



NEW BRUNSWICK PAINT PROGRAM



Submitted to:

Tim Leblanc
Chief Executive Officer
Recycle New Brunswick, 277 Main St.
Fredericton, NB E3A 1E1

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1 ABOUT PRODUCT CARE

The New Brunswick Paint Stewardship Program ("Program") is administered and operated by Product Care Association of Canada ("Product Care"). Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of all regulated post-consumer paints and aerosols.

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

Product Care's members are the "brand owners" (manufacturers, distributors, and retailers) of "consumer paint products" as defined pursuant to the Designated Materials Regulation 2008-54 ("Regulation") under the category of architectural paint.

1.1 REPORTING PERIOD

This report covers the 2024 calendar year (January 1 to December 31, 2024). All content has been prepared in accordance with section 45(1) of the Regulation.

1.2 PROGRAM SUMMARY

Product Care has had an approved paint stewardship plan with Recycle New Brunswick ("Recycle NB") operating in accordance with the Regulation since 2009. This annual report summarizes the performance for the reporting year 2024 in accordance with the requirements set out in the Program Plan.

"Program Products" are defined by the Regulation as "a tinted or untinted water-based, oil or solvent-based architectural coating used for commercial or household purposes, including stain, and includes 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, industrial or automotive applications". A detailed list of products accepted by the Program is found on Product Care's website (<https://www.productcare.org/products/paint/new-brunswick/>).

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its paint industry members on sales of Program Products in or into New Brunswick. The fees are used to operate the Program, including collection, transportation and management of leftover paint, as well as program administration and consumer education.

The Program offers collection sites throughout the Province where consumers can bring leftover household paint. Collection services are offered through redemption centres, retail locations, local government recycling/waste facilities and collection events. The Program supplies collection sites with standard reusable collection containers ("tubskids" and drums). The Program contracts with a hauler to deliver empty collection containers and pick-up full ones from collection sites and events, and consolidate the full collection containers into loads, which are shipped to a processor for processing. Additional Program elements managed by Product Care include revenue management, communications, and administration.

On July 15, 2024, the New Brunswick Designated Materials Regulation (2024-37) came into effect, requiring Product Care to submit an amended program plan by June 30, 2025.

2 BRAND OWNER INFORMATION

As of December 31, 2024, 74 Brand Owners were registered under the Program ([Appendix 1](#) provides a list of registered Brand Owner's). Program members reported the sale of approximately 4,992,437 litres¹ of Program Products in New Brunswick for the reporting period.

3 COLLECTION

The following section provides the total amount of post-consumer paint collected in New Brunswick, as well as the location of collection sites.

3.1 TOTAL AMOUNT OF POST-CONSUMER PAINT COLLECTED

In accordance with section 45(1)(a) of the Regulation, Table 1 below shows the total amount of post-consumer paint collected by the Program for the 2024 reporting period.

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

Item	Number of Tubskids ²	Number of Aerosol Drums ³	Residual Paint Volume from Tubskids (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	Paint Share Volume (L) ⁶	Total Residual Paint Volume (L)
Volume Collected	2,301	257	277,040	1,378	2,146	280,564

Table 2 provides the 2024 recovery rate, which is the volume of paint collected as a function of the volume of paint sold in New Brunswick in 2024. It also shows the volume available to collect as a function of sales and the calculated capture rate for 2024.

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 Each collection bin (tubskid) measures 42 x 42 x 48" with a nominal capacity of 108 one-gallon containers.

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 120.4 L per tubskid. Residual paint volume from tubskids has been rounded up. This conversion rate is obtained by dividing the total actual residual paint extracted (including both water-based and solvent-based) by the number of tubskids processed in the same year. Paint that was previously not processed in 2023 was processed in 2024.

⁵ Based on a conversion rate of 5.25 liters per drum for 257 aerosol drums, plus 0.114 liters per aerosol can for 250 aerosol cans shipped in paint tub skids, which were separated and processed by the paint processor.

⁶ PaintShare volume is calculated assuming that containers are 75% full.

Table 2: 2024 Paint Sales, Residual Recovery Volume, Recovery Rate, Available to Collect and Capture Rate

	Total
Sales (litres)	4,992,437
Residual Recovery Volume (litres)	280,564
Recovery Rate (%)	5.6%
Total Available to Collect (litres) ⁷	454,312
Available to Collect (%) ⁸	9.1%
Capture Rate (% collected/available)	61.8%

In 2021, the Available to Collect Study was conducted at the request of the regulators to estimate the potential amount of waste paint that could be collected in the province. The study took into consideration factors such as consumer intention, storage time, and end-of-life management obtained via surveys and sampling. It is important to acknowledge that any sampling and surveys have a degree of uncertainty. Factors such as sample size, selection methodology, question phrasing, and response rates can all contribute to variations in results, limiting their precision. Therefore, the results of the study only serve as a general estimate when evaluating program performance. Overall, the results highlight that the New Brunswick paint program has been successful.

Table 3 shows the total amount of paint tubskids and aerosol drums collected by the individual regions of New Brunswick.

⁷ The 2024 total available to collect volume was calculated based on the results of the Atlantic Availability to Collect Study conducted in 2021.

⁸ The Atlantic Availability to Collect Study conducted in 2021 established the percentage of available to collect as 9.1% for 2021-2026.

Table 3: Collection Containers Collected by Region in 2024

Regional Service Commissions	Paint (tubskids)	Aerosol (drums)
Acadian Peninsula	104	6
Chaleur	97	12
Fundy	452	34
Kent	72	11
Miramichi	89	5
Northwest	63	15
Restigouche	75	10
RSC 8	79	8
RSC 11	330	6
Southeast	792	136
Southwest	81	7
Western Valley	67	7
TOTAL	2,301	257

3.2 COLLECTION SITES

As of December 31, 2024, 62 collection sites were participating in the Program, exceeding the program's commitment of 60 collection sites. See Table 4 for the breakdown of collection site changes in 2024.

Table 4: Collection Site Changes in 2024

	# of Collection Sites	Changes
2024	62	4 sites opened, 3 site closed
2023	61	1 site closed

In accordance with section 45(1)(f) of the Regulation, [Appendix 2](#) provides details on the collection sites, including location and participation in the PaintShare program.

3.3 COLLECTION SITE VISITS

In accordance with the program commitment “to visit all depots biennially to ensure adequate training”, a Product Care representative visited 62 collection sites in 2024 (see [Appendix 3](#)) and 61 collection sites in 2023, providing in-person support to the collection site staff, delivering informational brochures and providing any necessary training. Every site has been visited at least once in the previous two years, thus fulfilling the Program's obligations.

3.4 REGIONAL SERVICE COMMISSION EVENTS

In addition to providing collection services through the collection site network, the Program partnered with Regional Service Commissions (RSCs) to collect paint at household hazardous waste (HHW) events. According to information provided by Regional Service Commissions to Product Care, 45 household hazardous waste (HHW) collection events were held in 2024 (see Table 5). The Program managed all post-consumer paint collected from these events.

Table 5: HHW Collection Event Locations and Dates in 2024

Location	Date		Location	Date
Memramcook	03-Jan-24		Fundy Albert (Alma)	26-Jun-24
Shediac	10-Jan-24		Moncton	03-Jul-24
Salisbury	17-Jan-24		Tantramar (Dorchester)	10-Jul-24
Fundy Albert (Hillsborough)	24-Jan-24		Cap-Acadie (Beaubassin-Est)	17-Jul-24
Tantramar (Sackville)	07-Feb-24		Petitcodiac	24-Jul-24
Cap-Acadie (Beaubassin-Est)	14-Feb-24		Memramcook	07-Aug-24
Petitcodiac	21-Feb-24		Strait Shores (Port Elgin)	14-Aug-24
Tantramar (Dorchester)	06-Mar-24		Riverview	21-Aug-24
Cap-Acadie (Cap-Pele)	13-Mar-24		Fundy Albert (Riverside-Albert)	28-Aug-24
Dieppe	20-Mar-24		Tantramar (Sackville)	04-Sep-24
Fundy Albert (Alma)	26-Mar-24		Shediac	11-Sep-24
Moncton	03-Apr-24		Salisbury	18-Sep-24
Strait Shores (Port Elgin)	10-Apr-24		Fundy Albert (Hillsborough)	25-Sep-24
Riverview	17-Apr-24		Moncton	02-Oct-24
Fundy Albert (Riverside-Albert)	24-Apr-24		Tantramar (Dorchester)	09-Oct-24

Location	Date		Location	Date
Memramcook	01-May-24		Cap-Acadie (Beaubassin-Est)	16-Oct-24
Salisbury	08-May-24		Petitcodiac	23-Oct-24
Shediac	15-May-24		Fundy Albert (Alma)	30-Oct-24
Fundy Albert (Hillsborough)	22-May-24		Strait Shores (Port Elgin)	13-Nov-24
Tantramar (Sackville)	05-Jun-24		Dieppe	20-Nov-24
Cap-Acadie (Cap-Pele)	12-Jun-24		Fundy Albert (Riverside-Albert)	27-Nov-24
Dieppe	19-Jun-24		Cap-Acadie (Cap-Pele)	11-Dec-24
			Riverview	18-Dec-24

4 MATERIAL MANAGEMENT

In accordance with sections 45(1)(b,c,d,e,g) of the Regulation, this section of the report sets out:

- a) A description of the efforts to redesign paint products to improve reusability and recyclability.
- b) The total amount of post-consumer paint processed or instorage.
- c) 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.
- d) 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.
- e) The location of processing or containment facilities for post-consumer paint.

4.1 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.

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.

4.2 POST-CONSUMER PAINT MANAGEMENT

All paint collected through the Program is sent to the Laurentide Re-sources Atlantic Inc. facility in Richibucto, New Brunswick for initial processing.

In 2024, a total of 2,260 tubskids of leftover paint (excluding paint aerosols) were shipped to the Laurentide facility in Richibucto, New Brunswick for processing, which includes tubskids collected in 2023 and held at the transporter's (Hebert's Recycling) consolidation facility and processed in 2024. Paint aerosols were sent to the GFL Environmental facility in Sussex, New Brunswick for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted, and bulked into shipping containers) 2,265 tubskids (excluding paint aerosols), which includes tubskids that remained in their inventory from 2023.

Table 6 shows the volume of post-consumer paint and aerosols shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres).

Table 6: Total Amount Post-Consumer Paint Processed in 2024

Item	Number of Tubskids	Residual Paint Volume (L)	Number of Aerosol Drums ⁹	Residual Aerosol Paint Volume (L) ¹⁰	Total Residual Paint Volume (L)
Volume Shipped to Processor	2,260	272,104 ¹¹	273	1,462	273,566
Volume Processed	2,265	272,802 ¹²	273	1,462	274,264

Table 7 shows the number of tubskids and drums that were collected and processed in each of the reporting years, and inventory that is carried over for processing in the following year. Inventory carried over is material that has been collected, but not processed. This includes material in transit, in storage at transit hubs, and in storage at the processor.

⁹ See footnote 3.

¹⁰ See footnote 5. Includes residual aerosol paint from aerosol cans that were shipped in tubskids (28.5 L).

¹¹ Residual paint volume shipped to the processor has been rounded up. To determine the residual volume of paint shipped to processors from tubskids, the number of tubskids shipped is multiplied by a conversion rate of 120.4 L per tubskid. This conversion rate is obtained by dividing the total actual residual paint extracted (including both water-based and solvent-based) by the number of tubskids processed in the same year. Paint that was not processed in 2023 was processed in 2024.

¹² Actual volume of residual paint recovered from processed tubskids, including both water-based and solvent-based paint.

Table 7: Total Amount of Post-consumer Paint Collected, Processed and Inventory Carried Over¹³

2024	Number of Tubskids	Number of Aerosol Drums
Inventory carried over (2023)	183	95
Collected	2,301	257
Processed	2265	273
Inventory carried over (to 2025)	219	79

Metal and Plastic Containers Collected and Processed

As part of contractual obligations to Product Care, Laurentide, is required to adhere to approved material disposition, including metal and plastic containers management. Requirements for standardized inventory reporting combined with periodic inspections by Product Care ensure materials are managed in accordance of Product Care requirements. Table 8 lists the amount of metal and plastic containers collected and recycled in 2024. Containers collected and not managed in 2024, will be managed in 2025.

Table 8: Metal and Plastic Containers Collected and Managed in 2024

Container Type	2024		
	Collected (tonnes)	Managed (tonnes)	Carry-over (tonnes)
Metal ¹⁴	62.8	62.8	0
Plastic (HDPE 2)	5.7	3.8	1.9
Plastic (polypropylene)	37.9	25.3	12.6
Total	106.4	91.9	14.5

¹³ In previous years, reported inventory carried over did not include materials in transit, or in storage at transit hubs.

¹⁴ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

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 converted into kerosene and diesel. Table 9 lists processors and management process for metal and plastic containers.

Table 9: A list of metal and plastic container processors with their 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 MANAGEMENT METHODS

The following section describes each method the Program used to manage post-consumer paint and the amount of paint managed through each method.

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. PaintShare was offered at 25 collection sites in 2024 (see [Appendix 2](#) for a list of sites offering PaintShare). Participating collection sites reported approximately 2,146 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-resources facility, paint containers are removed from collection bins (tubskids), inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulk paint of recyclable quality is then transferred to an affiliated processor Peintures Recupérées du Québec (PRQ) in Victoriaville, QC or transferred to other international recyclers to be recycled into post-consumer paint. Table 10 provides the quantities of water-based paint and solvent-based paint that were reprocessed and recycled into paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of solvent-based paints continue to be recycled, a large portion of the volume is sent for energy recovery.

Table 10: Quantity and Type of Paint Recycled in 2024¹⁵

Type	Litres	Percentage
Water-based paint	177,715	88%
Solvent-based paint	24,511	12%
Total	202,226	100%

¹⁵ Volumes managed through the PaintShare Program are not included in Table 10.

4.3.3 ENERGY RECOVERY

Not all solvent-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 solvent-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to the high solvent content of solvent-based paints, these products are suitable for energy recovery. Through the process of fuel blending, solvent-based paint collected that is not suitable for paint recycling is used as an alternative energy source in applications such as permitted incinerators.

During the reporting period, 21,813 litres of solvent-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

4.3.4 LANDFILL

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 50,225 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

4.3.5 INCINERATION

No material was incinerated during the reporting period.

Table 11 shows the breakdown of post-consumer paint and empty containers that were reused, recycled, recovered for energy or disposed of in an engineered landfill. Paint is shown in litres and as a percentage and empty containers are shown in tonnes and as a percentage.

Table 11: Management of 2024 Post-Consumer Paint and Empty Paint Containers

<u>Post-Consumer Paint (litres)</u>		
Method	Volume(litres)	Percentage
Reuse	2,146	0.8%
Recycle	202,226	73.5%
Energy Recovery	21,813	7.9%
Landfill	50,225	18.2% ¹⁶
Incineration	0	0%
Total	276,410	100%
<u>Empty Paint Containers (tonnes)</u>		
Method	Volume (tonnes)	Percentage
Reuse	0	0%
Recycle	91.9	100%
Energy Recovery	0	0%
Landfill	0	0%
Incineration	0	0%
Total	91.9	100%

4.4 LOCATION OF PROCESSING AND CONTAINMENT FACILITIES

Table 12 provides a list of facilities contracted by the Program to handle and process paint and containers.

¹⁶ The amount of paint that can be recycled back into paint is heavily dependent on the quality of the paint coming into the collection systems. Poor quality paint (e.g. previously frozen) cannot be recycled back into paint.

Table 12: Processing & Containment Facilities

Location Address	Facility Type
Hebert's Recycling Inc. 53 Walsh Avenue, Miramichi, NB E1N 3A5	Containment Facility
Laurentide Re-sources Atlantic Inc. 9322 Rue Main, Richibucto, NB E4W 4C7	Processing and Containment Facility
Société Laurentide Inc. 345 Bulstrode Street, Victoriaville, QC G6T 1P7	Processing and Containment Facility
GFL Environmental 17 Jones Court, Sussex NB E4E 2S2	Processing and Containment Facility
DR Metal Recycling 180 Edinburgh Dr, Moncton NB E1E 2K7	Containers Processing Facility
Sustane Tech Suite 110 3770 Kempt Road, Halifax, NS B3K 4X8	Containers Processing Facility

5 COMMUNICATION AND EDUCATION

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

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

In 2024, Product Care Recycling implemented a range of promotion and education activities as part of our Communication Plan to meet these objectives, complying with our obligations under Regulatory Requirement 39(e). The following section provides details regarding these efforts, as per Section 45(1)(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 these nuances and that different segments of our audience will access information in different ways and at different times, we utilize a multi-channel approach for communication activities. This comprehensive strategy ensures broad market coverage, giving consumers a variety of ways to receive and access information about the program.

5.2 ACTIVITIES

5.2.1 MANAGE BILINGUAL INFORMATION HUB FOR CONSUMERS

Product Care owns and manages two websites—productcare.org (English) and agrp.ca (French)—that serve as program information hubs. These sites are consumer-facing and have been designed to meet their specific needs. Website content includes:

- **Recycling locator**
 - Interactive map displaying the locations of *all* paint collection sites within the province, along with their hours of operation and contact information (see [Appendix 4](#)). The database of collection sites is regularly updated to ensure consumers receive accurate information.
- **Program information**
 - Listing of accepted and non-accepted products, along with tips for drop-off
 - Program funding and Environmental Handling Fees
 - Videos describing the recycling process
- **Product Information**
 - Dedicated page for PaintShare program, educating consumers on opportunity to access free paint
 - Topical content related to environmental issues and waste management

5.2.2 PROVIDE PRINTED ASSETS TO POINTS OF SALE (POS) AND POINT OF RETURN (POR) SITES

The optimal time to educate a consumer that a product is recyclable is at the time of purchase. Similarly, informing consumers who regularly recycle that other products they may own can *also* be recycled is equally valuable, as these consumers are already demonstrating an interest in recycling. For these reasons, Product Care has a suite of printed educational materials ([see Appendix 5](#)) that are available at no cost to retailers or collection sites. Online forms available on both websites facilitate ease-of-ordering and shipment.

5.2.3 EXECUTE MULTI-CHANNEL BILINGUAL ADVERTISING CAMPAIGN

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

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

Display ads and social media

Display ads are online advertisements that appear on websites, apps, and social media platforms through targeting and tracking technology. A suite of Product Care branded visual assets ([see Appendix 6](#)) are distributed through the Google Display Network and Meta Audience Network and are displayed to relevant consumers based on their demographics, interest, browsing behaviour, or past online interactions (remarketing). Based on their ability to target a specified audience (consumers of paint products), display advertisements form a foundational component of our advertising strategy.

Linear and connected TV

To reach consumers through broadcast and streaming platforms, Product Care ran advertisements on both CBC and Amazon Prime Video. While CBC provided access to a wide, established television audience, Amazon Prime represented an innovative addition to our media mix. As a newly available advertising channel, Amazon Prime allowed us to reach digitally engaged viewers through connected TV, expanding our reach into households that consume content via streaming services.

Transit

Transit advertising offered a strong physical presence in key urban centres. In 2024, 15 bilingual bus wraps were deployed across Moncton, Saint John, and Fredericton, with five buses in each city. These high-visibility placements helped reinforce program awareness in both English and French, reaching commuters, pedestrians, and drivers in high-traffic areas.

Provide toll-free number and email address

To Increase access to Information regarding recycling for provincial residents, Product Care manages a consumer-facing toll-free number and email address. Product Care staff are able to respond directly and quickly to any consumer questions that we receive.

5.3 RESULTS

To evaluate the effectiveness of the 2024 promotion and education efforts, Product Care Recycling tracked and analyzed a range of performance metrics across digital platforms and consumer engagement channels. These results provide insight into the reach and impact of our communications strategy in New Brunswick.

5.3.1 WEBSITE ENGAGEMENT

Product Care’s bilingual websites—productcare.org (English) and agrp.ca (French)—served as central information hubs for consumers seeking details about paint recycling. In 2024, the websites recorded 19,735 sessions from New Brunswick, with 17,553 unique users accessing content. Notably, 4,416 visits were made to the recycling locator tool, indicating strong consumer interest in finding drop-off locations. Approximately 11% of all New Brunswick-based visits were to the French-language site, demonstrating the importance of maintaining bilingual access to program information.

5.3.2 DIGITAL CAMPAIGNS PERFORMANCE

Table 13 below summarizes the key performance indicators (KPIs) for each platform. A conversion is defined as a click on the “Find a recycling location” button, which directs users to the recycling locator tool.

Table 13: Digital Campaigns Performance

Platform	Impressions	Clicks	CTR	Video Views	Conversions
Google Search	1,418	276	19.46%	NA	245
Google Display	1,331,400	11,480	0.86%	NA	6,465
Google Video	383,267	1,590	0.41%	55,762	87
Meta (Facebook & Instagram)	3,400,263	1,252	0.04%	2,595,838	66
Total digital	5,116,348	14,598	0.29%	2,651,600	6,863

5.3.3 CONSUMER AWARENESS

Product Care coordinates consumer awareness surveys to validate the impact of our promotion and education activities for the provincial stewardship programs we oversee. A reputable third party conducts the surveys every two years, compiling responses by program product and by province. Harmonizing the biennial process between provincial programs achieves cost and resource efficiencies.

The 2024 survey found that 85% of New Brunswick respondents who purchased paint are aware it can be recycled in the province, a 3% increase from 2022’s results, and surpassing the Program Plan’s target of 75%.

Table 14: Biennial Consumer Awareness Survey Targets and Results 2022-2024

Year	Target	Actual
2024	75%	85%
2022	75%	82%

6 FINANCIAL INFORMATION

In accordance with section 45(1)(l) of the Regulation, the Program's audited financial statements detailing the revenues received and the expenditures incurred by the Program are provided in [Appendix 7](#) of this report.

7 INDEPENDENT AUDIT

In accordance with section 45(1)(j), this annual report was reviewed by an independent auditor. The auditor's report is attached in [Appendix 8](#).

APPENDIX 1 – BRAND OWNERS

Brand Owner Name			
1	1439174 Ontario Ltd (NLS Products)	2	3M Canada Company
3	Acklands - Grainger Inc.	4	Alexandria Moulding
5	Amazon.com.ca, Inc.	6	Avanti Sports Group Inc.
7	BASF Canada Inc.	8	Bass Pro Canada ULC
9	Behr Process Corp.	10	Benjamin Moore & Co. Ltd.
11	Bestbuy Distributors Ltd	12	Canadian Building Restoration Products, Inc
13	Canadian Tire Corporation, Limited	14	Cansel Survey Equipment Inc.
15	Class C Solutions Group, MSC Industrial Supply LLC	16	Cloverdale Paint Inc.
17	Comfort & Stuff imports Ltd.	18	Country Chic Paint
19	CRC Canada Co.	20	Denalt Paints Ltd.
21	Diamond Vogel Paints Inc	22	Ducan Products Inc.
23	Dynamic Paint Products Inc. DBA Lancaster Canada	24	Farrow & Ball Canada Ltd.
25	Fastenal Canada Ltd.	26	Forrest Paint Co. US\$
27	Groupe BMR inc.	28	Henry Company Canada, Inc.
29	Home Depot of Canada Inc.	30	Home Hardware Stores Limited
31	Homestead House Paint Co INC	32	IRL Supplies (2011) Ltd.
33	Jaguar Land Rover Canada ULC	34	John Deere Canada ULC
35	Kent Building Supplies	36	K-G Spray-Pak Inc.

Brand Owner Name			
37	Kleen-Flo Tumbler Industries Ltd.	38	Kubota Canada LTD
39	Laurentide Re-sources Inc.	40	Lawson Products, Inc.
41	Les Produits Techniseal	42	Loop Recycled Products Inc.
43	LPS Canada - Division of LPS Laboratories	44	Martin & Associates Inc.
45	Michaels Stores Inc.	46	Modern Sales Co-op
47	Motion Industries (Canada), Inc.	48	Orgill Canada Hardlines ULC
49	Peintures MF Inc.	50	PPG Architectural Coatings Canada Inc.
51	Princess Auto Ltd.	52	Produits de Plancher Finitec Inc.
53	RONA Inc.	54	Rust-Oleum Consumer Brands Canada
55	Saman Corporation (3777472 Canada Inc.)	56	SCP Distributors Canada Inc.
57	Selectone Paints Inc.	58	Seymour of Sycamore, Inc.
59	Sherwin-Williams Canada Inc	60	Sika Canada Inc.
61	Soprema Inc.	62	TENAQUIP Limited
63	The Sansin Corporation	64	The Sherwin-Williams Company
65	Timber Pro Coatings Ltd.	66	UAP INC.
67	UCP PAINT INC	68	Uni-Select Inc.
69	Wal-Mart Canada Corp.	70	Wood Essence Distributing
71	Wurth Canada	72	Golden Artist Colors, Inc.
73	Osmose Pentox Inc.	74	White Cap Supply Canada Inc.

APPENDIX 2 – COLLECTION SITES

	Collection Site Name	Address	City	Paint Share
1	Airport General Store	4105 Loch Lomond Road	Saint John	Yes
2	Baie Ste Anne Home Building Supplies	6 Ch Riviere du Portage	Baie Ste Anne	No
3	Doaktown Home Hardware Building Centre	420 Main Street	Doaktown	No
4	Billy's Bottle Exchange	15C Boom Lane	Atholville	No
5	Billy's Bottle Exchange	524 Darlington Drive	Dalhousie	No
6	BMR D.E Landry (formerly RONA #2125)	1976 Rue Commerciale	Saint-Francois-de-Madawaska	No
7	BMR Parent - Kedgwick (formerly RONA #7786)	115 rue Notre-Dame	Kedgwick	No
8	BMR Parent - Saint-Quentin (formerly RONA #7200)	38 Chemin Labrie	Saint-Quentin	No
9	Boyd Bros. Home Hardware Building Centre	#9 - Route 172	St. George	No
10	Brooks Redemption Center	496 Campbell Settlement Rd	Hartfield	Yes
11	Caissie Home Hardware Building Centre	11301 rue Principale	Rogersville	No
12	Canadian Tire Oromocto	345 Miramichi Road	Oromocto	No
13	Caraquet Centre De Renovation Home Hardware	42 Blv St-Pierre Est.	Caraquet	No
14	Centre de Remboursement SAMJ Inc.	6416 Route 17	St.Quentin	Yes
15	Centre De Remboursement Shippagan Les Iles Inc.	4008 Route 113	Savoie Landing	Yes

	Collection Site Name	Address	City	Paint Share
16	Centre de Transbordement	220 rue de L'entreprise	Tracadie	Yes
17	Dulux Paint (Fredericton, Store #8451)	947 Prospect St	Fredericton	No
18	Dulux Paint (Moncton, Store #8513)	674 St. George Blvd	Moncton	No
19	Dulux Paint (St John, Store #8469)	144 Thorne Ave	St. John	No
20	Dupuis Home Hardware Building Centre	8 Ch Pont Rouge	Memramcook	No
21	Fredericton Region Solid Waste Commission Landfill	1775 Alison Blvd	Fredericton	No
22	Fundy Regional Service Commission	10 Crane Mountain Road	Saint John	No
23	Golden Mile Redemption Centre	35 Linton Road	Saint John	Yes
24	Gorbers Bottle Exchange	216 High Street	Moncton	Yes
25	Grand Bay Redemption Centre	301 Highland Road	Grand Bay - Westfield	No
26	Grange Design	1263 Rue Principale	Beresford	No
27	Hampton Recycling Centre	401 William Bell Drive	Hampton	Yes
28	Hebert's Bottle Exchange Ltd.	293 Wellington Street	Miramichi	Yes
29	Hillsborough Recycling Depot	110 Steeves St.	Hillsborough	Yes
30	Horsman's Bottle Exchange Inc.	3493 Route 106	Salisbury West	Yes
31	J&L Warehousing Inc.	500 Blvd. de L'Acadie, C.P. Box 548	Edmundston	Yes
32	Keith's Building Supplies	169 Route 170	St. Stephen	No

	Collection Site Name	Address	City	Paint Share
33	La Societe Cooperative de Lameque Ltee	68 rue Principale	Lameque	No
34	Le Legumier du Madawaska Inc.	13790 Rte 144	Riviere Verte	Yes
35	Maison du Tapis	832 Boulides Acadiens	Bertrand	No
36	Mapleview Redemption Center	3320 Route 390	Wapske	Yes
37	Norrad Bottle Exchange	40 Albert St	Sussex	No
38	Northside Redemption	213 McFarland Street	Fredericton	No
39	Northwest Regional Service Commission Landfill	248 Chemin Clement Roy Rd. Montagne de la Croix	Riviere-Verte	Yes
40	Pub's Redemption Centre	346 Rothesay Ave	Saint John	Yes
41	Recyclage Chaleur	571 Rue De L'Industrie	Petit-Rocher	Yes
42	Redpine Landfill	1300 Route 360	Allardville	No
43	Resource Recovery	70 Timothy Avenue	Hanwell	No
44	Richibucto Home Hardware Building Centre	45 Cartier Blvd	Richibucto	No
45	Roblynn Home Hardware Building Centre	257 Restigouche Road	Oromocto	No
46	RONA Edmundston	595 Rue Carrier	Edmundston	No
47	Saint Antoine Home Hardware Building Centre	4612 Rue Principale,	Sainte-Antoine,	No
48	Shediac Redeem Center	610 Main St	Shediac	Yes
49	Southeast Regional Service Commission - Eco360 Waste Management Facility	100 Enviro Dr.	Berry Mills	No

	Collection Site Name	Address	City	Paint Share
50	Southern Valley Transfer Station	155 Moffatt St	Woodstock	Yes
51	Southwest New Brunswick Service Commission - Hemlock Knoll Landfill	5749 Route 3	Lawrence Station	No
52	Tediche Home Hardware Building Centre	2499 Acadie Road	Cap-Pele	No
53	Tri-R Redemption	16 Lewis Street	Oromocto	No
54	Vail's Bottle Exchange	522 Main St.	Woodstock	Yes
55	Valley Redemption Centre	665 Babin Street	Dieppe	Yes
56	Valley Redemption Centre - Collishaw	323 Collishaw St.	Moncton	Yes
57	Valley Redemption Centre - Quispamsis	1 Market Street	Quispamsis	No
58	Valley Redemption Centre - Toombs	79 Toombs St.	Moncton	Yes
59	Village of Grand Manan Transfer Station	9 Curling Rink Road	Grand Manan	Yes
60	Watson's Home Building Centre	2686 Route 3	Harvey York Co	No
61	Wheaton's All in One	13 Industrial Drive	Sackville	Yes
62	Blackville Home Building Centre	80 Main Street	Blackville	No

APPENDIX 3 - COLLECTION SITES VISITS

Collection Site Name	Date of Visit	Municipality	County
Airport General Store	21-May-24	Saint John	Saint John
Baie Ste Anne Home Building Supplies	23-Jul-24	Baie-Sainte-Anne	Northumberland
Betts Home Hardware Building Centre	13-Jun-24	Doaktown	Northumberland
Billy's Bottle Exchange & Salvage	16-Sep-24	Dalhousie	Restigouche
Billy's Bottle Exchange (Atholville)	16-Sep-24	Atholville	Restigouche
BMR D.E Landry (formerly RONA #2125)	15-Aug-24	Saint-Francois-de-Madawaska	Madawaska
BMR Parent - Kedgwick (formerly RONA #7786)	14-Aug-24	Kedgwick	Restigouche
BMR Parent - Saint-Quentin (formerly RONA #7200)	14-Aug-24	Saint-Quentin	Restigouche
Boyd Bros. Home Hardware Building Centre	22-May-24	St. George	Charlotte
Brooks Redemption Center	14-Aug-24	Nackawic	York
Caissie Home Hardware Building Centre	23-Jul-24	Rogersville	Northumberland
Canadian Tire Oromocto	5-Jun-24	Oromocto	Sunbury
Caraquet Centre De Renovation Home Hardware	17-Sep-24	Caraquet	Gloucester
Grange Design	16-Sep-24	Beresford	Gloucester
Centre de Remboursement SAMJ	14-Aug-24	Saint-Quentin	Restigouche
Centre De Remboursement Shippagan Les Iles Inc.	17-Sep-24	Lamèque	Gloucester
Centre de Transbordement	17-Sep-24	Tracadie	Gloucester

Collection Site Name	Date of Visit	Municipality	County
Chaleur Regional Service Commission - Redpine Landfill	17-Sep-24	Allardville	Gloucester
Dulux Paint (Fredericton, Store #8451)	06-Jun-24	Fredericton	York
Dulux Paint (Moncton, Store #8513)	29-May-24	Moncton	Westmorland
Dulux Paint (St John, Store #8469)	29-Aug-24	St. John	St. John
Dupuis Home Hardware Building Centre	05-Jul-24	Memramcook	Westmorland
Fredericton Region Solid Waste Commission Landfill	06-May-24	Fredericton	York
Fundy Regional Service Commission - Crane Mountain Landfill	21-May-24	Fredericton	York
Golden Mile Redemption Centre Ltd.	21-May-24	Saint John	Saint John
Gorbers Bottle Exchange Ltd.	29-May-24	Moncton	Westmorland
Grand Bay Redemption Centre	21-May-24	Grand Bay-Westfield	Kings
Grande-Digue Home Building Centre	5-Jul-24/23-Jul-24	Grande-Digue	Kent
Hampton Recycling Centre	29-May-24	Hampton	Kings
Hebert's Bottle Exchange & Scrap Metal	23-Jul-24	Miramichi	Northumberland
Hillsborough Recycling Depot	29-May-24	Hillsborough	Albert
Horsman's Bottle Exchange Inc.	29-May-24	Salisbury West	Westmorland
J&L Warehousing Inc.	15-Aug-24	Edmundston	Madawaska
Keith's Building Supplies	22-May-24	St. Stephen	Charlotte

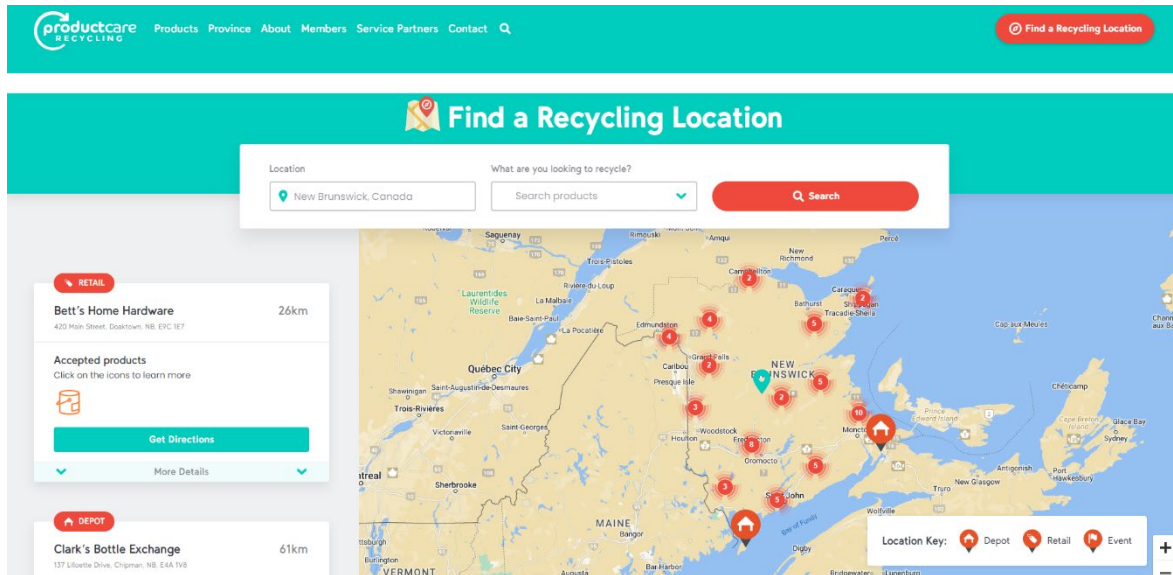
Collection Site Name	Date of Visit	Municipality	County
La Societe Cooperative de Lameque Ltee	17-Sep-24	Lamèque	Gloucester
Le Legumier de Madawaska	14-Aug-24	Rivière Verte	Madawaska
Maison du Tapis	17-Sep-24	Bertrand	Gloucester
Mapleview Redemption Center	14-Aug-24	Weaver	Victoria
Norrad's Express and Redemption Centre Ltd.	29-May-24	Sussex	Kings
Northside Redemption Centre	16-Jun-24	Fredericton	York
Northwest Regional Service Commission Landfill	15-Aug-24	Rivière Verte	Madawaska
Pub's Redemption Centre	21-May-24	Saint John	Saint John
Recyclage Chaleur	16-Sep-24	Petit-Rocher	Gloucester
Richibucto Home Hardware Building Centre	05-Jul-24	Richibucto	Kent
Roblynn Home Hardware Building Centre	06-May-24	Oromocto	Sunbury
RONA Edmundston	15-Aug-24	Edmundston	Madawaska
Saint Antoine Home Hardware Building Centre	05-Jul-24	Saint-Antoine	Kent
Shediac Redeem Center	05-Jul-24	Shediac	Westmorland
Southern Valley Transfer Station	14-Aug-24	Woodstock	Carleton
Southside Redemption Centre	5-June-24/13-June-24	Hanwell	York
Southwest New Brunswick Service Commission - Hemlock Knoll Landfill	22-May-24	Lawrence Station	Charlotte

Collection Site Name	Date of Visit	Municipality	County
Tediche Home Hardware Building Centre	05-Jul-24	Cap-Pelé	Westmorland
Tri-R Redemption Centre	13-Jun-24	Oromocto	Sunbury
Vail's Bottle Exchange	14-Aug-24	Woodstock	Carleton
Valley Redemption Centre	29-May-24	Dieppe	Westmorland
Valley Redemption Centre - Collishaw	29-May-24	Moncton	Westmorland
Valley Redemption Centre - Quispamsis	21-May-24	Quispamsis	Kings
Valley Redemption Centre - Toombs	29-May-24	Moncton	Westmorland
Village of Grand Manan Transfer Station	30-Aug-24	Grand Manan	Charlotte
Watson's Home Building Centre	22-May-24	Harvey	York
Wheaton's All in One	05-Jul-24	Sackville	Westmorland
Wiebe's Home Hardware Building Centre	14-Aug-24	Centreville	Carleton

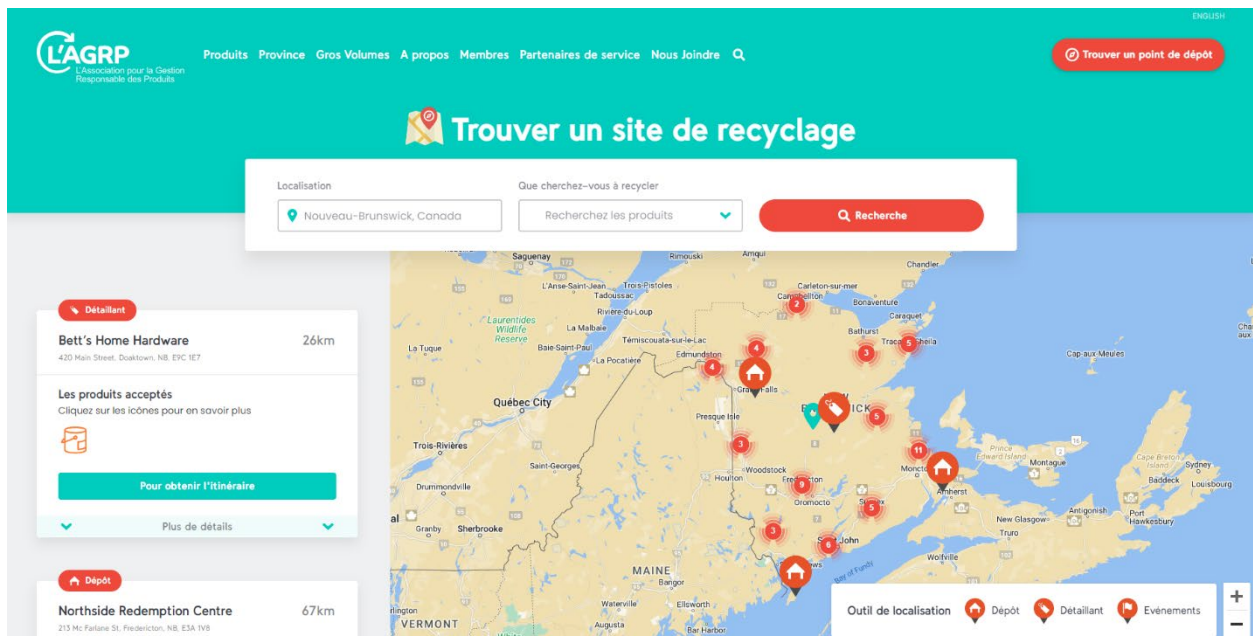
APPENDIX 4 – RECYCLING LOCATOR TOOL

Below is a snapshot of the recycling locator tool found at ProductCare.org / agrp.ca:

English



French



APPENDIX 5 – POS AND POR MATERIALS

Point of Sale (PoS) and Point of Return (PoR) Poster



PaintShare Poster





Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based consumer paint (alkyd, enamel)
- Undercoat and primers (e.g. metal, wood, etc.)
- Masonry paint, block filler, deck and floor coating (including elastomeric)
- Varnish and urethane (single-component), wood finishing oil, melamine, stain, shellac, anti-rust paint, stain blocking paint
- Drywall and stucco paint
- Marine paint and wood preservatives (unless registered under Pest Control Products Act)
- Swimming pool paint (single-component)
- Textured paint
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- All paint aerosols including consumer, industrial and automotive
- Already empty paint and aerosol containers



Maximum container size:
25 litres



Maximum aerosol size:
680 grams or 24 ounces



This program is approved by Recycle NB
1-888-322-8473
www.recyclenb.com



Not Accepted Products

- Unidentifiable or unlabelled containers
- Paint in glass containers or containers with poor integrity (e.g. badly rusted, leaking, bulging, improperly sealed)
- Brushes, rags and rollers
- Non-aerosol industrial paints & finishes (e.g. baked-on, heat resistant, etc.)
- Colorants and Tints
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. Registration number on label)
- Non-aerosol craft or automotive paint
- Two-part or component paints containing catalyst or activator
- Roof patch and repair, tar or tar/bitumen-based products
- Traffic or line marking paint
- Paint thinner, resins, mineral spirits or solvents
- Deck cleaners
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

Always Remember the BUD Rule:

- B**uy no more than you need
- U**se all the paint you buy
- D**rop off the leftovers for recycling

*Product Care Recycling contributes to the local economy while at the same time protecting the environment, one can at a time.

Restes de peinture?

Recyclez-les gratuitement partout au Nouveau-Brunswick.



Scannez pour trouver le point de collecte le plus proche

agrp.ca



L'Association pour la Gestion Responsable des Produits



Produits de peinture acceptés

- Peintures à l'eau (*latex ou acrylique*), à l'huile ou laque, d'intérieur ou d'extérieur
- Sous-couches et apprêts (*pour métal, bois, etc.*)
- Peintures pour maçonnerie, coulis pour remplissage des blocs de construction, revêtements pour terrasses et sols (*élastomères inclus*)
- Vernis à l'uréthane (*à composant unique*), huiles de finition pour bois, peintures mélamines, peintures bloque-taches pour plafond, gommes laquées, peintures anti-rouille
- Revêtements pour cloisons sèches et stucc
- Peintures marines et produits de préservation du bois (*sauf si homologué en vertu de la Loi sur les produits antiparasitaires*)
- Peintures pour piscine (*à composant unique*)
- Peintures au fini texturé
- Produits scellants ou hydrofuges pour bois, maçonnerie ou chaussée
- Toutes les peintures en aérosol sont acceptées, y compris les peintures résidentielles, industrielles et automobiles
- Conteneurs vides



Peinture résidentielle jusqu'à 25 litres



Peinture en aérosol 680 grammes ou 24 onces



Ce programme est approuvé par Recycle NB
1-888-322-8473
www.recyclenb.com



Produits de peinture non acceptés

- Conteneurs non identifiants ou sans étiquette
- Peintures entreposées dans des contenants en verre ou des contenants en mauvais état (*rouillés, avec fuites, mal fermés*)
- Brosses, chiffons et rouleaux
- Peintures et apprêts industriels et finis (*ex. cuit au four, résistant à la chaleur, etc.*)
- Colorants et teintures
- Produits homologués en vertu de la Loi sur les produits antiparasitaires (*doit avoir un numéro d'homologation*)
- Peintures pour artisanat (*sauf aérosols*)
- Peintures automobiles (*sauf aérosols*)
- Peintures en 2 composants contenant un catalyseur ou activateur
- Produits pour toitures à base de goudron ou de bitume
- Peintures de signalisation routière
- Diluants à peinture, décapants et solvants
- Nettoyants pour terrasses
- Produits de calfeutrage, résines époxy, colles et adhésifs
- Autres produits chimiques domestiques

N'oubliez pas la règle « NUD »

N'achetez que ce dont vous avez besoin

Utilisez toute la peinture que vous achetez

Déposez vos restes de peinture pour les recycler

*Product Care Recycling contribue à l'économie locale tout en protégeant l'environnement, un contenant à la fois.

Leftover Paint?

Recycle it for free across New Brunswick.



Scan to find a recycling location near you

productcare.org



APPENDIX 6 – ADVERTISING

Video Ads

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

English



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



Avez-vous des restes de peinture?



Ne les jetez pas.



Recyclez les !



déposez les gratuitement



dans des centaines de points de dépôt.

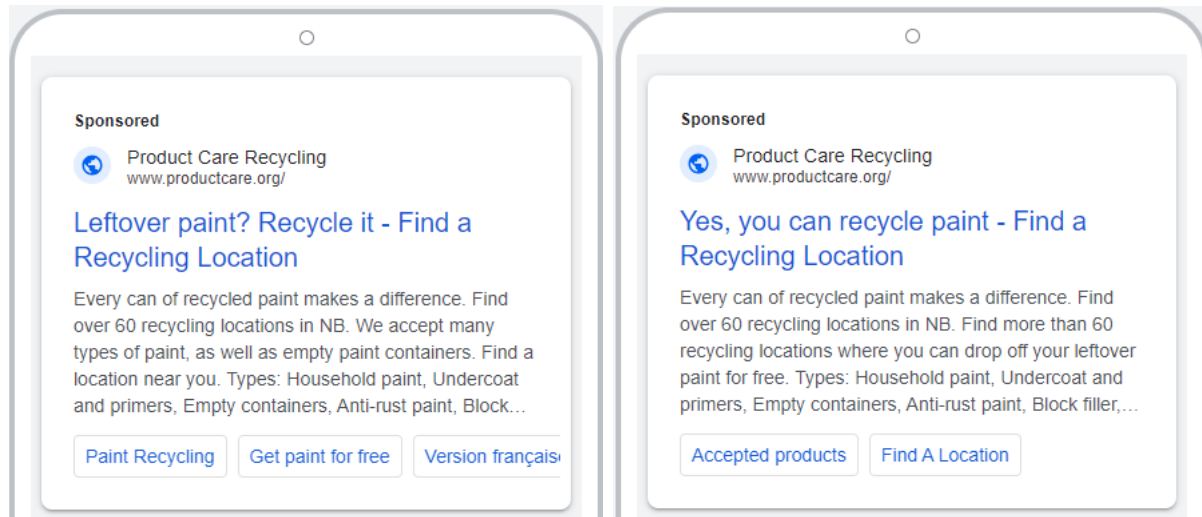


Trouvez celui le plus près de vous sur agrp.ca.

Text Ads

Used for Google Search

English



French

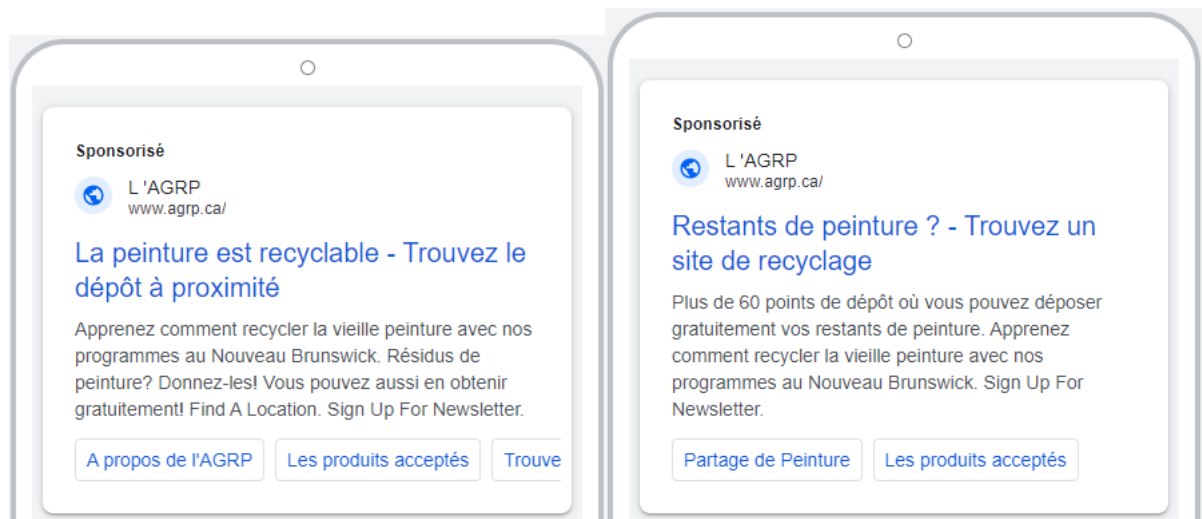


Image Banners

Used for Google Display Network (Including YouTube)

English





Print ads

CPCA INSIGHT magazine

English



The leader in paint recycling since 1994

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



All paint aerosols



Architectural paint



Empty paint containers

Learn about Product Care Recycling

productcare.org
+1 (877) 592-2972



French



L'Association pour la Gestion Responsable des Produits



Le leader du recyclage des peintures depuis 1994

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



Tous les peintures en aérosol



Peinture architecturale



Contenants de peinture vides

En savoir plus sur L'AGRP

agrp.ca
+1 (877) 592-2972



Transit



APPENDIX 7 – AUDITED FINANCIAL STATEMENTS

**PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM**

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

31 DECEMBER 2024

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2024

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 Recycle New Brunswick,

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

Opinion

As required by the New Brunswick Designated Materials Regulation - Clean Environment Act 45(1)(j), we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the New Brunswick Paint Recycling Program (the "Statement") as reported by Product Care Association of Canada (the "Association") for the year ended 31 December 2024 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 New Brunswick Paint Recycling Program for the year ended 31 December 2024 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 Auditor's 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 Recycle New Brunswick. 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 Recycle New Brunswick, 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.



CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
29 April 2025

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2024

	2024	2023
Revenues	\$ 1,168,435	\$ 1,161,862
Program expenses (recovery)		
Processing	673,283	522,319
Transportation	204,355	206,590
Administration (Notes 2(b), (d) & (e))	153,844	114,367
Collection	133,727	135,153
Communications	107,388	96,985
Regulatory	(49,500)	64,650
	<u>1,223,097</u>	<u>1,140,064</u>
(Deficiency) excess of revenues over expenses for the year	(54,662)	21,798
Accumulated surplus - beginning of the year	<u>1,175,744</u>	<u>1,153,946</u>
Accumulated surplus - end of year	\$ 1,121,082	\$ 1,175,744
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
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2024

1. Basis of Presentation

The Statement of Revenues and Expenses and Accumulated Surplus (the “Statement”) only includes the revenues and expenses related to the New Brunswick 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 New Brunswick. 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 \$15,079 (2023 - \$14,198) of amortization expense related to tangible capital assets.

(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.

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2024

2. Summary of Significant Accounting Policies - continued

(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 \$73,656 (2023 - \$74,612) of overhead expense which has been allocated to the Program.

(e) Salaries and Wages Expense

During the year, the Association updated its methodology for charging salaries and wages expense to the Program for certain employees that have been identified as having direct involvement in the Program. Previously, these costs were either included in the overhead allocation (Note 2(d)) or charged directly to the Program. Beginning in the 2024 fiscal year, the salaries and wages expense for these employees are charged to the Program based on management's estimate of the employee time spent on the Program. This change in presentation has been accounted for prospectively in the Statement. Included in administration expense is \$32,334 of wages and salaries 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 \$59,570 (2023 - \$71,702) which will be incurred in 2025.

APPENDIX 8 – REPORT OF INDEPENDENT AUDITOR

New Brunswick Paint Stewardship Program – 2024 Program Review

Prepared by: Kim Hughes, BSc.

Submitted: 29 April, 2025

2024 New Brunswick Paint Stewardship Program Overview

In 2024, Product Care Association of Canada (Product Care) delivered a post-consumer paint products recycling program to New Brunswick residents that met all regulatory requirements and planned program objectives (*Designated Materials Regulation 2008-54 / New Brunswick Paint Stewardship Plan 2021-2025*).

The independent auditor that undertook the review of the 2024 New Brunswick Paint Stewardship Program has extensive experience in environmental management and sustainability consulting, including significant policy and operational knowledge relating to sustainability, stewardship, waste management and recycling. The program auditor is a long-time New Brunswick resident who has personally participated in the paint program as a member of the public since its inception. The auditor is a volunteer board member for two not-for-profit organizations that work to enhance environmental awareness and sustainability. Additionally, the reviewer is a member of a municipal government committee on climate change.

This paint recycling program has been in place in New Brunswick for 15 years (2009-2024). During this time, the Program has matured and represents a successful implementation of the extended producer responsibility model in New Brunswick. Product Care, as the producer responsibility organization (PRO) for the Paint Industry in New Brunswick, developed the Stewardship Plan (2021-2025) that was accepted by Recycle NB (as the program administrator) in October of 2021, and continues to demonstrate success in program implementation and achieving program goals.

In the calendar year 2024 (reporting year), 4,992,437 litres of paint that requires management under this program (program product) was sold in New Brunswick. Consistent with the management approach and goals identified in the program stewardship plan;

- 280,564 litres of post-consumer paint was collected into the program (a 5.6% recovery rate).
- 62 collection sites operated throughout the province. This network of sites, supported by site visits and communication with the provincial Product Care representative, provides an effective and consistent presence to the public, enabling the paint recycling program at the community level. The program stewardship plan commits to 60 collection depots. The program stewardship plan commits to site visits taking place at least once every two years. This commitment was met by the provincial Product Care representative.
- 202,226 litres of residual paint processed for recycling by Laurentide Re-sources Atlantic (Richibucto).
- 1,378 litres of residual aerosol paint processed by GFL Environmental (Sussex).
- 2,146 litres of paint re-used through the Paint Share Program.
- A total of 91.9 tonnes of metal and plastic paint containers were managed in the 2024 program.

- Communication/educational tools continue to be improved on. Visual adds (TV) were, in the opinion of this reviewer, improved. The web-site/home page is very clear and informative on how to participate in the program.
- **Design for Environment** goals continue to be pursued by Canadian Paint & Coatings Association members. This effort is an integral part of minimizing the environmental impacts associated with consumer paint products before and after paint products enter the recycling stream. The 2024 annual report notes the continuous improvement that industry is making in this regard. This represents an important component of the progress towards reducing environmental impacts associated with paint, paint products, and packaging in New Brunswick (and Canada).

Review Process

This report represents the result of an independent assessment of the performance of the New Brunswick Paint Stewardship Program for 2024. This assessment has been a requirement under the *Designated Materials Regulation* (2008-54)(section 39(g))(repealed July 2024) – Clean Environment Act, to examine and assess annual program performance of designated materials (paint) with respect to achieving stewardship goals with for paint products (program products) sold in New Brunswick in a calendar year (2024).

Stewardship programs in Canada continue to migrate towards the Extended Producer Responsibility (EPR) model where the end-of-life product management rests with the producers of the product and the management of the product follows a user-pay model. Product Care has been successfully implementing the model in New Brunswick since 2009. The program plan describes responsible management after product use, describing the hierarchy of management processes (re-use, recycling, energy recovery and environmentally sound disposal) for paint products, including containers, in the province.

The 2024 program performance review was carried out by reviewing the 2024 Paint Stewardship Program Annual Report and the 2021-2025 New Brunswick Paint Stewardship Plan. Additionally, this review was informed by discussions with regulators and Product Care staff.

New Brunswick Paint Stewardship Program Review

The New Brunswick Paint Stewardship Plan 2021-2025 identifies Product Care as the administrator acting on behalf of the Paint Brand Owners selling or distributing paint products in the province. As stated previously, Product Care has undertaken this role and delivered the Paint Stewardship Program since 2009.

As of December 31, 2024 there were 74 Brand Owners registered in the New Brunswick Paint Stewardship Program. The program was delivered throughout New Brunswick by Product Care, with program support regarding designated material recycling programs in general from RecycleNB, through a network of 62 collection sites in communities around the province. These locations provide a consistent and easy-to-access service that enables the collection of used paints and coatings (liquid and aerosol) as well as original containers from consumers of paint products in New Brunswick. It is the opinion of this reviewer that this consistent network of collection sites contributes to the ongoing success of the program as they are familiar to, and easily accessible to the public participating in the program.

Product Care continues to follow their commitment found in the New Brunswick Paint Stewardship Plan 2021-2025; in order of preferred approach to manage regulated left-over paint; consumer re-use of paint products when possible (Paint Share), recycle the paint product for future use as paint, use as a feed stock in energy recovery processes, lastly, disposal in an environmentally responsible manner in a secure landfill facility. While incineration is identified as a potential approach to product disposal it was not utilized in 2024.

Metal and plastic containers are collected and directed to appropriate recycling facilities.

Collection Network

There were sixty-two (62) collection sites in the program in 2024. These sites provide consistent, province-wide access facilitating public access to participate in the program.

As in previous years, the regular collection opportunities were complemented by household hazardous waste collection events organized by Regional Service Commissions that brought waste paint products into the program that was subsequently managed by Product Care.

It is my opinion that the collaborative efforts of ECO 360 (south-east Regional Service Commission) and Product Care represents an example of leadership and innovation in bringing recycling opportunities to communities throughout eastern New Brunswick.

Ongoing interaction between the provincial Product Care representative and the collection site operators and Regional Service Commissions continues to support and enable the province-wide collection network.

Collection

Program members reported the sale of 4,992,437 litres of program products in New Brunswick from January 1, 2024 to December 31, 2024. The recovery rate for the program in 2024 was 5.6%.

This rate is calculated by dividing the volume of waste paint collected (280,564) by the volume sold in 2024 (4,992,437 l) ($280,564/4,992,437 = 5.6\%$).

In 2024, Product Care offered the Paint Share service at 25 locations, where better quality paint that has been returned to a retailer can be provided to another consumer at no charge. This resulted in 2,146 litres of paint product being used as originally intended, not entering into the recycling or waste stream.

Processing and Recycling

The New Brunswick Paint Stewardship Program processed 274,264 litres of post-consumer paint in 2024. The New Brunswick Paint Stewardship Plan 2021-2025 outlines the management processes that Product Care carries out to enable program success.

Of the 280,564 litres of left-over paint collected by the program in 2024;

- re-use 2,146 litres
- recycle 202,226 litres

This represents 74.3 % of the volume of paint in the Paint Stewardship Program (Target 70%). Of the remainder of the post-consumer used paint; 21,813 litres was used for energy recovery and 50,225 litres was disposed of in engineered landfill sites in accordance with provincial regulation. No incineration of waste paint took place.

In 2024, the program collected and processed a total of 91.9 tonnes of paint containers; 62.8 tonnes of metal paint containers and 29.1 tonnes of plastic (HDPE 2 and polypropylene).

Communications and Education

Product Care continued to advance the paint stewardship program through communication and outreach efforts. It is the opinion of this reviewer that the ongoing collaborative efforts of Product Care and Recycle NB are a critical part maintaining and increasing participation in the stewardship initiative. Media presence and educational tools re-enforce the importance of paint recycling efforts through the New Brunswick Paint Stewardship Plan.

The communication and education effort from Product Care includes the site visits undertaken by the provincial representative in 2024. This activity, a commitment in the Stewardship Plan, is an important part of ensuring that the public interface at collection sites is a positive one.

The Product Care and Recycle NB web-sites provide easy access to information on the program and how to participate in it.

The analysis of site visits on the Product Care web-site in the Product Care Annual Report shows the importance of social media sites in sharing information, and helping the program managers (Product Care, Recycle NB) understand the communications aspect of the program better.

Operations

The collaboration between Product Care, Recycle NB, and the regulator (ELG) continues to facilitate an ongoing, successful program that contributes to the provincial waste management strategy. Basically, create less waste, and what is created; manage effectively and responsibly; implementation of an extended producer responsibility model.

Operationally the paint and coatings industry in Canada and world-wide continues to make steps to minimize environmental impacts associated with their products through-out the product life-cycle. This aspect is very important. The opportunity for the paint and coatings industry in Canada to inform consumers, and the public in general, about how paint products have been reformulated to reduce environmental and health impacts, should be pursued. The Product Care 2024 Program Report provides detail on these important initiatives.

In New Brunswick, the paint and coatings industry, through Product Care, is managing post-consumer paint products in a manner that achieves program and regulatory expectations, and in doing so contributed to the provincial waste management strategy in a positive way in 2024.

It is worth re-stating the importance of the communication and site visits that Product Care has with the collection network. The 62 collection sites are the entry for the public into the stewardship program.

Program Assessment Summary

The 2024 New Brunswick Paint Stewardship Program met program and regulatory expectations. The collaboration between program partners (Product Care, Recycle NB, and ELG) results in an effective and efficient program that manages paint and post-consumer paint products for the citizens of New Brunswick.

The Program is required by the *Designated Materials Regulation* to achieve a reuse/recycle rate of 70%. In 2024, the Program achieved a reuse/recycle rate of 74.3%.

The Program Stewardship Plan 2021-2025 also commits to maintaining a collection system with a minimum of 60 collection depots. In 2024 Product Care had 62 depots that met program standards in the collection network.

Product Care committed to achieving and maintaining an Awareness Level of 75%, as determined in surveys that are undertaken by Product Care every two years. The 2024 survey showed program awareness at 85%.

In 2024, a total of 280,564 liters of post-consumer paint was collected, 274,264 litres were processed, and 91.9 tonnes of metal and plastic containers were managed by the program and were not part of the regular solid-waste management stream.

As in previous years, the New Brunswick Paint Stewardship Program contributes to the New Brunswick economy and community. While developed with a goal of better managing the environmental condition (waste management and pollution reduction), programs like the New Brunswick Paint Stewardship Program are one piece of moving toward sustainability in New Brunswick.

Opportunities

- Product Care should continue to pursue innovative communications and educational materials to support the Paint Stewardship Program in New Brunswick. As increased use of social media is prevalent and the demographic target groups are younger in age (age class), it is expected the concept of recycling and awareness of the Paint Stewardship Program will be enhanced.
- Recognize the opportunity to increase program effectiveness opportunities through the renewal of the Designated Materials Regulation.

- Product Care should encourage industry partners to examine opportunities to enhance program awareness at point-of-sale/retail with paint product consumers/users (eg product labelling, vendor awareness).

RESPONSIBLE, TOGETHER.