



## Save money and create jobs in Colorado Support industry-sponsored paint recycling legislation

Colorado has a unique opportunity to enact paint stewardship legislation in partnership with the paint industry. A statewide paint stewardship program would make the paint industry responsible for collecting and managing leftover paint in Colorado, **reducing the role of government and the burden on taxpayers.** Colorado communities could gain financial benefits of up to \$9.5 million annually on the collection and management of leftover paint.<sup>i</sup>



### Paint Disposal – The Problem

**The Product Stewardship Institute estimates that 10% of all new architectural paint sold in the US goes unused.**<sup>ii</sup> SB14-029 addresses both latex and oil-based paint, but its main purpose is to increase latex paint recycling in the state.

In Colorado, roughly 1.2 million gallons of leftover paint are available for recycling each year, but paint recycling opportunities are extremely limited.<sup>iii</sup> There are several local companies who charge up to \$3 per gallon to accept paint for recycling.<sup>iv</sup> Paint is also collected by community household hazardous waste (HHW) collection programs, with paint typically representing **50% of the volume** of material collected. Much paint is simply stored by residents and businesses because opportunities are so limited.

### Paint Disposal – The Solution and Participants

The Product Stewardship Institute and the American Coatings Association, a national association of paint manufacturers, met with a multiparty stakeholder group for several years to develop a model solution to paint disposal that works to complement existing programs and businesses. The American Coatings Association has been working to bring this paint stewardship model to the states, and legislation to do this has now passed in 7 states (CA, CT, ME, MN, OR, RI and VT). Oregon was the first state to implement this program and has now recycled over one million gallons of paint since 2010. California's paint stewardship program launched in fall 2012 with over 350 new collection locations accepting paint for recycling.

**Manufacturers:** → Jointly create a non-profit stewardship organization that runs a convenient, statewide system collecting post-consumer paint → Contract with collection and recycling companies → Submit a plan for state approval and then annual reports on program performance → Fund the program through sales of new paint → Ensure recyclers comply with requirements established by the state → Provide retailers with information about the program and recycling opportunities for customers → Provide information to consumers about how to estimate the right amount of paint and what to do with leftover paint

**CDPHE:** → Provide program oversight and program standards, and information for consumers and retailers via their website

**Retailers:** → Sell paint from approved manufacturers who participate in product stewardship → Serve voluntarily as paint collection sites, thus driving traffic to the store → Promote information provided by manufacturers about paint recycling and how to reduce paint waste

**Small businesses and non-profit recyclers:** → Work with paint stewardship organization to collect paint and recycle or re-process it

**Local governments:** → Work with paint stewardship organization and through household hazardous waste programs collect paint with reduced cost due to program support, or they can refer consumers to other programs if they wish to discontinue

**Residents/Consumers/Businesses:** → Drop off paint leftover paint for free at many more locations than currently available → Pay fee on new paint of about \$0.75 per gallon to fund the program

### Product Stewardship Works!

Across the country, 32 states have passed 74 stewardship laws on products such as batteries, electronics, carpet, fluorescent lamps, and mercury thermostats, yielding tremendous job creation, environmental protection, and tax savings nationwide.

### Program Advantages

- ✓ More recycling opportunities and convenience
- ✓ Reduces burden on local governments and taxpayers
- ✓ Supports local paint recycling businesses
- ✓ More recycling, less disposal
- ✓ Economies of scale create efficiencies and less cost
- ✓ Makes the companies that manufacture paint responsible for end use of paint and reduces the need for taxpayer dollars to do this, freeing up limited government resources
- ✓ Creates Green sector jobs in paint recycling and reprocessing
- ✓ Colorado could gain substantial savings for state and local governments
- ✓ Less waste – the industry will educate their customers to buy the right amount

### Supporters

3 Painted Ladies

American Coatings Association (ACA)

City of Ft. Collins

Colorado Association for Recycling (CAFR)

Colorado Counties Inc. (CCI)

Colorado Municipal League (CML)

Colorado Product Stewardship Council (CoPSC)

Conservation Colorado (CC)

Boulder County Resource Conservation Advisory Board (*Boulder, Boulder County, City and County of Broomfield, Center for Resource Conservation, CU Recycling, Erie, Eco-Cycle, Jamestown, Lafayette, Louisville, Longmont, Nederland, Superior, and Ward*)

GraceStone, Inc.

GreenSheen Paint

Habitat for Humanity

North American Hazardous Materials Management Association (NAHMMA)

Pitkin County

Pollution Prevention Advisory Board of the Colorado Department of Public Health & Environment

Product Stewardship Institute (PSI)

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Tri-County Health Department (TCHD)

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<sup>i</sup> US EPA Sector Strategies. Quantifying the Disposal of Post-Consumer Architectural Paint

<sup>ii</sup> US EPA Sector Strategies. Quantifying the Disposal of Post-Consumer Architectural Paint

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<sup>iv</sup> GreenSheen Quality Latex Paint, Centennial, Colorado charges \$3.00 per gallon by volume for paint drop-off