

The Product Stewardship Solution:

Massachusetts has a unique opportunity to enact industry-sponsored paint stewardship legislation. This opportunity to work together to save money for local governments in the Commonwealth is the result of a national, multi-stakeholder agreement facilitated by the Product Stewardship Institute (PSI).

The Stewardship Assessment

A paint stewardship program would make paint manufacturers responsible for collecting and managing leftover architectural paint in the Commonwealth, reducing the role of government and the burden on taxpayers. The cost of the program would be paid by paint manufacturers who sell paint in the state. This cost would then be added to the purchase price of paint in the state. A paint stewardship organization would be responsible for running the program, with government oversight.



Save Money and Create Jobs in Massachusetts! Support Industry-Sponsored Paint Recycling Legislation!

Massachusetts could gain financial benefits of **\$12 million** annually on the collection and management of roughly **1.5 million** gallons of leftover paint. This cost typically represents **50%** of municipal Household Hazardous Waste budgets.

MASSACHUSETTS PAINT FACTS:*

- ✓ Only 26% of municipalities collect latex paint.
- ✓ Even when paint collection programs are available, most residents do not participate.
- ✓ Municipal budget + staffing shortages hinder collection efforts.
- ✓ 83% of municipalities think a paint stewardship program would increase paint collection.
- ✓ 95% of municipalities support a statewide paint stewardship program.

**According to a 2014 PSI survey of Massachusetts municipalities*

PAINT STEWARDSHIP PROGRAM BENEFITS:

- ✓ Reduced government cost.
- ✓ More recycling opportunities : The paint industry will help paint retailers become collection sites, in addition to municipal HHW collection sites.
- ✓ Green sector jobs: More in- state jobs will be created in the paint recycling industry.
- ✓ Less disposal, more recycling: More paint will be diverted from disposal facilities + recycled, helping the state reach its recycling goal.
- ✓ Less waste: The industry will educate the public to buy the right amount of paint for a job + reduce waste.



Who does what in a paint stewardship system?

Manufacturers	<ul style="list-style-type: none"> • Create a “stewardship organization” to set up and run a convenient, statewide system for the collection of post-consumer paint. They will submit a plan to the state for approval, and then provide annual reports on the program’s performance. • Fund the program through sales of new paint.
Retailers	<ul style="list-style-type: none"> • Ensure that the manufacturer of any paint they sell is participating in a state-approved product stewardship program. A list of approved manufacturers and products will be available on the state’s website. • Provide information to consumers purchasing paint about the paint stewardship program, including paint recycling opportunities. • Act as voluntary collection sites in addition to current HHW locations.
State and local government	<ul style="list-style-type: none"> • The state will review and, as appropriate, approve the stewardship organization’s plan and reports, and will provide an up-to-date webpage with a list of compliant manufacturers and the brands of paint they sell. • The paint program will build on existing local government household hazardous waste collection programs and infrastructure.
Residents	<ul style="list-style-type: none"> • Purchase and use their paint in the same way they always have, but will be provided information that recommends ways to purchase the right amount of paint, reduce the amount of paint that becomes waste, and what to do with any leftover paint that does accumulate. • A nominal fee at the time of purchase will cover the cost of recycling leftover paint at convenient drop off locations.
Painting Contractors	<ul style="list-style-type: none"> • Greater opportunities to manage leftover paint at less cost. • Opportunities to offer ‘Green options’ to their customers by recycling paint at no extra cost.

Connecticut’s paint stewardship program launched in 2013 and now has **120 new collection locations** that accept paint for recycling.



California’s paint stewardship program launched in 2012 and now has **over 500 collection locations** accepting paint for recycling.

Save money and create new jobs by supporting Paint Stewardship legislation!

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For more information on paint stewardship please visit:

www.paintcare.org

www.productstewardship.us/paint

References and Assumptions

The US EPA estimates that about 10% of all purchased paint ends up unused and leftover. Source: U.S. EPA Sector Strategies. *Quantifying the Disposal of Post-Consumer Architectural Paint*. April 2007. <http://www.productstewardship.us/associations/6596/files/PaintQuantityReportApril182007.pdf>

The projected 14 million in sales for Massachusetts in 2012 comes from “US Architectural Coatings Forecast to 2015.” Decision Metrics (October 2012).

The amount of paint manufactured in the US comes from the US Census Bureau. *Paints and Allied Products – 2005*.

http://productstewardship.us/associations/6596/files/paint_and_allied_products_ma325f05.pdf

The cost to collect, transport, and recycle unused paint comes from SCS Engineers, *Paint Product Stewardship Initiative Infrastructure Project*, 2007. Prepared under contract to the WA DEQ as part of the Paint Product Stewardship Initiative. <http://www.productstewardship.us/displaycommon.cfm?an=1&subarticlenbr=131>