productcare RECYCLING

PRINCE EDWARD ISLAND PAINT PROGRAM

Submitted to:

Minister of Environment
Energy and Climate Action

2024 Annual Report
Submitted on June 30, 2025

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1. ABOUT PRODUCT CARE ASSOCIATION OF CANADA

Product Care Association of Canada ("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. Product Care has developed and managed paint, lighting products, household hazardous waste, and special waste stewardship programs since 1994.

Product Care administers and operates the Prince Edward Island (PEI) Paint Stewardship Program ("Program"). The Program is approved by the Prince Edward Island Department of Environment, Energy and Climate Action under the *PEI Materials Recycling Regulations* ("Regulation") and has been in operation since September 2012. Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling, and management of all designated consumer paint products. In addition, the Program is responsible for public education and fostering consumer awareness of the Program.

Product Care's members are the "brand owners" (manufacturers, distributors, and retailers) obligated by the Regulation under the category of architectural paint. In addition, Product Care operates paint product stewardship programs in seven other provinces: British Columbia, Manitoba, Saskatchewan, Ontario, New Brunswick, Nova Scotia and Newfoundland and Labrador. Product Care also operates the stewardship program for lamps in Prince Edward Island.

1.1. REPORT PERIOD

This report covers the Program's activities from January 1, 2024 to December 31, 2024.

1.2. PROGRAM SUMMARY

The Program offers collection sites throughout the province where consumers can bring leftover household paint free of charge. Six collection sites are operated by Island Waste Management Corporation (IWMC) under contract with Product Care.

The Program is funded by Environmental Handling Fees (EHFs) remitted by Product Care's members based on the number of units of designated consumer paint products sold in or into the province. In 2024, a fee increase was implemented. (see Appendix 1 for a list of current EHF rates).

Product Care supplies collection sites with standard reusable collection containers, such as tubskids and drums. A hauler contracted by the Program collects the filled containers from the collection sites and drops off empty containers. The full collection containers are shipped to a processor for recycling.

2. BRAND OWNER SALES INFORMATION

Program members reported an estimated liquid volume of 1,008,574 litres[1] of Program Products sold in PEI from January 1 to December 31, 2024.

3. COLLECTION

The following section provides the total amount of post-consumer paint collected in PEI and the location of the Program's collection sites.

3.1. TOTAL AMOUNT OF POST-CONSUMER PAINT COLLECTED

Table 1 shows the number of collection containers collected and the amount of post-consumer paint collected by the Program for the reporting period.

[1] Sales data is reported to Product Care in units. For 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.

Table 1: Total Amount of Post-Consumer Paint Collected in 2024

	Number of Tubskids[2]	Number of Aerosol Drums[3]	Residual Paint Volume (L)[4]	Residual Aerosol Paint Volume[5] (L)	Paint Share Volume (L)	Total Residual Paint Volume (L)
Post-Consumer Paint Collected	852	126	97,724	663	116	98,504

Table 2 provides the Program's recovery rate, based on the volume of paint collected as a function of volume of paint sold in PEI in 2024.

Table 2: 2024 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	1,008,574
Residual Recovery Volume (litres)	98,504
Recovery Rate	9.8%

3.2. COLLECTION SITES

As of December 31, 2024, six collection sites participated in the Program. All six collection sites were operated and managed by IWMC (see Table 3).

Table 3: 2024 PEI Collection Sites

Collection Site	Address	City
GreenIsle	8 Superior Crescent	Charlottetown
Brockton	2202 Dock Road Rte # 150	West Prince
New London	10142 Rte #6	Central
Murray River	378 Cape Bear Road Rte #18	South Kings
Dingwells Mills	100 Selkirk Road Rte #309	North Kings
East Prince Waste Management Facility	29786 Rte #2	Wellington Centre

[2] Each collection bin measures 42 x 42 x 48" and with a nominal capacity of 108 one-gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.
[3] 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 114.7 L per tubskid. This conversion rate is obtained by dividing the total actual residual paint extracted (including both water-based and oil-based) by the number of tubskids processed in the same year. Paint that was not processed in 2023 was processed in 2024.
[5] Based on a conversion rate of 5.25 L per drum, in addition to approximately 1.7 L of aerosol cans collected in paint tubskids.

4. PROCESSING

This section of the report sets out the following:

a) The total amount of post-consumer paint processed or in storage;
b) The percentage of post-consumer paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, or otherwise treated or disposed of;
c) A description of the types of processes utilized to reuse, recycle, dispose of, recover energy from, contain, or otherwise treat or dispose of post-consumer paint;
d) A description of the efforts to redesign paint products to improve reusability and recyclability; and;
e) The location of processing or containment facilities for post-consumer paint.

4.1. LOCATION OF PROCESSING FACILITIES

The following is a list of facilities contracted by the Program to handle and process program products.

Table 4: Location of Processing Facilities

Location Address	Facility Type
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 17 Jones Court, Sussex, NB E4E 2S2	Processing Facility

4.2. POST-CONSUMER PAINT PROCESSED

In 2024, a total of 852 paint tubskids, and 126 aerosol drums were shipped to Laurentide (Richibucto) and GFL Environmental facilities for processing.

During the reporting period, Laurentide and GFL Environmental processed (i.e., opened, sorted and bulked into shipping containers) 856 tubskids and 125 aerosol drums, including collection containers that remained in their inventory from 2023.

Table 5 shows the volume of post-consumer paint processed. Volumes collected but not shipped, or shipped but not processed, were managed in the following program year.

Table 5: Total Amount Post-Consumer Paint Processed in 2024

Item	Number of Tubskids	Number of Aerosol Drums	Residual Paint Volume (L)	Residual Aerosol Paint Volume[6] (L)	Total Residual Paint Volume (L)
Shipped to Processor	852	126	97,724	663	98,388
Processed	856	125	98,163	658	98,821[7]

[6] Based on a conversion rate of 5.25 L per drum, in addition to approximately 1.7 L of aerosol cans collected in paint tubskids.

Metal and Plastic Containers Collected and Processed

Table 6 lists the amount of metal and plastic containers collected and managed in 2024. Containers collected and not managed in 2024, will be managed in 2025.

Table 6: Metal and Plastic Containers Collected and Recycled in 2024

Container Type	Collected (tonnes)	Recycled (tonnes)
Metal [8]	30.0	30.0
Plastic (HDPE 2)	2.1	1.4
Plastic (polypropylene)	13.4	9.0

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. Plastic containers are sent to be recycled, converted into kerosene and diesel. Table 7 lists processors and management processes for metal and plastic containers.

Table 7: Metal and Plastic Container Processors and Management Processes

Name of processors	Location	Management Process
DR Metal Recycling	New Brunswick	Processed with other scrap metal and sold as a metal commodity
Sustane Tech	Nova Scotia	Plastic containers are converted into kerosene and diesel

4.3. DISPOSAL METHOD DESCRIPTIONS

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

4.3.1. REUSE (PAINTSHARE PROGRAM)

The PaintShare Program makes better quality paint returned to collection sites available to the public to take and use at no cost. 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. Participating collection sites reported approximately 116 litres of paint given away for reuse in 2024.

The amount of paint taken through the Paint Share Program is subject to consumer demand. The accuracy of volumes managed through the Paint Share Program is predicated on users completing the reuse tracking form. PaintShare volumes are estimated by assuming that each container is 75% full on average.

4.3.2. RECYCLING

At the Laurentide Re-sources facilities in Richibucto, paint containers were removed from the collection containers, inspected, opened, sorted by type, colour and quality, and poured into containers for shipping according to management options. Bulked water-based paint of recyclable quality was then distributed to an affiliated processor, Peintures Recuperées du Quebec (PRQ) in Victoriaville, QC, or transferred to other international recyclers.

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

Table 8 provides the quantity of water-based paint that was reprocessed and recycled as paint. The diminishing market for oil-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of oil-based paints continue to be recycled, a large portion of the volume is sent for energy recovery.

Table 8: Quantity and Type of Paint Recycled

Type	Volume (L)	Percentage of Paint Recycled
Water-based Paint	73,616	93%
Oil-based Paint	5,343	7%
Total	78,9589	100%

4.3.3. AEROSOL PAINT MANAGEMENT

Paint aerosol containers are punctured, the propellant is filtered through activated carbon, and the contents drained. The residual volumes of paint recovered from paint aerosols are very small and represent a variety of product formulations that limit the options for recycling. Consequently, the residual paint is used for energy recovery.

4.3.4. ENERGY RECOVERY

Not all oil-based paint collected is of suitable quality for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable color, contaminated or of the wrong chemistry for paint recycling. In addition, regulations, such as the Federal VOC Regulations, require more stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle. Finally, the market for recycled oil-based paint is significantly smaller than that for water-based products with demand continuing to decline.

Due to the high oil content of oil-based paints, these products are suitable for energy recovery. Through the process of 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, 3,668 litres of oil-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

4.3.5. INCINERATION

During the reporting period, no material went for incineration.

4.3.6. LANDFILL

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 16,195 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

Table 9 below shows the breakdown of post-consumer paint managed by the different product management methods.

[9] The values shown do not add up to the total value due to rounding.

Table 9: Post-Consumer Paint by Management Method

Method	Volume (L)	Percentage
Reuse	116	0.1%
Recycle	78,958	79.8%
Energy Recovery	3,668	3.7%
Landfill	16,195	16.4%
Incineration	-	-
Total	98,937	100%

4.4. 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 solvent-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.

It is important to note while these formulation trends offer substantial environmental benefits, they also present emerging challenges. In particular, the reduced use of traditional stabilizing agents in low-VOC and bio-based paints may result in decreased long-term stability of leftover products, which could hinder their potential for reuse or recycling and ultimately impact future program performance.

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 Federal governmental objectives.

5. COMMUNICATION AND PUBLIC EDUCATION

In 2024, in partnership with IWMC, the Paint Recycling Program implemented a variety of initiatives to raise public awareness and educate consumers about proper paint disposal. The following section outlines the communication and public education activities undertaken throughout the year.

5.1. WEBSITE

The Product Care website includes the following content about the Paint Recycling Program:

- A "Find a Recycling Location" tool (a searchable map displaying collection site locations – see Appendix 2).
- Collection site hours of operation.
- Accepted and not accepted paint products.
- Consumer videos showing the product management approach for paint.
- Program member support section with news and updates.
- Other information (e.g., a description of the Program, annual reports).

In 2024, productcare.org received an estimated 1,736 sessions from PEI. Of these, 944 sessions visited PEI Paint recycling program-specific pages, reflecting a 23% increase compared to 2023. A link to productcare.org was also available through IWMC's website.

5.2. PROGRAM HOTLINE

Product Care and IWMC continued to operate a toll-free hotline for consumers to obtain information about the Paint Recycling Program.

5.3. PARTNERSHIPS

Product Care continued to contract with IWMC to promote the Paint Recycling Program throughout the province using the following tactics (see examples in Appendix 3):

5.3.1. WASTE WATCH NEWS

Newsletters were distributed to Island residences (including seasonal dwellings and apartment units) in June and December 2024 via Canada Post. Additional copies were available at Access PEI locations, town halls, and IWMC sites. The newsletters, available in English and French, included a sorting guide with information on paint products and recycling. Over 70,000 newsletters were printed and distributed per issue. The newsletter is also accessible on the IWMC website under the resources section.

5.3.2. INTERACTIVE SORTING GUIDE

The IWMC website featured the "What Goes Where" tool through Recycle Coach, offering easy access to sorting and disposal guidelines. Instructions for paint products included a direct link to the Program's website for a complete list of accepted and excluded items. This digital tool is available in English, French, and Simple Chinese.

5.3.3. SORTING GUIDE

IWMC's sorting guide includes paint product disposal advice and a direct link to Product Care's website in the special disposal section. This document has been translated into French, Mandarin, Spanish, and Arabic.

5.3.4. BUSINESS CUSTOMERS

IWMC's Business Guides supported the industrial, commercial, and institutional sectors in managing waste, including paint disposal. Sorting Guides were included with the Business Participant Guide and were also available on IWMC's website.

5.3.5. CUSTOMER SERVICE INQUIRES

IWMC's Customer Service Centre operated a toll-free line for consumers to inquire about the disposal of various products, including paint. The Centre receives an average of 60,000 calls annually and also responds to queries via email.

5.3.6. CORPORATE ANNUAL REPORT

Information on paint recycling was featured in IWMC's Annual Report, which is tabled in the Legislature and made available on the IWMC website.

5.3.7. SORTING GAME

A bilingual sorting game, widely used by children, school groups, community groups, and ESL sessions, included a paint can icon in its Special Disposal panel.

5.3.8. PRESENTATIONS & TOURS

Over 20 presentations were delivered in 2024, including information on the safe disposal of paint. These presentations were held at schools, community centers, and apartment complexes.

5.4. DIGITAL ADVERTISING

All digital campaigns (see examples in Appendix 4) reached residents across Prince Edward Island.

5.4.1. GOOGLE SEARCH ADVERTISING CAMPAIGN

A search advertising campaign served paint-related ads to provincial residents based on an extensive list of keyword searches relevant to the Paint Recycling Program. These ads were triggered by users' queries on the Google Search engine, helping direct them to appropriate recycling resources.

5.4.2. BLOG AND SOCIAL MEDIA CONTENT STRATEGY

Content focused on paint recycling, special waste management, and the broader recycling community was published on Product Care's blog and shared through social media platforms. These posts aimed to educate and engage the public on the importance of proper paint disposal.

5.5. POINT OF SALE (POS) AND POINT OF RETURN (POR) MATERIALS

In 2024, Product Care distributed both Point of Sale (PoS) and Point of Return (PoR) materials upon request by retailers and collection sites. General program awareness posters and educational materials were made available for reorder through the online order form. (See Appendix 5).

6. FINANCIAL INFORMATION

A summary of the Program's financials for 2024 is provided in Table 10.

Table 10: Financial Summary

2024 Revenue and Expenses	$
Total Revenue	**435,719**
Total Operating Expenses	**452,207**
Program Operations	385,635
Program Administration	45,912
Education, Public Awareness & Communications	10,385
Regulatory	10,275
Surplus / Deficit	**(16,488)**
Cumulative Surplus / Deficit	**491,154**

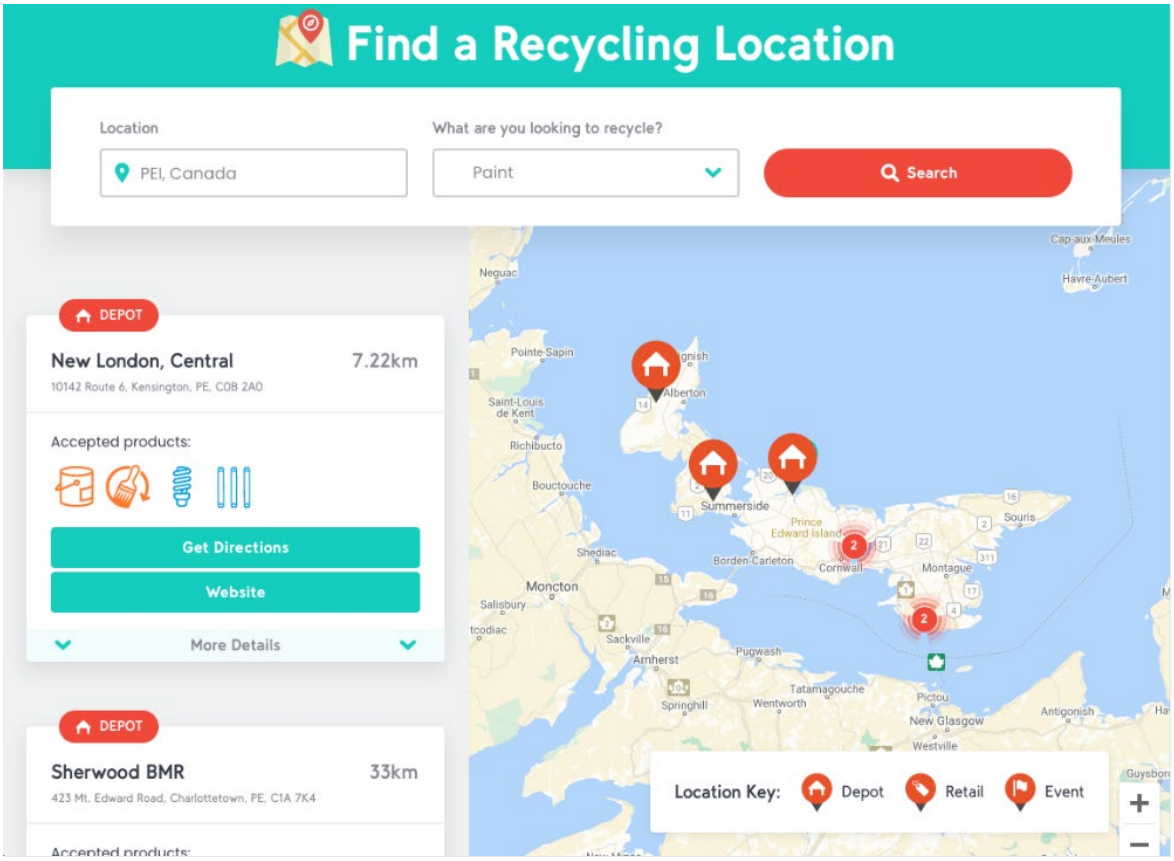
APPENDIX 1 - ENVIRONMENTAL HANDLING FEE RATES

The following table provides the Program's environmental handling fees as of December 2024.

Paint Container Size	Current Rates
100ml to 250ml	$0.45
251ml to 1 litre	$0.75
1.01 litres to 5 litres	$1.75
5.01 litres to 23 litres	$3.15
Aerosol paint (any size)	$0.45

APPENDIX 2 - "FIND A RECYCLING LOCATION" TOOL

Below is a snapshot of the "Find a recycling location" tool found at ProductCare.org:



APPENDIX 3 - IWMC PARTNERSHIP MATERIALS

9.1. IWMC SORTING GUIDE

SPECIAL DISPOSAL

NEVER COLLECTED IN CARTS, BLUE BAGS, DUMPSTERS OR DURING SPRING/FALL CLEANUP!!

PROPANE TANKS
30 lb. or less: Propane tank exchange location or WWDC*
Over 30 lb.: Propane dealer
Cylinders: WWDC*
For businesses only cylinders are accepted at WWDC and disposal fee applies.

LARGE BULKY FURNITURE
Items larger than 4 ft or heavier than 50 lb are accepted at WWDC* for FREE
Businesses: disposal fee applies

LARGE APPLIANCES
Bring to WWDC* for FREE disposal

TIRES
Return to place of purchase or bring to WWDC*. *Tires without rims are* FREE

PRINTER CARTRIDGES
Accepted at WWDC* for FREE and at most electronic retailers
Search *Printer Cartridges* at www.iwmc.pe.ca/sort for more information.

HAZARDOUS WASTE
RESIDENTS: Bring to WWDC* for FREE disposal - *Must be in sealed original container. Jerry cans and other containers must be left behind with contents.*
BUSINESSES: Businesses must dispose of hazardous material through a hazardous waste carrier. Visit www.iwmc.pe.ca/commercial for more information.

- fuel (gasoline, kerosene, etc.)
- silicone, caulking, adhesives
- aerosol cans with contents
- cosmetics & personal care products
- pesticides, herbicides, insecticides
- items with mercury
- pet medications
- cleaning products and more

STEWARDSHIP PROGRAMS

AUTOMOTIVE LEAD ACID BATTERIES
Bring to WWDC* for FREE disposal. Also accepted at place of purchase and scrap metal dealers.

LIGHT BULBS
All types of bulbs removed from fixture are accepted for FREE at WWDC*. Call in advance for more than 16 bulbs.
Visit www.productcare.org for drop-off locations and disposal instructions.

PRESCRIPTIONS, OVER-THE-COUNTER MEDICATIONS AND NATURAL HEALTH SUPPLEMENTS
RESIDENTS: Return to participating pharmacies. For disposal instructions & drop-off locations visit www.healthsteward.ca/returning-medications
BUSINESSES: Search *Medication* at www.iwmc.pe.ca/sort

MEDICAL SHARPS (Needles, Syringes, Lancets, Epi-Pens)
RESIDENTS: Pick up free sharps container at participating pharmacies. When container is full, return to pharmacy. For disposal instructions & drop-off locations visit www.healthsteward.ca/returning-medical-sharps
BUSINESSES: Search *Medical Sharps* at www.iwmc.pe.ca/sort

AUTOMOTIVE FLUIDS (less than 50L container sizes)
Motor oil, oil filters and containers; automotive antifreeze & containers; aerosol cans for propelled lubricant & brake cleaner. Bring to WWDC* for FREE disposal or return to collection facilities listed at www.uoma-atlantic.com

PAINT, STAINS AND EMPTY CONTAINERS
Bring to WWDC* for FREE disposal, exceptions apply. Visit www.productcare.org for limits, guidelines & additional drop-off locations.

RECHARGEABLE AND NON-RECHARGEABLE BATTERIES
Accepted for FREE at WWDC*. Visit www.call2recycle.ca for disposal instructions and additional drop-off locations.

ELECTRICAL AND ELECTRONIC EQUIPMENT AND APPLIANCES
Bring to WWDC* for FREE disposal. Call in advance when bringing more than 25 items. For additional drop-off locations visit www.recycleMyelectronics.ca/pei/where-can-i-recycle

- Portable Air-Treatment Appliances (no A/Cs)
- Floor, Garment and Carpet Appliances
- Countertop Appliances
- Personal Care Appliances
- Time & Weight Measurement Devices
- Computers and Computer Accessories
- Phones and Pagers
- TVs and Monitors
- Photocopiers, Printers, Scanners and Multifunction Office Equipment
- Portable, Home and Vehicle Audio/Video Devices and Accessories
- Electronic Readers
- Global Positioning Systems (GPS)
- Video Game Devices and Accessories

For a complete list of items, search *Sorting Guide* at www.iwmc.pe.ca/sort or visit www.recycleMyelectronics.ca/pei/what-can-i-recycle

* WASTE WATCH DROP-OFF CENTER • DETAILED SORTING INFORMATION: www.iwmc.pe.ca/sort or 1-888-280-8111

WASTE WATCH DROP-OFF CENTERS (WWDC)

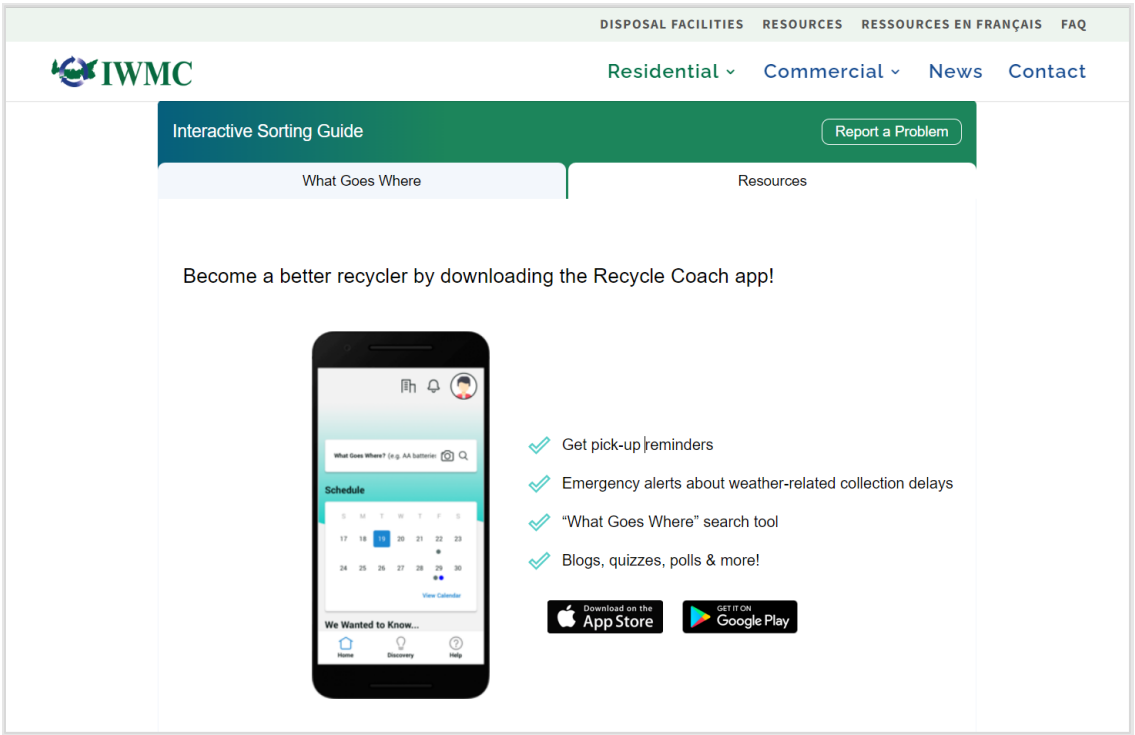
REGION / ADDRESS	SUMMER	WINTER
CAPITAL: Greenisle, 8 Superior Cr., Charlottetown	7 - 5:30 Mon - Fri; 7 - 2:00 Sat	Same
WEST PRINCE: Brockton, 2202 Dock Rd., Rte.150	8 - 4:30 Mon, Wed, Fri; 8 - 12:30 Sat	Same
EASTERN: Dingwells Mills, 100 Selkirk Rd., Rte. 309	8 - 4:30 Mon, Wed, Fri; 8 - 12:30 Sat	Same
EASTERN: Murray River, 378 Cape Bear Rd. , Rte. 18	8 - 4:30 Tues, Thurs & Sat	Same
EAST PRINCE: East Prince Waste Management Facility Wellington Centre, 29786 Rte. 2	7 - 4:30 Mon - Fri 7 - 12:30 Sat	8 - 4:30 Mon - Fri 8 - 12:30 Sat
CENTRAL: New London, 10142 Route 6	8 - 4:30 Mon, Tues, & Thurs 8 - 2:00 Sat	8 - 4:30 Tues & Thurs 8 - 12:30 Sat

FOR MORE INFO VISIT www.iwmc.pe.ca

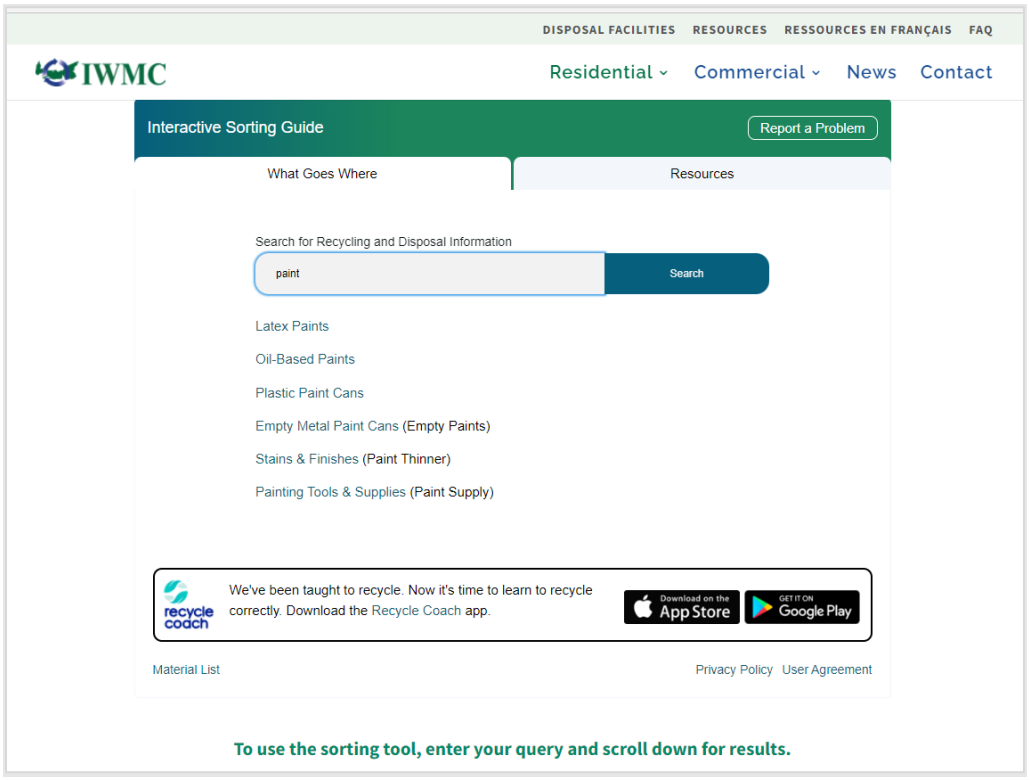
REMINDER FOR A WWDC VISIT
We are unable to assist with unloading your vehicle at WWDC. When dropping off heavy materials, please bring along a helper.

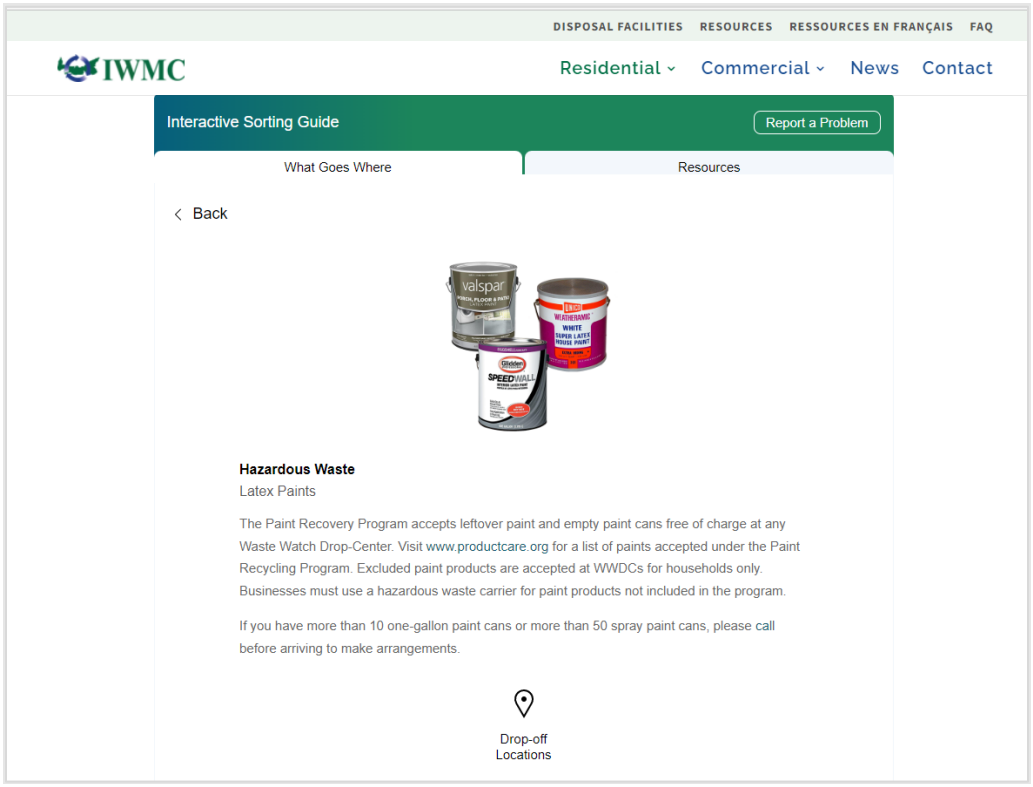
SEPTEMBER 2021

9.2. IWMC RECYCLE COACH APP



9.3. IWMC INTERACTIVE SORTING GUIDE

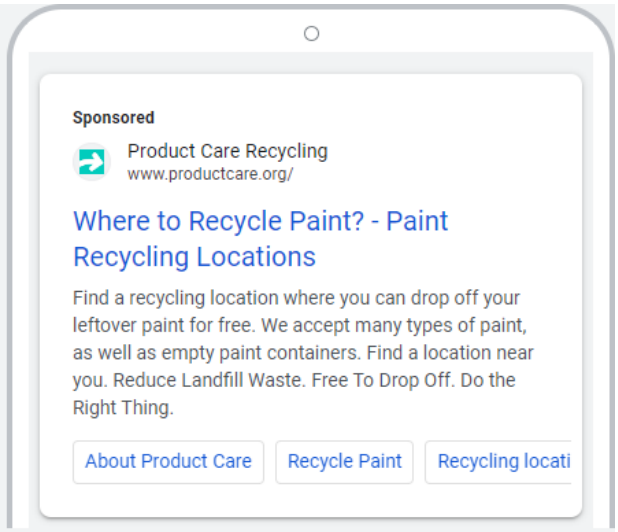


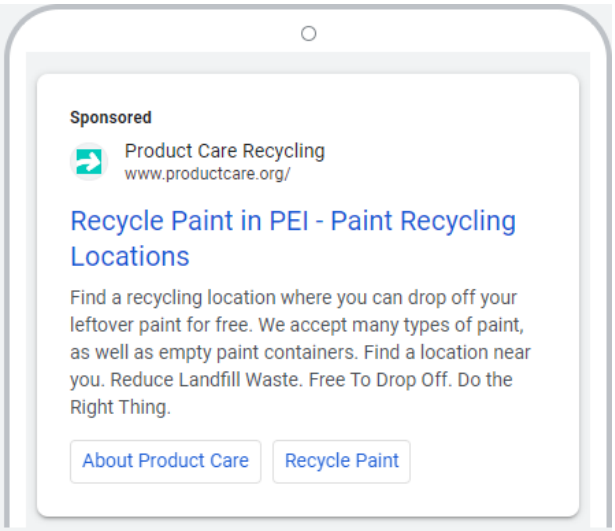


9.4. IWMC SORTING GAME

APPENDIX 4 - COMMUNICATION AND EDUCATION MATERIALS

10.1. GOOGLE SEARCH ADS





10.2. BLOG POSTS

Create new colours with latex paint mixing

How to have an Eco-friendly Thanksgiving 2024

30 recycling fun facts to celebrate 30 years

6 tips for tidying your garage and keeping your space organized

Illegal dumping – Why you should never abandon products at a recycling location

The benefits of decluttering your home before a move

Home touch-ups: Keeping your home vibrant and eco-friendly

Millions of products diverted from landfills with responsible waste management

10.3. SOCIAL MEDIA POSTS

Video posted on Facebook, Instagram and YouTube (Watch)

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

APPENDIX 5 – POS AND POR MATERIALS

11.1. GENERAL PROGRAM AWARENESS POSTERS

11.2. PROGRAM BROCHURES

Want free leftover paint for a project?

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

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

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

#paintshare

How is Product Care funded?

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

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

For specific product fees, visit **productcare.org**.

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 repellant *(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?

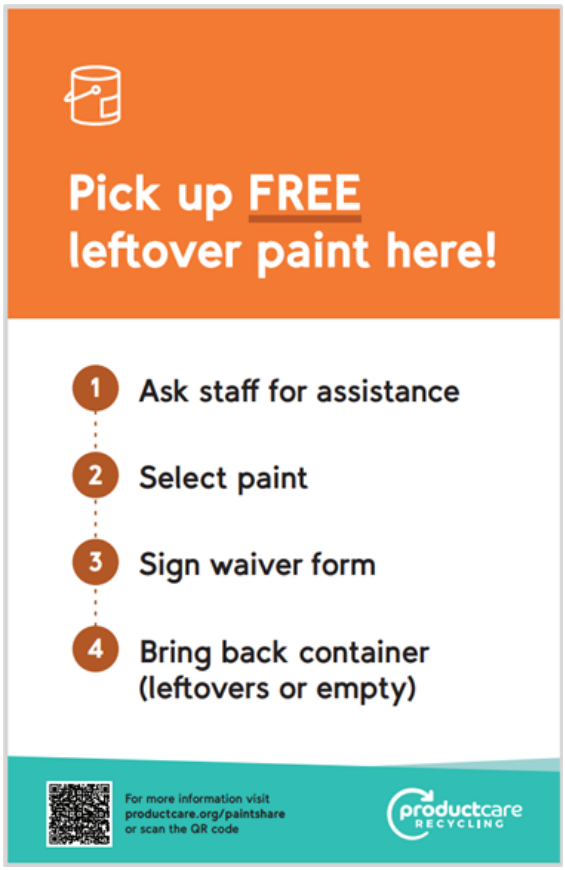
Product Care Recycling is a federally incorporated, not-for-profit organization that responsibly manages products at end-of-life. We contribute to the local economy, keep hazardous materials out of our landfills and waterways, conserve resources, and protect the planet by recycling millions of litres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

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

productcare.org
1-877-592-2972
In BC: 1-800-667-4321

productcare RECYCLING

11.3. PAINTSHARE POSTER



RESPONSIBLE, TOGETHER.

productcare.org