



PRINCE EDWARD ISLAND PAINT STEWARDSHIP PROGRAM



Submitted to:

Ministry of Land and Environment

2025 Annual Report

4th Floor, Jones Building

11 Kent Street

PO Box 2000

Charlottetown, PE C1A 7N8

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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 Ministry of Land and Environment 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, 2025 to December 31, 2025.

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 (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 1,033,896 litres¹ of Program Products sold in PEI from January 1 to December 31, 2025.

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 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.

Table 1: Total Amount of Post-Consumer Paint Collected in 2025

	Number of Tubskids ²	Number of Aerosol Drums	Residual Paint Volume (L) ³	Residual Aerosol Paint Volume ⁴ (L)	PaintShare Volume (L)	Total Residual Paint Volume (L)
Post-Consumer Paint Collected	836	119	78,479	625	352	79,456

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 2025.

Table 2: 2025 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	1,033,896
Residual Recovery Volume (litres)	79,456
Recovery Rate	7.7%

3.2 COLLECTION SITES

As of December 31, 2025, six collection sites participated in the Program. All six collection sites were operated and managed by IWMC (see Table 3).

Table 3: 2025 PEI Collection Sites

Collection Site	Address	Community/Region
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 To determine the residual volume of paint collected from tubskids, the number of tubskids collected is multiplied by a conversion rate of 93.9 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 2024 was processed in 2025.

⁴ Based on a conversion rate of 5.25 L per drum, in addition to approximately 0.57 L of aerosol cans collected in paint tubskids.

4 PROCESSING

This section of the report sets out the following:

- The total amount of post-consumer paint processed or in storage;
- 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;
- 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;
- A description of the efforts to redesign paint products to improve reusability and recyclability; and;
- 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 (see Table 4).

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. 4660, Boul. de Shawinigan-Sud, Shawinigan, QC G9N 6T5	Processing Facility
GFL Environmental 17 Jones Court, Sussex, NB E4E 2S2	Processing Facility

4.2 POST-CONSUMER PAINT PROCESSED

In 2025, a total of 836 paint tubskids, and 119 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) 833 tubskids and 119 aerosol drums, including collection containers that remained in their inventory from 2024.

Table 5 shows the volume of post-consumer paint processed.

Table 5: Total Amount Post-Consumer Paint Processed in 2025

Item	Number of Tubskids	Number of Aerosol Drums	Residual Paint Volume (L)	Residual Aerosol Paint Volume ⁵ (L)	Total Residual Paint Volume (L)
Shipped to Processor	836	119	78,479	625	79,104
Processed	833	119	78,198	625	78,823

⁵ Based on a conversion rate of 5.25 L per drum, in addition to approximately 0.57 L of aerosol cans collected in paint tubskids.

Metal and Plastic Containers Recovered and Processed

Table 6 lists the amount of metal and plastic containers recovered and managed in 2025. Containers recovered and not processed in 2025, will be processed in 2026. All containers processed in 2025 were recycled.

Table 6: Metal and Plastic Containers Recovered and Recycled in 2025

Container Type	Recovered (tonnes)	Recycled (tonnes)
Metal ⁶	26.5	26.5
Plastic (HDPE 2)	1.9	1.9
Plastic (polypropylene)	12.2	12.2

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 were then sold as a commodity and eventually ended up being recycled at a smelter. Plastic containers were 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 Recycling Processes

Name of processors	Location	Recycling 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
GFL Environmental	Quebec	Processed with other scrap metal and sold as a metal commodity

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 352 litres of paint given away for reuse in 2025.

The amount of paint taken through the PaintShare Program is subject to consumer demand. The accuracy of volumes managed through the PaintShare 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-resources 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 paint of recyclable quality is either consolidated by colour and

⁶ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

transferred to an affiliated processor, Peintures Récupérées du Québec (PRQ) in Shawinigan, QC, for refining into recycled paint products, or sold in bulk to offshore customers for refinishing and resale.

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	55,765	88%
Oil-based Paint	7,572	12%
Total	63,338 ⁷	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 colour, 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, 7,900 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 7,585 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.

⁷ 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	352	0.4%
Recycle	63,338	80.0%
Energy Recovery	7,900	10.0%
Landfill	7,585	9.6%
Incineration	-	-
Total	79,174 ⁸	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 favoured 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.

⁸ The values shown do not add up to the total value due to rounding.

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 kilotonnes 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.

5 COMMUNICATION AND PUBLIC EDUCATION

In 2025, in partnership with IWMC, the 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 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 2025, productcare.org received an estimated 5,350 sessions from PEI (+208% vs 2024). Of these, 854 sessions visited PEI Paint recycling program-specific pages and 1,319 the recycling locator. 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 Program.

5.3 PARTNERSHIPS

Product Care continued to contract with IWMC to promote the 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 2025 through Canada Post. Residents and visitors could also pick up newsletters at the Access PEI locations, town halls, and IWMC sites. The newsletters were available in English and in French and contained a sorting guide including information on paint products and recycling. Over 78,000 newsletters were printed and distributed per issue. The newsletter is available on the IWMC website under the resources section.

5.3.2 INTERACTIVE SORTING GUIDE

The IWMC website featured a What Goes Where tool through Recycle Coach, providing customers with an easy access to sorting and disposal guidelines. The instructions on paint products included a direct link to the Program's website for a complete list of accepted and excluded products. 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

Business Guides helped the industrial, commercial and institutional sectors manage waste. IWMC included Sorting Guides when distributing the Business Participant Guide including paint product disposal options. Sorting information for the business sector was also obtainable from IWMC's website.

5.3.5 CUSTOMER SERVICE INQUIREIS

IWMC's Customer Service Centre operated a toll-free line where consumers could call in to request more information regarding the disposal of various products, including paint. IWMC receives an average of 60,000 calls every year and answers queries through e-mail as well.

5.3.6 CORPORATE ANNUAL REPORT

Information on paint recycling was highlighted in IWMC's Annual Report. This report will be tabled in the Legislature, and the most current report made available on the IWMC website.

5.3.7 SORTING GAME

A bilingual sorting game included a paint can icon on its Special Disposal panel and was widely used by audiences of every age (children, school groups, community groups, and English as a Second Language sessions). By showing paint as a special disposal item, the activity helped reinforce that leftover paint should not be placed in regular garbage, compost, or blue bag recycling, but should instead be managed through the appropriate paint program streams.

5.3.8 PRESENTATIONS & TOURS

Over 25 presentations were completed in 2025, which included mention of safe disposal for items like paint. These presentations take place at schools, community centres, and apartment complexes.

5.3.9 WEBSITE

A link to productcare.org was available through IWMC's website.

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 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

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 at no cost through productcare.org/materials. (See Appendix 5).

6 FINANCIAL INFORMATION

A summary of the Program's financials for 2025 is provided in Table 10.

Table 10: Financial Summary

2025 Revenue and Expenses	\$
Total Revenue	432,890
Total Operating Expenses	441,797
Surplus / Deficit	(8,907)
Cumulative Surplus / Deficit	482,247

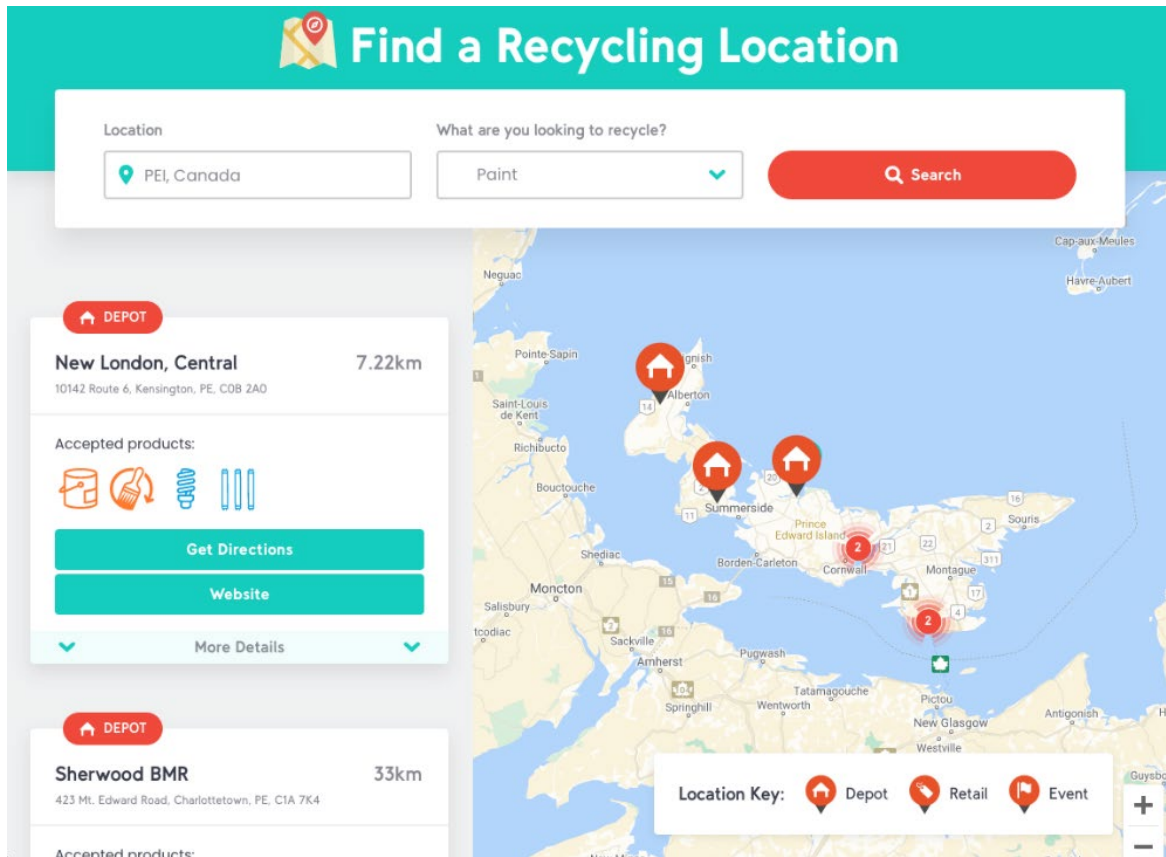
7 APPENDIX 1 - ENVIRONMENTAL HANDLING FEE RATES

The following table provides the Program’s environmental handling fees as of December 2025.

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

8 APPENDIX 2 - “FIND A RECYCLING LOCATION” TOOL

Below is a snapshot of the “Find a recycling location” tool found at productcare.org:



9 APPENDIX 3 - IWMC PARTNERSHIP MATERIALS

9.1 IWMC SORTING GUIDE

SPECIAL DISPOSAL

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** disposal. Businesses: disposal fee applies

LARGE APPLIANCES
Bring to WWDC* for **FREE** disposal.

TIRES
Return to place of purchase or 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 a 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.

NOT COLLECTED CURBSIDE AT ANY TIME

• 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 licensed bottle depots.

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 and containers; aerosol cans for propelled lubricant and 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 and additional drop-off locations.

RECHARGEABLE AND NON-RECHARGEABLE BATTERIES
Accepted for **FREE** at WWDC*. Visit RecycleYourBatteries.ca for disposal instructions and additional drop-off locations. eMobility batteries are only accepted by participating retailers.

AGRICULTURAL PLASTICS
Agricultural plastics such as relatively clean and dry silage wrap and twine are received free at WWDC's. For a complete list of what to recycle and where, visit cleanfarms.ca

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

- Portable Air-Treatment Appliances (no A/Cs)
- 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
- Video Game Devices and Accessories/Electronic Readers
- Global Positioning Systems (GPS)
- Electronic Exercise Equipment
- Personal Activity Trackers (e.g., smart watch)
- eBikes and eScooters

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

***WWDC = WASTE WATCH DROP-OFF CENTER**

9.2 IWMC RECYCLE COACH APP

[DISPOSAL FACILITIES](#) [RESOURCES](#) [RESSOURCES EN FRANÇAIS](#) [FAQ](#)

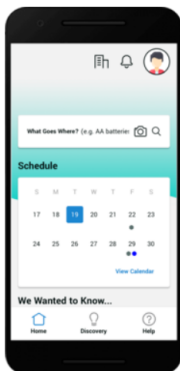
 [Residential](#) [Commercial](#) [News](#) [Contact](#)

Interactive Sorting Guide

[Report a Problem](#)

[What Goes Where](#) [Resources](#)

Become a better recycler by downloading the Recycle Coach app!



- ✓ Get pick-up reminders
- ✓ Emergency alerts about weather-related collection delays
- ✓ "What Goes Where" search tool
- ✓ Blogs, quizzes, polls & more!

9.3 IWMC INTERACTIVE SORTING GUIDE

[DISPOSAL FACILITIES](#) [RESOURCES](#) [RESSOURCES EN FRANÇAIS](#) [FAQ](#)

 [Residential](#) [Commercial](#) [News](#) [Contact](#)

Interactive Sorting Guide

[Report a Problem](#)

[What Goes Where](#) [Resources](#)

Search for Recycling and Disposal Information

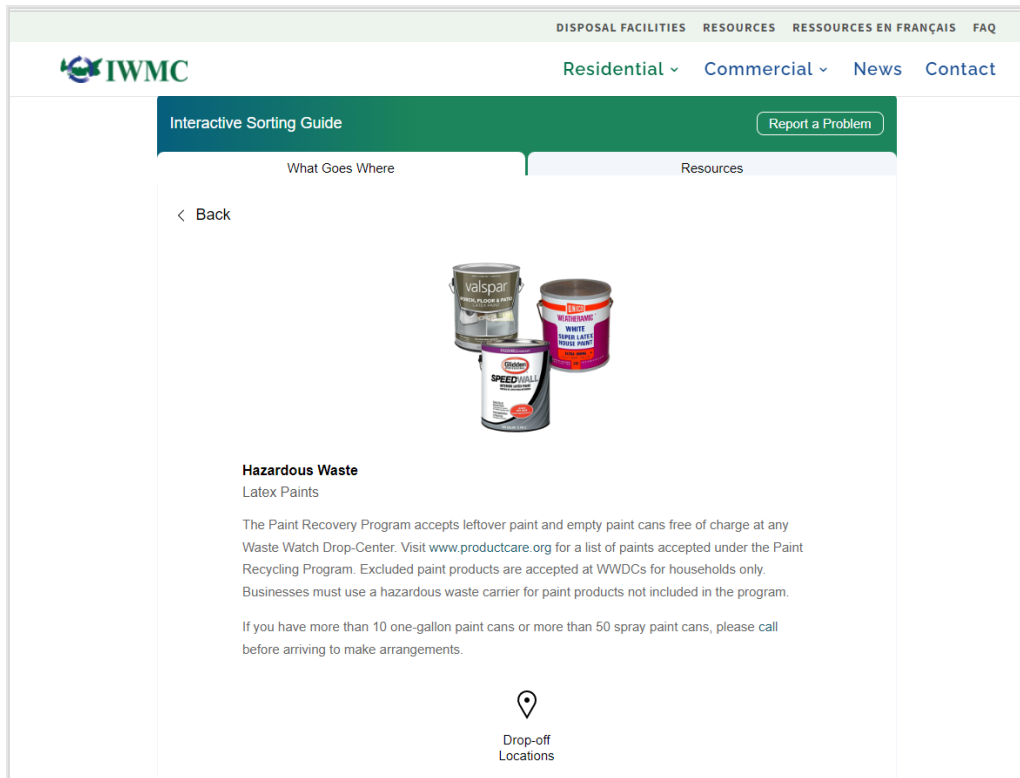
[Search](#)

[Latex Paints](#)
[Oil-Based Paints](#)
[Plastic Paint Cans](#)
[Empty Metal Paint Cans \(Empty Paints\)](#)
[Stains & Finishes \(Paint Thinner\)](#)
[Painting Tools & Supplies \(Paint Supply\)](#)

 We've been taught to recycle. Now it's time to learn to recycle correctly. Download the Recycle Coach app.  

[Material List](#) [Privacy Policy](#) [User Agreement](#)

To use the sorting tool, enter your query and scroll down for results.

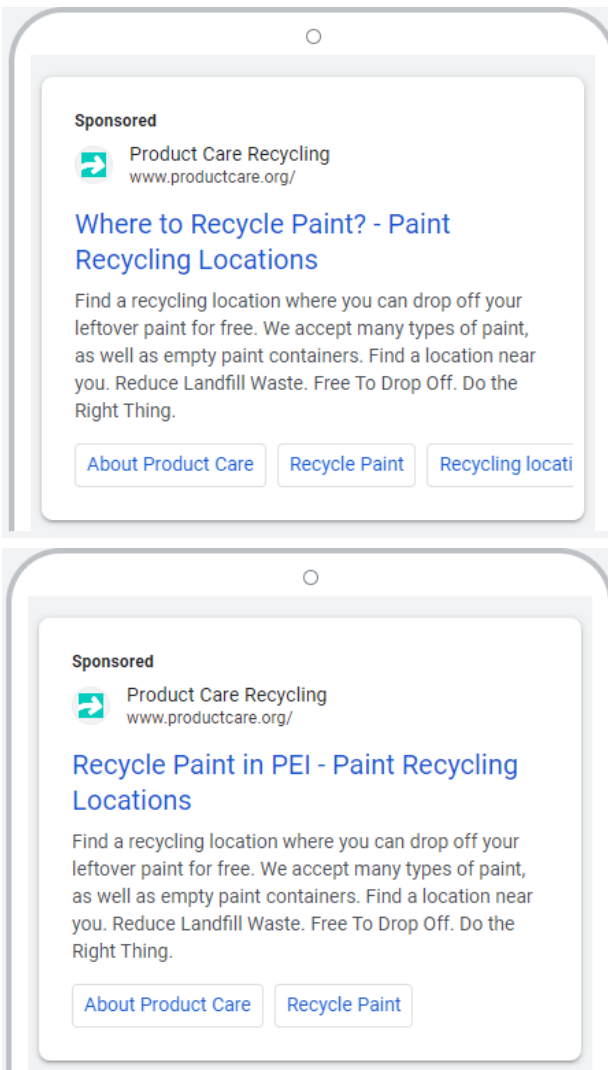


9.4 IWMC SORTING GAME



10 APPENDIX 4 - COMMUNICATION AND EDUCATION MATERIALS

10.1 GOOGLE SEARCH ADS



10.2 BLOG POST

Blog post link: [Creating sustainable shades through reuse](#)

Creating sustainable shades through reuse

📅 25th November 2025

[← Back to Blog](#)

Every year, Product Care Recycling collects [millions of litres of leftover paint](#) across Canada, much of it still in good condition and ready for a second life.

The best environmental outcome is to use what already exists, since manufacturing new paint carries its own carbon footprint. According to an analysis by [Community RePaint](#), reusing one litre of leftover paint avoids around 2.7kg of CO₂ emissions compared to buying new paint.

Qualifying household water-based paint collected through our programs is consolidated at our facility, filtered, and prepared for reuse in community and infrastructure projects.

Putting reused paint to work

The leftover water-based paint collected through our programs is consolidated at our facility, where it is assessed for quality, bulked, [filtered](#), and stabilized with preservatives. After this processing, the paint is ready for reuse. Reusing paint keeps valuable materials in use longer and helps reduce waste, supporting a [circular economy](#).



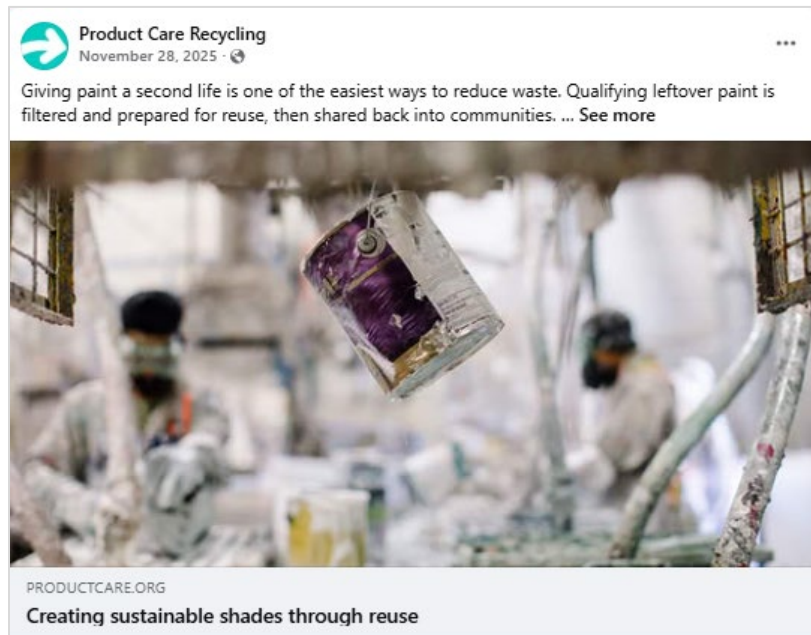
Staff at Product Care's Delta facility processing leftover paint.

We support community-driven reuse where possible. Since 2015, we've donated over 250 drums (50,000+ litres) of paint for use in the town of Bulembu, Botswana. All paint was processed at our Delta facility and conditioned for reuse in homes, schools and care centres.

Projects like Bulembu highlight what's possible when paint reused in large-scale projects is used intentionally to support communities in need. Watch [Bulembu's video here](#) to see how paint was put to use.



10.3 SOCIAL MEDIA POSTS





Product Care Recycling
April 22, 2025 · 🌐

...

On Earth Day and every day throughout the year, we're committed to building a more sustainable future. This journey isn't one we take alone—the recycling ecosystem depe... [See more](#)

**WE CAN PAINT A
BRIGHTER  FUTURE
TOGETHER **

Product Care Recycling
Nonprofit organization

[Learn more](#)

11 APPENDIX 5 – POS AND POR MATERIALS

11.1 GENERAL PROGRAM AWARENESS POSTERS

Return to Product Care



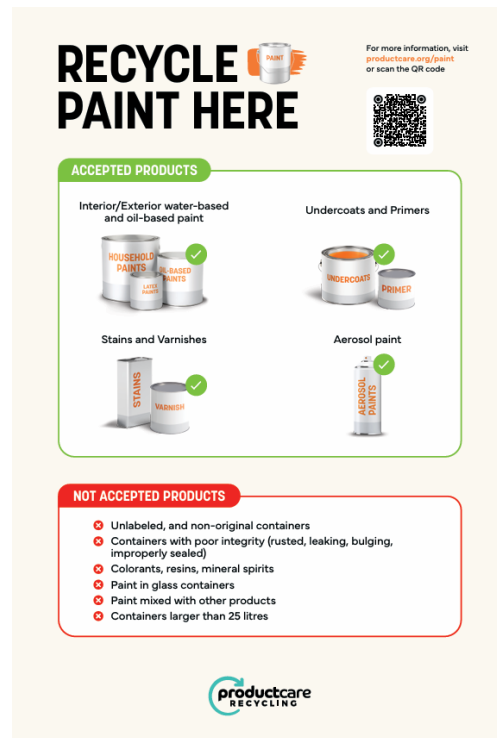
Return to retail



PaintShare Poster



Accepted Products poster



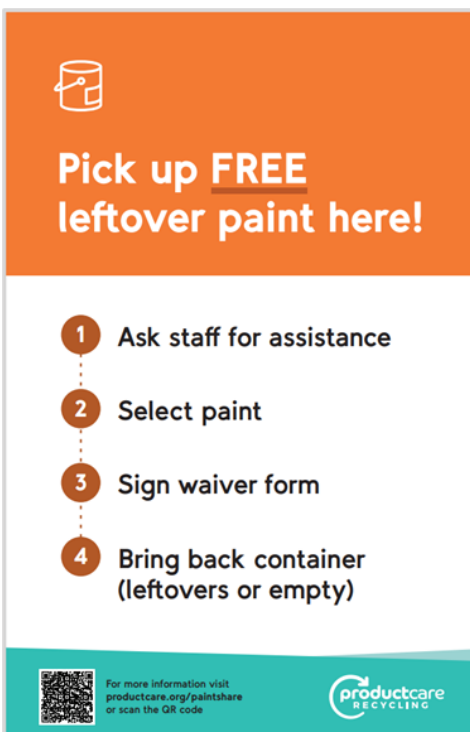
Accepted Paint Products Poster



Think BUD Flyer



PaintShare Poster



Illegal Dumping Sign



11.2 PROGRAM BROCHURES

Want free leftover paint for a project?

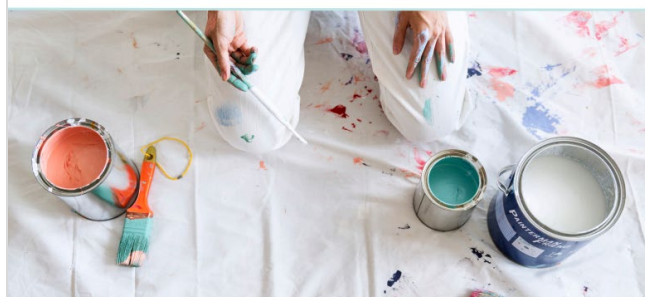
Product Care's PaintShare program allows you to pick up free leftover paint from participating recycling locations.

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.

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
1-877-592-2972
In BC: 1-800-467-4321



11.3 WINDOW CLING

