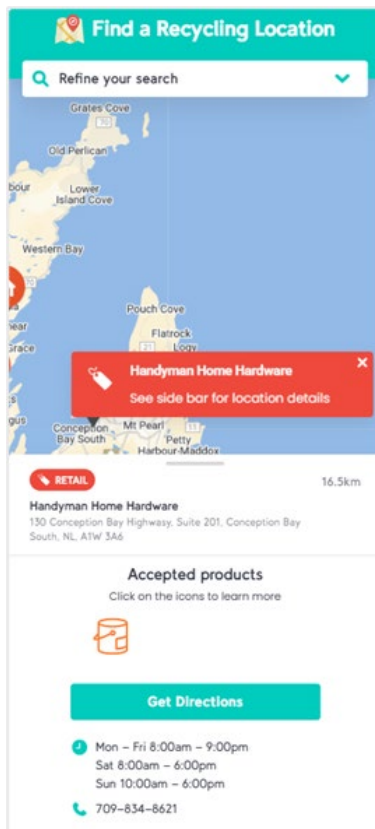
9. APPENDIX 3 – COLLECTION SITE LOCATOR

The image below provides a snapshot of the Program’s collection site locator tool available at productcare.org.

9.1. DESKTOP



9.2. MOBILE



10. APPENDIX 4 – PROMOTION AND EDUCATION MATERIAL

10.1. PRINT RESOURCES FOR COLLECTION SITES

Posters

- PoR/PoS Posters



- PaintShare Poster



- "Only-Paint" collection site poster



RECYCLING PAINT?

ACCEPTED PAINT PRODUCTS MUST BE DROPPED OFF THE RIGHT WAY

This recycling location only accepts:

- Household Paint
- Paint Aerosols
- Empty Paint Cans

No gasoline, propane tanks, or other hazardous waste.
NEVER LEAVE ITEMS OUTSIDE WHEN THE DEPOT IS CLOSED—EVEN ACCEPTED PRODUCTS CAN CAUSE SPILLS AND SAFETY HAZARDS.

Why it matters:

- Leaving items after hours is dangerous and illegal
- Non-program products can't be handled safely
- Abandoned products put staff, the public, and the environment at risk

Need paint for a home or community project?
Access FREE leftover paint at participating PaintShare locations across the province.
Scan the QR code or visit productcare.org/paintshare

productcare.org

- Illegal dumping sign



Avoid a \$500+ fine
AREA UNDER SURVEILLANCE!

STOP!

ABANDONING ANY MATERIAL
— EVEN IF ACCEPTED — IS ILLEGAL
AND PUTS STAFF AT RISK.

Please visit during operating hours.

productcare.org
If you see a dumper, call this number: **1-800-222-TIPS**

Program brochure

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
 1-877-992-3992
 In BC: 1-800-667-4321

Paint flyer

- "Paint can be recycled" flyer

YES, PAINT CAN BE RECYCLED!

With over 60 recycling locations across Newfoundland & Labrador, recycling household paint is easy.

70% OF NEWFOUNDLANDERS AND LABRADORIANS STORE THEIR LEFTOVER HOUSEHOLD PAINT FOR LATER USE.

If properly stored, paint can last for several years. **However, paint doesn't last forever.** If it's no longer good or you don't have a use for it, drop these items off for FREE:

- HOUSEHOLD PAINT
- PAINT AEROSOLS
- EMPTY CANS

productcare RECYCLING

To learn more about household paint recycling and to find a recycling location near you, visit productcare.org/nl or scan the QR code.

- Think BUD flyer

THINK BUD
WHEN YOU BUY PAINT

MOST PEOPLE HAVE LEFTOVER PAINT AFTER A PROJECT

That's why the BUD Rule is so helpful:

B Buy only what you need

U Use what you buy

D Drop off what's left at a recycling location near you

Reducing unnecessary paint purchases minimizes environmental impact, and returning leftover paint while it's still fresh maximizes reuse and recycling outcomes.

Scan the QR code or visit productcare.org/paint to:

1. See what's accepted
2. Find a drop-off location
3. Check hours before you go

productcare RECYCLING

Window cling



10.2. ADVERTISING

Video

Used for YouTube, Social media & Spotify (Vertical and square versions were used as well).



Audio Ad (Script)

Used for radio and Spotify:

- Radio ad 1: "Illegal Dumping": We all know paint can be recycled, but there are important things to know before visiting your local drop-off location. Know before you go—visit productcare.org to check what's accepted and hours of operation. Product Care. Responsible together.
- Radio ad 2: "Be Paint Smart": Be paint smart—right from the start: Buy what you need, Store it tight, Use it up, and when it's done—recycle it right. Visit productcare.org to learn how...That's productcare.org.

Text Ads

Used for Google Search:

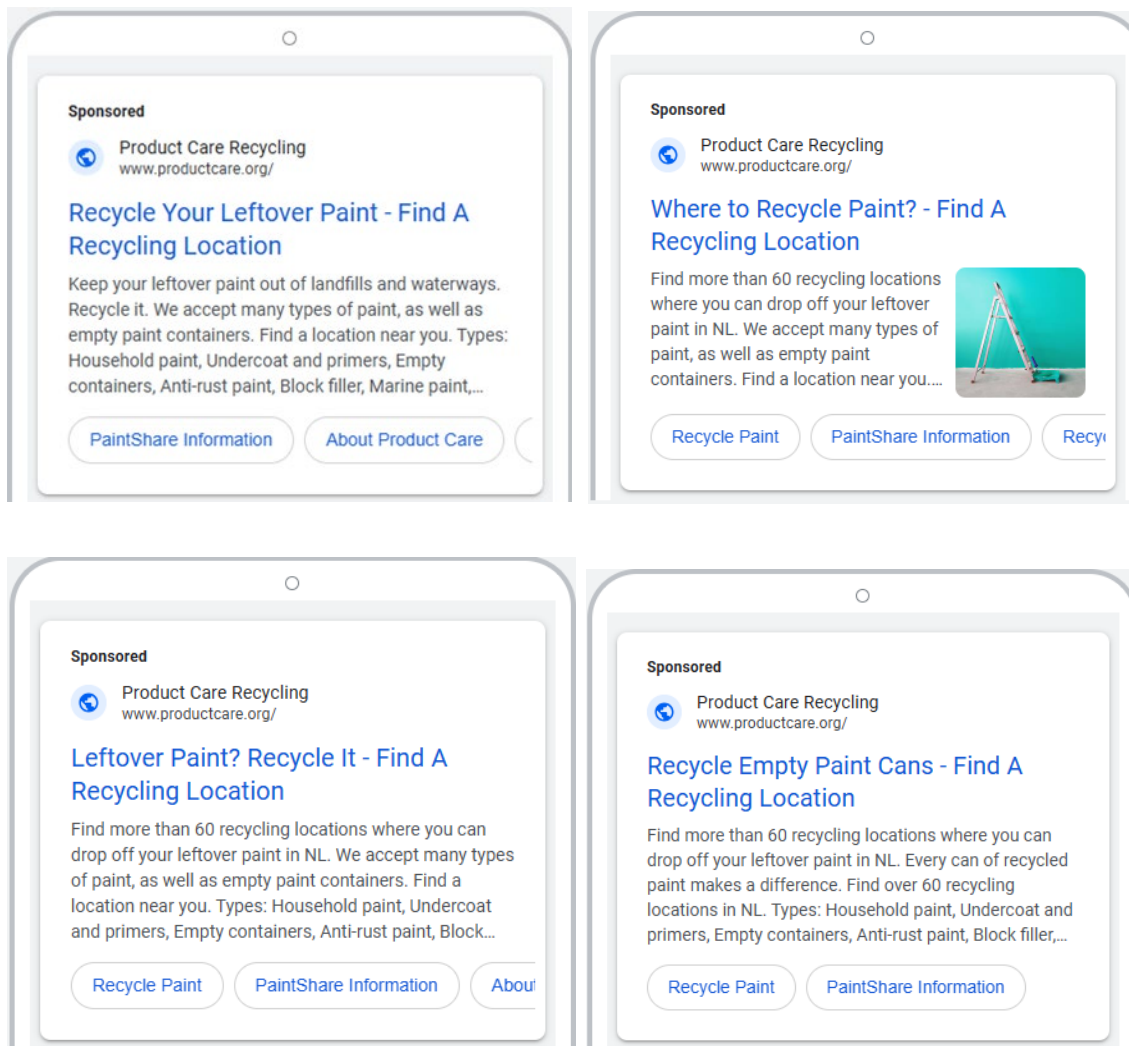


Image Banners

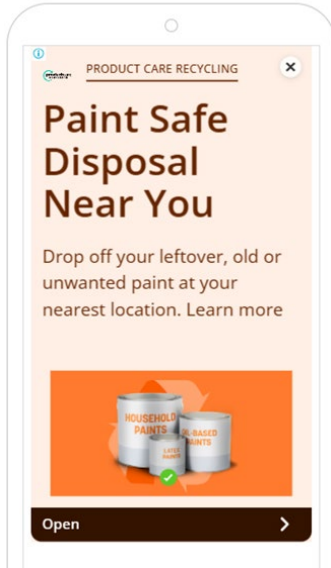
Used for Google Display Network (including YouTube):



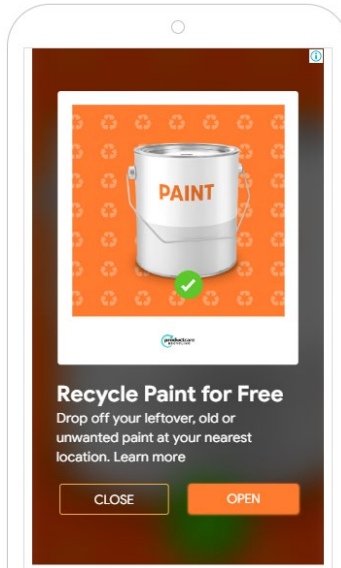
Responsive Ads

Used for Google Display network, mainly for mobile Apps and websites:

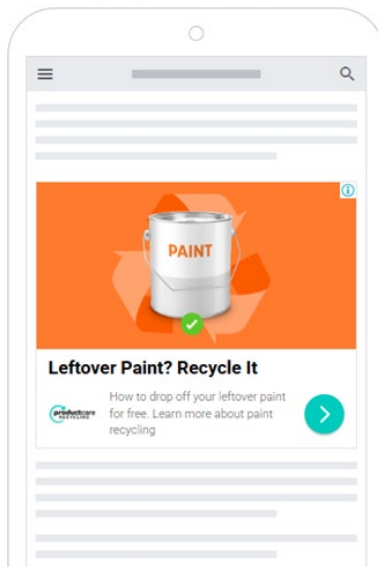
Example of your image ad at 320x568



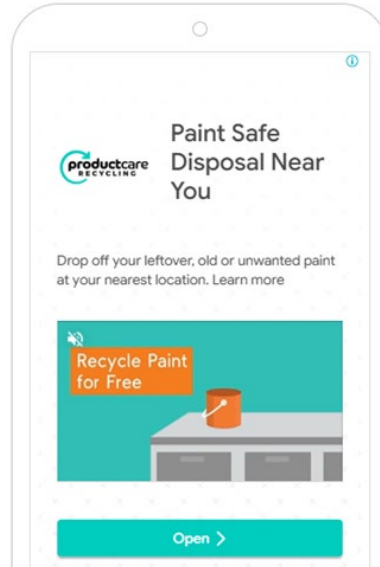
Example of your image ad at 320x568 ^{BETA}



Example of your image ad at 300x250

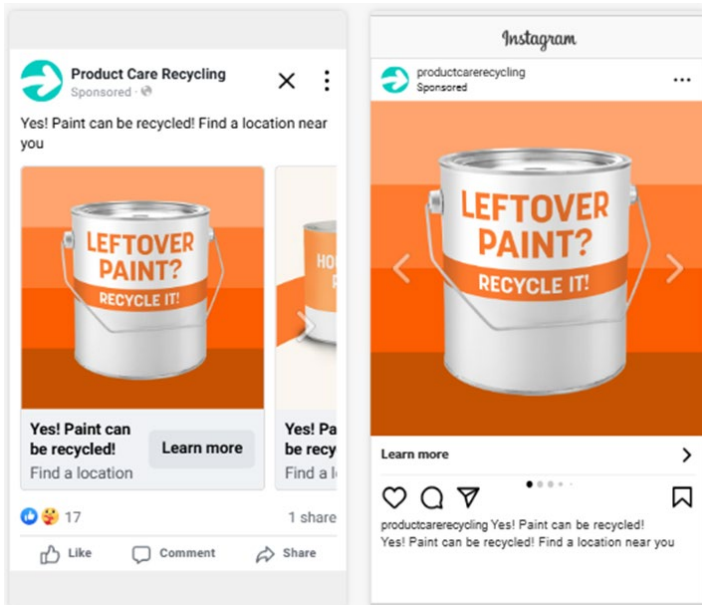
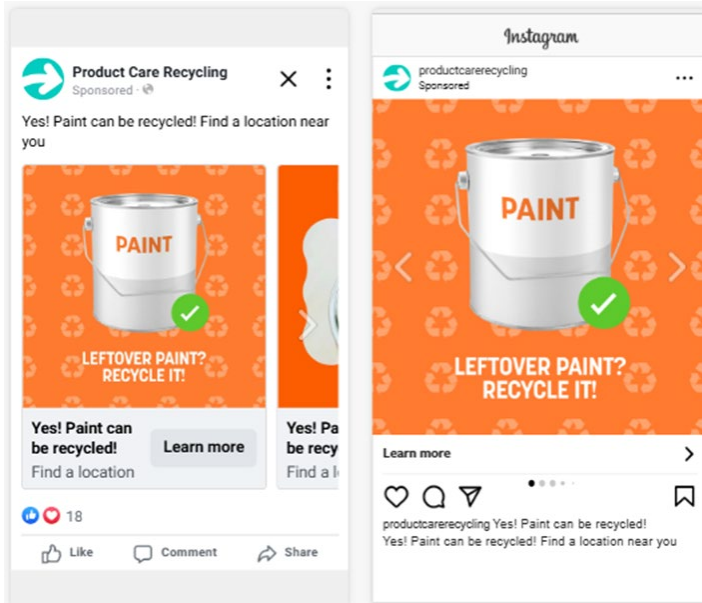


Example of your video ad at 320x568



Carousel Ads

Used for Meta Ads (Facebook & Instagram):



Event Ads

Used for Facebook event ads:

- Mobile



Product Care Recycling Ad · X

Join us for our Paint Recycling Event and help keep our community clean and green! We're accepting: ...See more

LEFTOVER PAINT? RECYCLE IT!

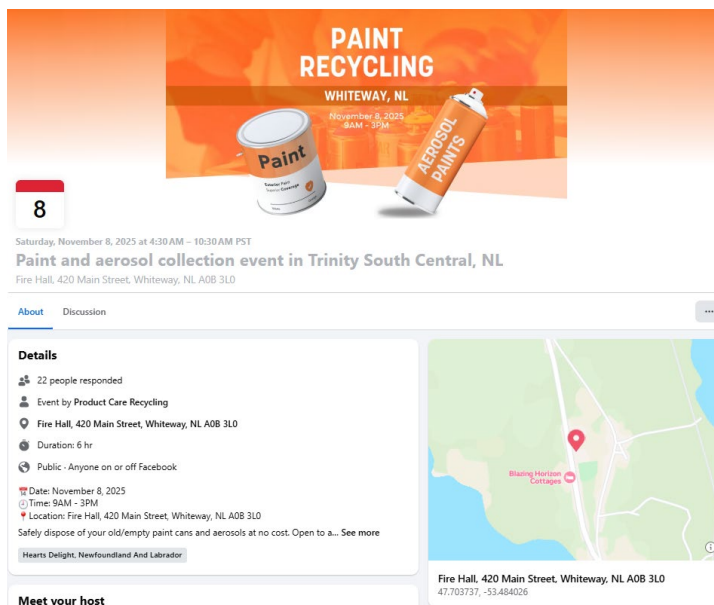
RECYCLING EVENT
Near you

SAT, NOV 8, 2025
Paint and aerosol collection event in Trinity South... Interested

9 2 comments 1 share

Like Comment Share

- Website



PAINT RECYCLING
WHITEWAY, NL
November 8, 2025
8AM - 3PM

8

Saturday, November 8, 2025 at 4:30 AM – 10:30 AM PST
Paint and aerosol collection event in Trinity South Central, NL
Fire Hall, 420 Main Street, Whiteway, NL A0B 3L0

About Discussion

Details

- 22 people responded
- Event by Product Care Recycling
- Fire Hall, 420 Main Street, Whiteway, NL A0B 3L0
- Duration: 6 hr
- Public - Anyone on or off Facebook
- Date: November 8, 2025
- Time: 8AM - 3PM
- Location: Fire Hall, 420 Main Street, Whiteway, NL A0B 3L0

Safely dispose of your old/empty paint cans and aerosols at no cost. Open to a... See more

Hearts Delight, Newfoundland And Labrador

Meet your host

Fire Hall, 420 Main Street, Whiteway, NL A0B 3L0
47.703737, -53.484026

Unaddressed Admail – Fogo island

- August outreach



YES, PAINT CAN BE RECYCLED!

With over 60 recycling locations across Newfoundland & Labrador, recycling household paint is easy.





70% OF NEWFOUNDLANDERS AND LABRADORIANS STORE THEIR LEFTOVER HOUSEHOLD PAINT FOR LATER USE.

If properly stored, paint can last for several years. **However, paint doesn't last forever.** If it's no longer good or you don't have a use for it, drop these items off for FREE:



HOUSEHOLD PAINT



PAINT AEROSOLS



EMPTY CANS



To learn more about household paint recycling and to find a recycling location near you, visit productcare.org/nl or scan the QR code.



- September outreach

THINK **BUD** WHEN YOU BUY PAINT

MOST PEOPLE HAVE LEFTOVER PAINT AFTER A PROJECT

That's why the BUD Rule is so helpful:

B

Buy only what you need

U

Use what you buy

D

Drop off what's left at a recycling location near you

Reducing unnecessary paint purchases minimizes environmental impact, and returning leftover paint while it's still fresh maximizes reuse and recycling outcomes.




Scan the QR code or visit productcare.org/nl to:

1. See what's accepted
2. Find a drop-off location
3. Check hours before you go


KNOW BEFORE YOU GO

ACCEPTED PAINT PRODUCTS MUST BE DROPPED OFF THE RIGHT WAY


Our recycling locations only accept:




Household Paint



Paint Aerosols



Empty Paint Cans



No gasoline, propane tanks, or other hazardous waste. NEVER LEAVE ITEMS OUTSIDE WHEN THE DEPOT IS CLOSED—EVEN ACCEPTED PRODUCTS CAN CAUSE SPILLS AND SAFETY HAZARDS.


Why it matters:

- Leaving items after hours is dangerous and illegal
- Non-program products can't be handled safely
- Abandoned products put staff, the public, and the environment at risk

Need paint for a home or community project?

Access FREE leftover paint at participating PaintShare locations across the province.

Scan the QR code or visit productcare.org/paintshare



11. APPENDIX 5 – 2025 AUDITED FINANCIAL STATEMENTS

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

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

31 DECEMBER 2025

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus**
For the year ended 31 December 2025

Contents

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

INDEPENDENT AUDITORS' REPORT

To: The Multi-Materials Stewardship Board

Report on the Audit of the Statement of Revenues and Expenses and Accumulated Surplus

Opinion

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 of Canada (the “Association”) for the year ended 31 December 2025 and a summary of significant accounting policies and other explanatory information.

In our opinion, the Statement presents fairly, in all material respects, the revenue and expenses and accumulated surplus of the Newfoundland and Labrador Paint Recycling Program for the year ended 31 December 2025 in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditors' Responsibilities section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the Statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter - Restriction on Distribution and Use

This report is prepared on the direction of Product Care Association of Canada's management and 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 of Canada's management and The Multi-Materials Stewardship Board, and should not be distributed to other parties.

Responsibilities of Management and Those Charged with Governance for the Statement

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

INDEPENDENT AUDITORS' REPORT - Continued

In preparing the Statement, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditors' Responsibilities

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Association to cease to continue as a going concern.

INDEPENDENT AUDITORS' REPORT - Continued

- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Rolfe Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
13 April 2026

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2025**

	2025	2024
Revenues	\$ 1,524,025	\$ 1,219,609
Program expenses		
Processing	433,699	449,637
Transportation	310,632	311,281
Administration (Notes 2(b), (d) & (e))	168,605	158,097
Communications	98,277	124,669
Collection	86,071	83,492
Regulatory	49,765	47,229
	1,147,049	1,174,405
Excess of revenues over expenses for the year	376,976	45,204
Accumulated surplus - beginning of the year	502,378	457,174
Accumulated surplus - end of year	\$ 879,354	\$ 502,378

Commitment (Note 3)

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

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2025

1. Basis of Presentation

The Statement of Revenues and Expenses and Accumulated Surplus (the “Statement”) only includes the revenues and expenses of the Newfoundland and Labrador Paint Recycling Program (the “Program”), a segment of the operations of Product Care Association of Canada (the “Association”).

2. Summary of Significant Accounting Policies

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) Revenue Recognition

Environmental Handling Fees are received from members of the Association making sales of designated program materials within the province of Newfoundland and Labrador. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Environmental Handling Fees revenues are recognized as individual members report and remit them as required by the Association’s membership agreement which is at the end of the month following the reporting period that the designated program materials were sold by the member.

Members are obligated to remit Environmental Handling Fees for all products sold from the earlier of the Programs’ start date or the date when member started selling obligated products. If, for any reason, a member omits reporting and remitting Environmental Handling Fees associated with sold program products, the Association will recognize those Environmental Handling Fees as revenue when the amounts are determinable by the Association.

(b) Tangible Capital Assets

Tangible capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rate is as follows:

Depot equipment	3 years
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Included in administration expense is \$6,511 (2024 - \$5,937) of amortization expense related to tangible capital assets.

**PRODUCT CARE ASSOCIATION OF CANADA
NEWFOUNDLAND AND LABRADOR PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2025

2. Summary of Significant Accounting Policies - continued

(c) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses and disclosure of contingencies included in the Statement. Accounts subject to estimates include revenue accruals, expense accruals, amortization, the allocation of overhead and salaries and wages expenses, and processing commitments. Actual results could differ from those estimates.

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to the Program. The general and administrative expenses include certain payroll which has not been directly charged to a program. The allocation of general and administrative expenses to the Program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs. Included in administration expense is \$80,532 (2024 - \$70,723) of overhead expense which has been allocated to the Program.

(e) Salaries and Wages Expense

The salaries and wages expense for certain employees are charged to the Program based on management's estimate of the employee time spent on the Program. Included in administration expense is \$38,318 (2024 - \$26,536) of salaries and wages expense which has been charged to the Program.

3. Processing Commitment

At year end, the Association had unprocessed program materials on hand related to the Program with an estimated cost to process, transport and recycle of \$75,394 (2024 - \$34,742) which will be incurred in 2026.