



# Post-Consumer Paint Recycling

## Leading the World in Paint Recycling

CPCA ISSUE BACKGROUNDER

### CPCA Members are Committed to Paint Recycling in Canada

CPCA members represent over 90 per cent of the architectural paint sold in Canada and has been supporting the effective operations and efficient administration of product stewardship programs in Canada since the early 1990s. Unused or leftover architectural paint continues to be a major focus of product stewardship efforts because of its high volume in the household hazardous waste stream, the high cost to manage and its potential for increased reduction, recovery, reuse and recycling. It should be noted that 100 percent of the cost of paint recycling in Canada is paid for by paint manufacturers, the brand owners, 98 percent of which are CPCA members. **Éco-Peinture** is the program operator for recycling paint in Quebec, **Alberta Recycling Management Authority** is the program operator in Alberta and **Product Care** operates in eight Canadian provinces. All have worked hard to ensure an environmentally sound and cost-effective program in each provincial jurisdiction in which paint recycling is mandated.

CPCA continues to liaise with provincial governments on new legislation and/or regulations related to waste management.



Éco-Peinture Recycling Plant

### PaintCare Supports the Recycling of Leftover Paint



The coatings industry in Canada now leads the world in post-consumer paint recycling with a program in every province. In 2017, approximately 27 million kilograms of leftover paint was recovered and recycled,

enough to paint 2.1 million homes in Canada. One of CPCA's primary goals, on behalf of its members, is to ensure appropriate regulations are in place to achieve the best possible outcomes for the environment. Paint recycling has strong benefits for Canada:

- protects the environment by reducing landfill
- preserves natural resources for other uses
- conserves energy used in production of new paint
- saves landfill costs
- creates jobs in the economy

There are 6 gallons of leftover paint for every Canadian, stored in garages and basements everywhere.

### Savings to Local Government

PaintCare, through the provincial program operators, supports household hazardous waste. Through municipal paint collection programs manufacturers cover the cost for transportation, recycling, and proper disposal of post-consumer architectural paint. Most paint managed by the three program operators in Canada is recycled back into re-usable paint, used to create energy, or used for another beneficial purpose. Very little, if any, paint is disposed of in landfill. All paint recycling programs discourage the inappropriate disposal of paint.



Product stewardship is NOT a principle for merely shifting the cost burden for a product's end-of-life management to producers. Producers establish end-of-life management programs for their products by financing and operating their own private, market-based systems governed by legislation in local jurisdictions.

## Can all paint and coatings be recycled?

The program covers latex and oil-based paints, stains, primers, varnishes, and other clear finishes in containers no larger than 5 gallons that are used in the residential and commercial



More than 28,000,000 kilograms of paint recycled in Canada

market. It does not cover automotive paints, industrial paints and certain other paints. The program is funded by a fee from paint manufacturers for each container of paint sold. Fees are passed through, where possible, in the product price to retailers and ultimately applied to the purchase price of paint paid by the consumer.

All fees collected by the program operators are used for recycling program operations such as transportation, recycling, disposal, supplies, staffing, and public education.

Program operators' revenues are in effect the expenses of the paint manufacturers.

PaintCare™ represents the paint industry's commitment to environmentally sound and cost-effective, end-of-life management for leftover paint, which is fully funded by the producers (100 per cent).



PaintCare™ was an early adopter of a circular economy approach for leftover, postconsumer paint. Product stewardship is a product-centred approach to environmental protection. It calls on those in the product lifecycle—manufacturers, retailers, users, and disposers—to share responsibility for reducing the environmental impacts of products.

Product manufacturers in the coatings industry strive to ensure their products and packaging create the least impact on human health and the environment while remaining functional and cost-effective for the consumer.

PaintCare™ is a market-based product stewardship program supporting reduced environmental impacts and needed resources for production; reuse of recycled content and packaging; and the recycling of leftover paint resources. It seeks to increase acceptance of all three tools for efficient waste reduction and responsible resource recovery.



CANADIAN PAINT  
AND COATINGS  
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## About CPCA

Since 1913, the Canadian Paint and Coatings Association has represented Canada's major paint and coatings manufacturers, and their industry suppliers and distributors in three primary product categories: architectural paints, industrial products and automotive coatings. In Canada, CPCA members have more than 261 paint manufacturing establishments, own more than 3,000 retail outlets, supply products to another 5,000 retail stores and more than 7,500 auto body shops. This represents annual retail sales of more than \$12.3 billion, employing directly and indirectly 86,300 employees.