

FAQ's

Considering becoming a PaintShare site? Here's what you need to know.

For over two decades, PaintShare has helped keep paint from contaminating our environment by putting it back where it belongs—onto buildings, walls, and into the hands of DIYers and artists.

WHAT IS PAINTSHARE?

PaintShare is a free-for-consumers Product Care program that helps Canadians pick-up leftover or unwanted paint that has been collected at participating paint recycling locations. Collection sites set aside suitable paint in a designated area where customers can browse and select what they need for small home projects.

WHAT WILL IT COST ME?

Nothing. Participation is completely free, and Product Care provides all necessary materials. We even reimburse up to \$100 toward storage equipment to display available paint.

WILL I GET PAID FOR PARTICIPATING?

Yes. Product Care provides compensation payments based on the paint containers you distribute, paid through your regular monthly depot statements. The current rate of compensation is \$1 for every can or pail of paint given away as part of the program.

BENEFITS OF PARTICIPATION

For you:

- **Create an additional revenue stream** through Product Care's compensation payments
- **Differentiate yourself from competing sites** and give customers another reason to visit your location
- **Receive additional exposure** on Product Care's Recycling Locator, backed by over \$1 million in advertising effort
- **Build customer loyalty** by providing free paint, encouraging return visits (get paid twice: once when customers take leftover paint, and again when they bring back the empty container)
- **Minimal operational impact**—the entire process requires minimal effort beyond your current paint collection activities

For your community:

- **Provide a valuable community service** by offering free paint for small home projects
- **Help the environment** by extending paint life and reducing waste
- **Increase foot traffic** to your location, raising awareness of all your collection services



HOW MUCH EXTRA WORK WILL THIS CREATE?

Very little. The program integrates with your existing paint collection process. Your existing staff can manage PaintShare from their regular work positions. The display area should be within sight of staff, not constantly supervised one-on-one.

In terms of time commitment, anticipate 2-3 minutes for waiver completion and sticker application per customer. The monthly form submission takes approximately 10 minutes per month and can be completed as the same time as monthly reporting.

HOW MUCH SPACE IS REQUIRED?

Minimal space is required. The exact footprint depends on your chosen display method and available inventory. The program is flexible—you can use shelving, a cart, or even a table. Displays can be indoors or outdoors (with weather protection), and can be operated seasonally. The space requirement is modest and designed to fit most depot layouts.

WILL CUSTOMERS MAKE A MESS OR CAUSE PROBLEMS?

With proper setup and supervision, issues are rare. Clear signage, designated areas separate from storage, and staff oversight prevent most problems.

You maintain control over what paint is available and can set reasonable limits. The program is designed for small home projects, and staff can use discretion to prevent abuse. You also retain the right to refuse service if needed.

WHAT ABOUT SAFETY AND LIABILITY CONCERNS?

Product Care provides liability and tracking resources, as well as clear safety protocols to prevent container opening on-site. The program has operated safely for over two decades with proper procedures in place.

WHAT PAINT IS ACCEPTED IN PAINTSHARE?

PaintShare re-uses the leftover residential and commercial paint that collection sites are already collecting. Any paint—water-based or oil-based—dropped off in their original can or pail larger than 1 litre can be given away. Aerosol paint or spraypaint is NOT part of the PaintShare program and cannot be given away as part of PaintShare.

WHAT SUPPORT CAN I EXPECT FROM PRODUCT CARE?

PaintShare would not be possible without the support of our collection network—we are invested in the success of this program and want to see you succeed in it! The following outlines how Product Care helps:

1. Materials

- Waiver forms
- Waiver stickers
- Reimbursement up to \$100 for paint shelf

2. Signage

Product Care provides the following signs to help communicate to visitors that free paint is available:

- PaintShare poster (8.5" x 11")
- Paint brochure (includes PaintShare information)
- Paint recycling A-frame (24" x 36")

3. Promotion

Product Care's online Recycling Locator is a valuable tool consumers utilize to find collection sites and events across the country, and it's url is shared through digital advertising campaigns. Though all paint collection sites can be found on the locator, PaintShare sites are distinguished and can be searched for specifically.

Additional consumer-facing materials, like brochures, are available to have at your depot, to help raise awareness of the program.

4. Ongoing support and service

Product Care staff offer ongoing support with operational issues or program challenges. We also encourage your feedback on how the program can be improved or enhanced.

CAN I TRY IT TEMPORARILY?

Yes. There's no long-term commitment. You can start the program and pause or discontinue if it doesn't work for your operation.

HOW DO I GET STARTED?

Contact Product Care at the details below. We'll provide all materials and guidance to get you set up quickly and easily.

In Ontario

Phone: 1-877-592-2972 ext. 357
Email: ONcommunity@productcare.org

In the rest of Canada

Phone: 1-877-592-2972 ext. 444
Email: recyclingservices@productcare.org