# 2023 **ANNUAL REPORT**

Submitted on June 27th, 2024

# Saskatchewan **Paint Program**



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# 1.0 Introduction

The Saskatchewan Waste Paint Management Program ("Program") is operated and managed by Product Care Association of Canada ("Product Care"). Product Care is a federally incorporated, not-for-profit product stewardship association formed in response to stewardship regulations and is governed by a multi-sector industry board of directors.

This annual report is prepared in accordance with the requirements outlined in <u>The</u> <u>Waste Paint Management Regulations Chapter E – 10.21 Reg 3</u> ("Regulation") issued under <u>The Environmental Management and Protection Act, 2010</u>, and the commitments set out in the Saskatchewan Waste Paint Product Management Program Plan ("Program Plan") approved by the Saskatchewan Minister of Environment on May 7, 2005. This report provides information for the period covering January 1 – December 31, 2023.

Product Care operates product stewardship programs for paint in seven other Canadian provinces: British Columbia, Manitoba, Ontario, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Product Care also operates programs for household hazardous wastes in British Columbia, Manitoba, Ontario, and Saskatchewan; Iamps in British Columbia, Manitoba, Ontario, Quebec, and PEI; and alarms in British Columbia. See the Product Care website at <u>www.productcare.org</u> for more information.

# 2.0 Program Summary

As stated in section 2(c) of the Regulation, the Program accepts the following categories of products ("Program Products"):

- i. Any latex, oil or solvent-based architectural coating;
- ii. Any architectural stain, varnish, lacquer or other wood or masonry treatment product; and
- iii. Any type of paint sold in a pressurized aerosol container.

The Program offers collection services throughout the province where consumers can bring leftover Program Products. Collection sites include SARCAN Recycling's 73 depots, as well as various retail locations. The Program also offers the PaintShare Program, whereby better-quality paint collected at SARCAN depots is offered to the public for reuse at no charge. SARCAN Recycling, under contract, manages the collection and shipment of collected paint from its depots to a processor for recycling. Product Care manages the collection and shipment of collected paint from retailers to a processor for recycling. Additional program elements managed by Product Care include revenue management, communications, and administration.

# 3.0 Collection System

Product Care does not directly own or manage any collection sites, but rather contracts with SARCAN Recycling to provide collection services for leftover paint at its 73 depots across Saskatchewan. Product Care also contracts and partners with 12 retail locations and 5 municipal waste management facilities throughout the province to provide additional collection sites. Product Care meets regularly with SARCAN Recycling to ensure smooth operations.

Consumers can drop off leftover paint at no charge at all collection sites throughout the province. Several SARCAN locations are also designated to accept large volumes of paint. Product Care also provides free pickup from very large generators of leftover paint and paint containers.

In addition to the established collection network, Product Care participated in 23 oneday collection events around the province in 2023, in partnership with municipalities as part of their Household Hazardous Waste Day events.

# 4.0 Program Products Collected

### 4.1 Tubskids Collected

The Program utilizes tubskids (approximately 4'x4'x3' plastic boxes) for the collection and transportation of leftover paint. **Table 1** provides the number of tubskids collected in 2023.

### Table 1: Tubskids Collected in 2023

	Tubskids Collected
Paint	2,010
Aerosol	100
Total	2,109 <sup>1</sup>

### 4.2 Residual Volumes Collected

Residual volume refers to the volume of paint collected, including volumes reused through the PaintShare Program. Table 2 provides the estimated residual volumes of paint collected in 2023.

<sup>&</sup>lt;sup>1</sup> In some cases, we collected partial tubskids (i.e. at events) and drums, which were converted to full tubskids, therefore the numbers don't add up due to rounding.

	Volume <sup>2, 3</sup> (L)
Water-based paint	277,701
Oil-based paint	98,586
Total Collected	376,287

#### Table 2: Estimated Residual Volumes of Paint Collected in 2023

### 4.3 Recovery Rate

Recovery rate compares the volume of products collected by the Program during the year with the volume of products sold over the same period. In the context of Program Products, using recovery rate as an indicator of program performance should be treated with caution, as it is not necessarily an accurate measure of success for the following reasons:

- Paint is designed to be consumed. Therefore, it is arguably the case that a low recovery rate could indicate strong program performance, suggesting consumers are being efficient with the use of the products they purchase. Additionally, Product Care actively promotes waste reduction through campaigns that highlight the BUD rule: "Buy what you need, Use what you buy, and Dispose of leftovers safely." This rule aims to reduce waste generation, which further lowers the recovery rate.
- The relationship between volumes of Program Products purchased and recycled is not linear. Program Products have a long shelf life, and the leftover product may be stored by the consumer for long periods of time with the intention of later use. The time span between the purchase of a product and the decision by a consumer that it is no longer needed varies considerably and is heavily dependent on consumer habits.

 <sup>&</sup>lt;sup>2</sup> Residual volume collected is estimated using rounded conversion rates of 100.3 litres/tubskid of water-based paint,
 42.9 litres/tubskids of oil-based paint, and 64.4 litres/tubskid for aerosol paint based on historical volumes.

<sup>&</sup>lt;sup>3</sup> Includes PaintShare volume as reported in Section 5.1.

Table 3 sets out the volume of paint sold, paint collected and recovery rate for 2023.

### Table 3: Recovery Rate for 2023

	Volume 2023
Sales	5,002,151 L
Total Collected	376,287 L
Recovery Rate	7.5%

# 5.0 Product Management

The Program employs several methods for managing recovered paint including reuse, recycling (both paint and containers), energy recovery, landfill, and incineration. These approaches are described in greater detail below.

## 5.1 Reuse (PaintShare Initiative)

Through the Program's PaintShare Initiative, higher quality leftover paint dropped off at SARCAN Recycling locations is made available for consumers to pick up and use free of charge. The PaintShare Program is offered in all 73 SARCAN Recycling depots. In 2023, approximately 82,114 litres of paint collected by the Program was reused by members of the public through the PaintShare initiative. This consisted of approximately 76,130 litres of water-based paint and 5,984 litres of oil-based paint. Volumes are estimated based on the assumption that the average paint container is 75% full. Aerosol paint is not included in the PaintShare initiative.

### 5.2 Recycling

In 2023, 126,537 litres of water-based paint were processed by the Program into new paint. Additionally, 68,040 litres of lower-grade water-based paint were put into temporary storage, intended for recycling as a raw material additive in cement manufacturing. In past years, lower-grade recyclable paint (i.e., paint not suitable for

paint-to-paint recycling) has been recycled in this manner. However, due to production and other related challenges at the cement plant, a portion of the 2021 volumes and all the 2022 and 2023 volumes of lower-grade water-based paint have been temporarily stored, awaiting production to resume. Processing of the stored material is expected to begin in 2024.

Table 4 below details the amounts of low-grade water-based paint that have beentemporarily stored from 2021 to 2023, as well as the percentage of these amountsrelative to the total volume of water-based paint collected each year.

Year	Volume Stored (Litres)	Total Volume Collected (Litres)	Percentage Stored
2021	18,826	249,309	7.5%
2022	64,425	242,196	26.6%
2023	68,040	277,701	24.5%

Table 4 Temporarily Stored Low-Grade Water-Based Paint

Product Care has been managing material in accordance with the Pollution Prevention Hierarchy and will continue to actively look for a solution to responsibly manage this material. Product Care anticipates that production will resume at the cement plant in 2024. However, should production not resume in 2024, Product Care will explore and utilize other product management alternatives, such as energy recovery or disposal.

The limited market for oil-based paints and regulatory limits on VOCs made oil-based paints not suitable to recycle. Consequently, they were sent for energy recovery.

### 5.3 Energy Recovery

Oil-based paint is often not suitable for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable color, contaminated, or of the wrong chemistry for paint recycling. In addition, Federal VOC Regulations set stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making them difficult to recycle. Finally, the market for recycled oil-based paint is significantly smaller than that for water-based products and demand continues to decline. Due to their high solvent content, these products are suitable for energy recovery as an alternative energy source in applications such as permitted incinerators.

In 2023, 93,083 litres of oil-based (alkyd) paint and paint from aerosol containers were blended with other fuels and utilized as an alternative energy source in waste-toenergy applications.

### 5.4 Incineration

In 2023, 205 litres of oil-based paint exhibiting PCB contamination were incinerated at a permitted incinerator.

### 5.5 Landfill

The Program recovered 8,298 litres of water-based paint that could not be reused or recycled. This paint was solidified and sent to a permitted landfill.

### 5.6 Container Recycling

In 2023, 118.1 tonnes of metal from metal paint cans and aerosols were sent to scrap metal dealers for recycling. In addition, 19.7 tonnes of plastic paint containers were sent to plastics brokers for recycling. This represented 100% of all containers processed by the Program.

### 5.7 Summary of Volumes Processed by Processing Method

Table 5 summarizes the various processing methods employed to manage ProgramProducts and the volumes processed in 2023, as reported by the processors. Processedvolumes do not necessarily align with volumes collected. Processed volumes may

include Program Products received in the 2022 calendar year but processed in the 2023 fiscal year and may exclude volumes collected in the 2023 fiscal year that were not processed as of December 31, 2023.

Material Processing Method	Total
Reuse (PaintShare Initiative)	82,114 L
Water-based (latex) Paint	76,130 L
Oil-based (alkyd) Paint	5,984 L
Recycling	126,537 L
Temporary Storage	68,040 L
Energy Recovery	93,083 L
Incineration	205 L
Landfill	8,298 L
Total Litres Processed	378,277 L
Metal containers recycled	118.1 MT
Plastic containers recycled	19.7 MT
Total Tonnes Recycled	137.8 MT

### Table 5: Material Processing Methods and Volumes Processed

# 6.0 Public Education and Communications

Product Care maintains a comprehensive communications program to raise awareness of the Program amongst Saskatchewan consumers, encouraging them to minimize leftover paint, and to dispose of it safely and responsibly at authorized collection sites. In 2023, Product Care implemented various strategies and tactics to enhance consumer awareness of the Program, in accordance with regulatory requirements. The following section provides details regarding the Program's communications and public education activities in 2023.

### 6.1 Program Awareness

In September 2022, an online survey was conducted among adult Saskatchewan residents. The survey revealed that 80 per cent of residents are aware that they can recycle household paint in the province. The next awareness survey is scheduled for 2024, following a schedule of every two years.

### 6.2 Website

The Product Care website includes the following content for the Program: - See Appendix A: Product Care Website and Recycling Locator Tool

- "Find a Recycling Location" tool (a searchable map displaying collection sites and drop-off events throughout the province).
- Collection site hours and operations.
- Accepted and not accepted products.
- Program member support section with news and updates.
- Consumer videos showing the product management approach for paint.

• Other information (e.g., a description of the PaintShare initiative, information about environmental handling fees (EHFs), frequently asked questions, information about buying and storing paint).

In 2023, productCare.org had an estimated 547,411 sessions of which 42,210 were from Saskatchewan.

### 6.3 Program Hotline

Product Care continued to operate a toll-free "hotline" where consumers obtained information about the Program.

### 6.4 Television

Television commercials aired on Global TV Saskatoon (CFSK-DT) and Bell - Regina from August to October 2023, resulting in more than 2 million impressions.

### 6.5 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. The full-page advertisement informed those in the paint and coatings industry about Product Care paint programs, with 1,000 copies distributed to industry members. See Appendix B: Communication and Education Materials for more information.

# 6.6 Digital Advertising

Type of Campaign	Description	Duration	Impressions	Video Views	Clicks
Google Search	Text ads shown on Google & other search engines when users actively look for information about recycling accepted products.	Jan-Dec	1,281	_	234
Google Display & Performanc e max	Responsive banners displayed across the Google display network (including YouTube, Gmail, Discovery and thousands of websites and apps like the Weather network). Performance Max is a Google Ads campaign type that uses machine learning to optimize ad placements and performance across all Google platforms based on specified advertising goals.	Jun-Oct	3,178,340	2,101	23,575
Google Video	Skippable video ads displayed across YouTube and Google's video partners.	Apr-Nov	608,072	189,483	1,214
Meta ads	Responsive ads including a mix of images, text and video displayed throughout Facebook and Instagram.	Apr-Oct	1,324,442	372,442	11,217
LinkedIn ads	Video ads targeted to users who work in industries that generate high volumes of paint (e.g. construction).	Aug-Sep	24,238	16,250	56
Media IQ – Programm atic ads	Display ads showcased across Media IQ's display network (similar to Google Display).	Aug-Oct	371,247	_	-
Total			5,507,620	580,276	36,296

# 6.7 Point of Sale (PoS) and Point of Return (PoR) Materials

Product Care distributed both PoS and PoR materials as requested by retailers and collection sites – see Appendix B: Communication and Education Materials.

The following materials are available for reorder through the online order form:

- General paint program awareness posters.
- Return to Retail (R2R) and Return to Product Care posters.
- Bifold paint brochures.
- Collection Depot Signs.

# 7.0 Financial Information

A summary of the Program's financials for 2023 is provided **Table 7**. The financials detail the total amount of recycling fees collected to fund the Program and the amount spent to operate the Program, as well as communications and administration costs.

The Program is funded by environmental handling fees (EHFs) paid by Product Care's members on the sale of each unit of Program Product into the Province. The Program's EHFs for each product category are set out in **Table 6**.

To ensure fairness amongst members, Product Care conducts periodic reviews of each member to ensure correct environmental handling fees are being remitted, based on sales in or into Saskatchewan.

#### Table 6: Current Environmental Handling Fees

Container Size	Current Fee
100 ml to 250 ml	\$0.20
251 ml to 1 litre	\$0.35
1.01 litres to 5 litres	\$0.75
5.01 Litres to 23 litres	\$1.95
Aerosol Paint (any size)	\$0.25

#### Table 7: Financial Summary 2023

2023 Revenue and Expenses	\$
Total Revenue	1,032,553
Program Operations	759,694
Program Administration	78,399
Education, Public Awareness & Communications	43,194
Total Operating Expenses	881,287
Surplus / Deficit	151,266
Cumulative Surplus (Reserve)	2,313,406

Any surplus in revenue is retained as a reserve to cover any deficits in future years, subject to Product Care's Reserve Policy. The Program Plan stipulates that surplus funds will be used only for Program costs and may not be used to cross-subsidize other programs. In addition to insurance coverage, the accumulated surplus also functions as an element of the Program's environmental risk management system.

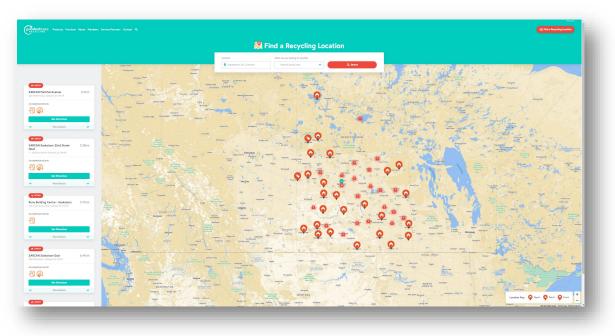
# Appendix A: Product Care Website and

# **Recycling Locator Tool**

a) Saskatchewan Paint Program Page

Province About Members Service Partners Contact			Find a Recycling Location
+ Back to Paint Recycling			
Paint Recycling			
Paint Recycling Saskatchewan			
Accepted Products	Commercial Volumes	Funding	
Accepted Produc	cts		
	o us for free at any of <u>SARCAN'</u> s +70 recyclin Ir nearest recycling location using our <u>recycl</u>		
		am, which lets you pick up high	

## b) Recycling Locator Tool



# Appendix B: Public Education and

# **Communications Materials**

### Print Advertising Examples

a) CPCA Insight Ad

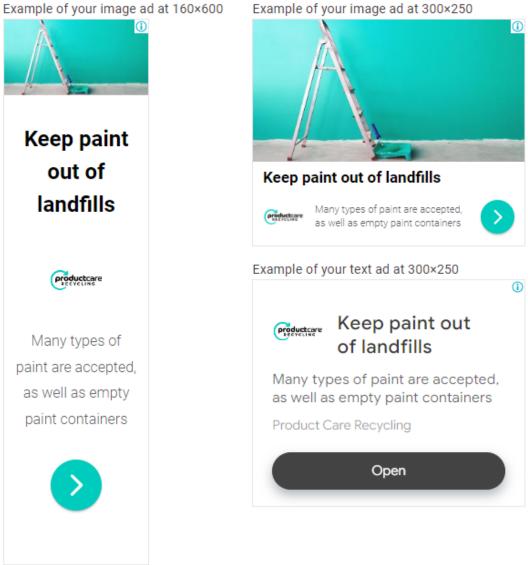


# Digital Advertising Examples

a) Google Search

Spons	ored
2	Product Care Recycling www.productcare.org/
	ere to Recycle Paint? - Find a ation Near You
Recyc you c Neigh Battle	your leftover paint out of landfills and waterways. cle it. Find more than 70 recycling locations where an drop off your leftover paint for free. aborhoods: Regina, Saskatoon, Prince Albert, North eford, Manitou Beach, Swift Current, Moose Jaw V Safe Disposal Recycling locations
	0
Sponso	red
<b>-</b>	Product Care Recycling www.productcare.org/
	You Can Recycle Paint - Find a tion Near You
	our leftover paint out of landfills and waterways.

- b) Google Display & Discovery
  - i. Desktop



Example of your image ad at 160×600

#### Example of your native ad at 480×120

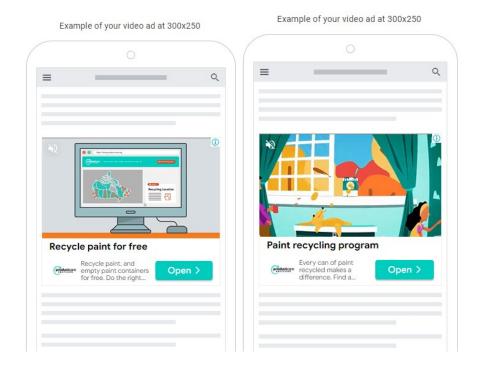


Recycle paint and empty paint containers for free across Saskatchewan Ad Product Care Recycling

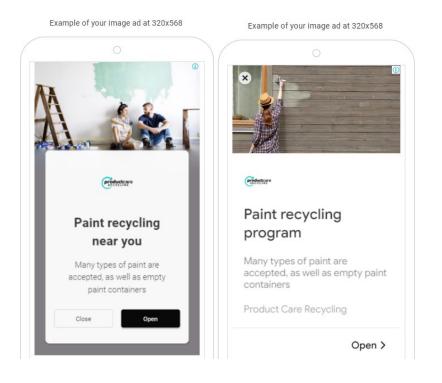
Open

1

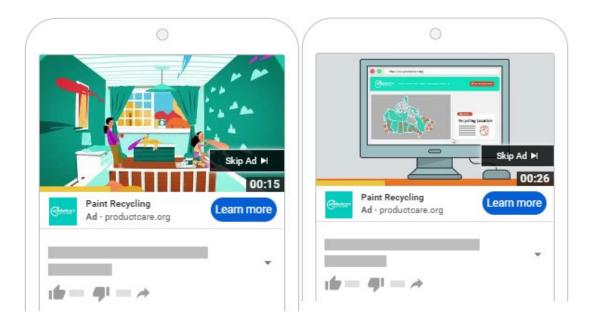
#### ii. Mobile



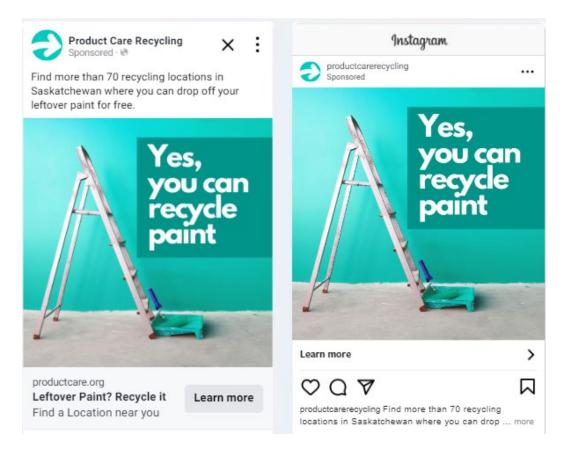
#### iii. In App

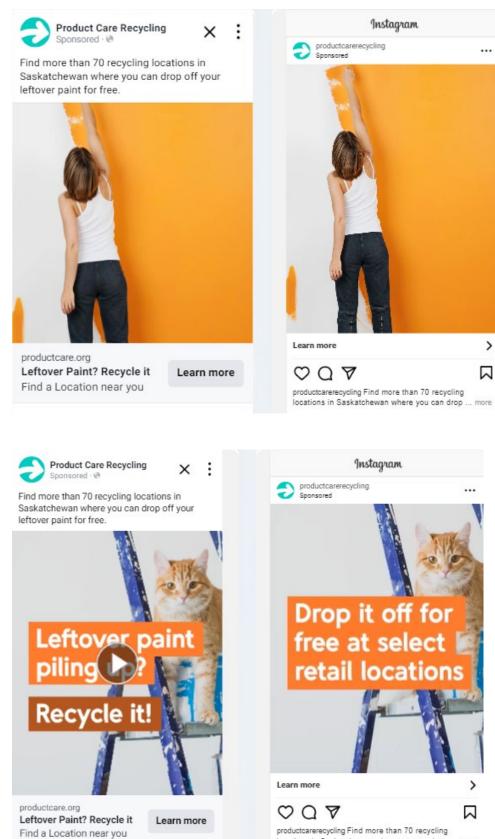


### c) Google Video



d) Facebook/Instagram





### PoS & PoR Materials

a) Posters





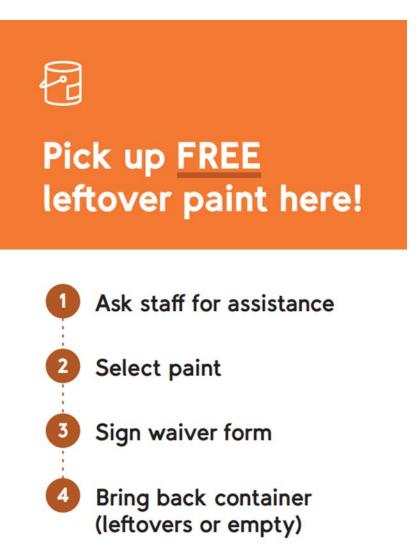
# Leftover paint?

Keep the environment in mind and return it to us for safe disposal.



Scan to find a recycling location near you or visit productcare.org







For more information visit productcare.org/paintshare or scan the QR code



#### b) Brochures



Product Care's PaintShare program allows you to pick up free leftover paint from participating recycling locations.

This puts paint where it belongs – art and DY projects, buildings, walls, and fences – and diverts it away from our landfills and waterways. Leftover paint is given away on an as is, as available basis.

To find a PaintShare location near you, visit **productcare.org**.





Product Care Recycling programs are funded by environmental handling fees (EHFs), which are remitted to us by our paint industry members.

The fees are not a tax or a refundable deposit. The fees are used to operate the programs, including collection, transportation, and recycling of leftover paint, as well as program administration and consumer education. EHFs are sometimes itemized on sales receipts.

For specific product fees, visit **productcare.org**.





#### Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based (alkyd, enamel) household paint
- Undercoat and primers (e.g. metal wood, etc.)
   Concrete or masonry paint, block filler, drywall
   or stucco paint, deck and floor coatings/paint
   (including elastomeric)
- Varnish and urethane (only single component), wood finishing oil, melamine, stain, shellac, anti-rust paint, and stain blocking paint
- stain blocking paint
  Marine paint and wood preservatives (unless
  registered under Pest Control Products Act)
- egistered under Pest Control Products Act)
  Swimming pool paint (only single component,
- Textured paint
   Wood, masonry, driveway sealer, and water
- repellant (not tar based or bitumen based)\*
  All types of gerosol paint
- Empty containers of accepted products



Max, paint aerosol size: 24 ounces or 680 grams Tar and bitumen based paints and coatings are accepted in Ontario only

Always remember the BUD Rule: Buy no more than you need Use the paint you buy Drop off the leftovers for recycling

#### Not Accepted Products

- Unidentifiable, unknown, unlabelled, and non-original containers
- Containers with poor integrity (e.g. badly rusted leaking, bulging, improperly sealed)
   Non-densed industrial policity and finishes (e.g.
- Non-aerosol industrial paints and finishes (e.g. baked-on, heat resistant, etc.)
   Roof patch and repair, ter or tar/bitumen base
- Roof patch and repair, tar or tar/bitumen be products\*
- Patching stucco and spackling compounds
   Caulking compound, epoxies, glues, and adhesives
- Non-aerosol traffic or line marking paint
- Non-aerosol craft or automotive paint
- Brushes, rags, and rollers
- Two-part or component paints containing catalyst or activator
   Colourants and tints
- Paint thinner, resins, mineral spirits, and solvents
- Waxes, polishes, sealants, and other househo products
- Paint mixed with other products
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. registration number on label)
- Paint for skating rinks and curling club floors
   Household cleaners

Note: Some products may be accepted through local household hazardous waste programs (check with your local waste authority)

Tar and bitumen based paints and coatings are accepted in Ontario only



#### Have large volumes of leftover paint?

In select provinces, you may qualify for free pick up. Visit **productcare.org** for more information.

#### Who is Product Care?

Product Care Recycling is a federally incorporated, not-for-profit organization that responsibly manages products at endof-life. We contribute to the local economy, keep hazardous materials out of our landfills and waterways, conserve resources, and protect the planet by recycling millions of litres of point each year.

Visit **productcare.org** to find a recycling location near you.



### c) Depot Signs



For a full list of accepted products scan this code or visit productcare.org

### Accepted Paint Products

- Household paint (interior or exterior, water or oil based; includes latex, acrylic, alkyd, enamel) and primers (metal, wood, etc.)
- Varnish and urethane (only single component), wood finishing oil, melamine, stain, shellac paint
- · Anti-rust, concrete, metal, and masonry paint
- Single component paints including stain blocking, swimming pool, textured, and drywall paint or stucco paint
- All types of paint aerosols
- Empty containers of accepted products

Maximum paint container size: 25 litres Maximum paint aerosol size: 680 grams or 24 ounces

## Not Accepted Products

- Unknown, unlabelled, rusted, bulging, or non-original containers
- Non-aerosol industrial paints and finishes (e.g. baked-on, heat resistant, etc.), non-aerosol craft or automotive paint
- Roof patch and repair, tar or tar/bitumen based products
- Caulking compound, epoxies, glues and adhesives
- Non-aerosol traffic or line-marking paint
- Brushes, rags and rollers
- Colourants and tints
- Household cleaners (wood, deck, wall, or surface cleaners)

#### IT IS STRICTLY PROHIBITED TO ABANDON MATERIALS AT THIS SITE



RECYCLING