



2023 ANNUAL REPORT

Submitted on May 30th, 2024

Nova Scotia Paint Program

Submitted by:



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1 About Product Care

The Nova Scotia 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 regulated post-consumer paints and paint aerosols in Nova Scotia.

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. Product Care has developed and managed paint, lighting products, smoke and CO alarms, 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 *Nova Scotia Solid Waste-Resource Management Regulations N.S. Reg. 25/96* as amended (“Regulation”) pursuant to section 102 of the *Environment Act*. A current list of Product Care members can be found on Product Care’s [website](#).

1.1 Reporting Period

This report covers the 2023 calendar year (January 1 to December 31, 2023). All content has been prepared in accordance with section 18F (1) of the Regulation.

1.2 Program Summary

Product Care has operated an approved paint stewardship program plan with Nova Scotia Department of Environment and Climate Change (“ECC”) under the Regulation since 2012. This 2023 annual report reports out against the requirements set out in the 2023-2027 Program Plan (“Program Plan”).

The Program includes all water-based, oil and solvent-based paints and stains, but does not cover specifically formulated industrial and automotive coatings. The Program also includes all paint aerosols (industrial, commercial, automotive, etc.), marine paint (except those registered as a pesticide) and empty paint containers. For the purposes of this annual report, these are collectively referred to as “Program Product”. A detailed list of products accepted and not accepted is available on Product Care’s [website](#).

The Program offers collection sites throughout the Province where consumers can bring leftover household paint and paint containers for free. Collection services are offered through Enviro-depots™ (i.e., redemption centres), select retail stores and local government recycling/waste facilities. Product Care supplies collection sites with standard reusable collection containers (“tubskids”) to facilitate collection of Program Product. The Program contracts with Divert NS to deliver empty collection containers, pick up full ones from collection sites, and consolidate the full collection containers into loads, which are shipped to a processor for recycling. Additional program elements managed by Product Care include revenue management, communications, and administration.

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its paint industry members on sales of Program Product in or into Nova Scotia. The fees are used to operate

the Program, including collection, transportation, recycling and management of leftover paint, as well as program administration and consumer education.

2 Brand Owner Information

In accordance with section 18F(1)(a) of the Regulation, Program members reported the sale of approximately 5,622,132 litres¹ of Program Product in Nova Scotia from January 1 to December 31, 2023.

3 Collection

The following section provides the total amount of post-consumer paint collected in Nova Scotia, as well as the location of the Program’s collection sites.

3.1 Total Amount of Post-Consumer Paint Collected

In accordance with section 18F(1)(a) of the Regulation, Table 1 below shows the total amount of post-consumer paint collected by the Program during the reporting period. Not all paint that was collected in 2023 was processed.

Table 1: Total Amount of Post-Consumer Paint Collected in 2023

Item	Number of Tubskids ^{2,3}	Residual Paint Volume (L) ⁴	Residual Aerosol Paint Volume (L) ⁵	PaintShare Volume (L)	Total Residual Paint Volume (L)
Volume Collected	3,338	419,920	2,670	2,396	424,986

Table 2 provides the Program’s recovery rate in 2023 based on the volume of paint collected as a function of volume of paint sold in Nova Scotia in 2023.

¹ Sales data is reported to Product Care in container units. For the purpose of this report, sales units are converted to litres using coefficients based on the volume of the most common container size in each product category.

² Tubskid dimensions (42" x 42" x 48") with a nominal capacity of 108 one-gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.

³ Since July 5, 2019, aerosols are no longer separated from other paint products. All paint products are collected and transported in the same collection container (tubskids).

⁴ The total residual volume of paint collected is calculated based on the total number of tubskids collected multiplied by a conversion rate of 125.8 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Residual paint volume from tubskids has been rounded up. This conversion rate includes both water-based and solvent-based paints. Note that solvent-based paint that was not processed in 2022 was processed in 2023, leading to higher residual paint volumes.

⁵ For the purposes of estimating volume, a rounded conversion rate of 0.8 L per collected tubskid was used as the conversion factor. The conversion factor was derived from the number of tubskids processed and the average number of aerosol cans per tubskid, multiplied by a historic residual volume per can from sampling.

Table 2: 2023 Paint Sales, Residual Recovery Volume and Recovery Rate

	Total
Sales (litres)	5,622,132
Residual Recovery Volume (litres)	424,986
Recovery Rate (%)	7.6%
Total Available to Collect (litres)	477,881
Available to Collect (%)	8.5%
Capture Rate (% collected/available)	88.9%

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.

Product Care participated in the 2023 Nova Scotia landfill waste audit. The audit results indicated a positive trend in waste paint management. Specifically, the percentage of regulated paint found in residential waste has decreased from 0.29% in 2017 to 0.25% in 2023.

3.2 Collection Sites

The Program commits to maintaining a minimum of 80 collection sites to provide reasonable access to Nova Scotians. As of December 31, 2023, 92 collection sites participated in the Program. In 2023, one collection site closed, and one collection site opened within the same area (Inverness). This change did not impact the accessibility levels.

The Program utilizes the accessibility levels developed by Divert NS⁶ in determining what constitutes reasonable access to Nova Scotians as a guideline. Significant overlap exists between the program's collection network and other programs, such as electronics and beverage containers, demonstrating a high level of accessibility.

In accordance with section 18F(1)(f) of the Regulation, [Appendix 1](#) provides the locations of the collection sites.

3.3 Process of Internal Accountability

⁶ Accessibility levels as developed by Divert NS:

- Rural sites shall be located to ensure that at least 90% of the Province's rural population is within a 30 kilometre radius of the nearest collection site;
- Urban sites in Halifax Regional Municipality and Cape Breton Regional Municipality shall be located to ensure that at least 50% of their respective urban populations are within a 10 kilometre radius of the nearest collection site;
- Urban and rural sites in HRM and CBRM shall be sited so as to ensure that at least 90% of their respective combined (urban and rural) populations are within a 30 kilometre radius of the nearest collection site;

In accordance with section 18(F)(1)(i) of the Regulation, the Program provides collection site guidelines to all collection sites setting out the operational procedures and requirements for the proper collection and handling of Program Products. In addition, the Program provides emergency spill kits and emergency procedure instructions to collection sites.

To ensure the environmental effectiveness of the Program, Product Care carries out collection site inspections every two years as required by the Program Plan. In 2023, Product Care carried out collection site inspections at 47 collection sites (45 in 2022) to ensure they fulfilled their role as a service provider and adhered to all applicable Program guidelines and requirements.

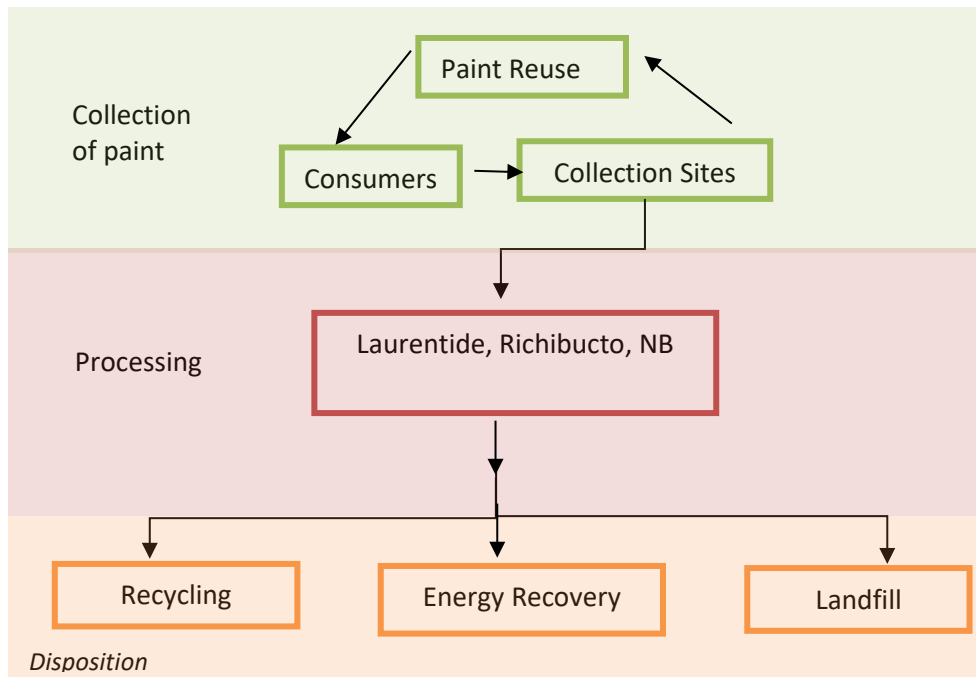
4 Processing

In accordance with sections 18(F)(1)(b,c,d,e,f) of the Regulation, this section of the report sets out:

- a) The total amount of post-consumer paint processed or in storage;
- b) The percentage of post-consumer paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, contained, or otherwise treated or disposed of;
- c) 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;
- d) A description of the efforts to redesign paint products to improve reusability and recyclability; and
- e) The location of processing or containment facilities for post-consumer paint.

All paint collected through the Program was transported from collection sites to the Regional Processing Centre (RPC) in Kemptown. Accumulated full truck loads were then transported from Kemptown to Laurentide Re-source's processing facility in Richibucto, NB. Collected products were then, removed from the tubskids, inspected, sorted, and processed as outlined in Figure 1.

Figure 1: Material Flow



4.1 Locations of Containment and Processing Facilities

The table below shows the locations of any long-term containment or final treatment and processing facilities for post-consumer paint products.

Divert NS Regional Processing Centre (RPC) 119 Mingo Road Kempton, NS B6L 2K4	Temporary Storage Facility
Laurentide Re-sources Atlantic Inc. 9322 Rue Main Richibucto, NB E4W 4C7	Temporary Storage/Processing Facility
Société Laurentide Inc. 345 Bulstrode Street Victoriaville, QC G6T 1P7	Processing Facility

4.2 Post-Consumer Paint Processed

All paint collected through the Program was sent to the Laurentide Re-sources Atlantic Inc. facility in Richibucto, NB for processing. In 2023, a total of 3,225 tubskids of leftover paint were delivered to the Laurentide facilities for processing, which included tubskids collected in 2022 and held at the Kemptown consolidation facility.

During the reporting period, Laurentide processed (i.e., opened, sorted and bulked into shipping containers) 3,386 tubskids of paint/aerosol. These volumes processed included some tubskids that were in their inventory from 2022.

Table 3 shows the volume of post-consumer paint shipped to processors and the volume processed by tubskids) and by residual volume (litres). Volumes collected but not shipped, or shipped but not processed, were managed in the following reporting year.

Table 3: Volume of Post-Consumer Paint Received and Processed in 2023

Item	Number of Tubskids ⁷	Residual Paint Volume (L) ⁸	Residual Aerosol Paint Volume (L) ⁹	Total Residual Paint Volume (L)
Volume Shipped to Processor	3,225	405,705	2580	408,285
Volume Processed	3,386	425,870	2683	428,554 ¹⁰

The number of paint containers managed in 2023 at Laurentide Re-sources and the number of containers of non-program materials collected is set out in Table 4.

⁷ Tubskid dimensions (42" x 42" x 48") with a nominal capacity of 108 one-gallon containers. The actual number of paint containers per bin varies depending on the mix of paint container sizes, ranging from 250ml – 18.9L capacity.

⁸ The total residual volume of paint processed is calculated based on the total number of tubskids collected multiplied by a conversion rate of 125.8 L per tubskid. The conversion rate is derived by dividing the total actual residual paint processed by the number of tubskids processed in the same year. Residual paint volume from tubskids has been rounded up. This conversion rate includes both water-based and solvent-based paints. Note that solvent-based paint that was not processed in 2022 was processed in 2023, leading to higher residual paint volumes.

⁹ For the purposes of estimating volume, a rounded conversion rate of 0.8 L per collected tubskid was used as the conversion factor. The conversion factor was derived from the number of tubskids processed and the average number of aerosol cans per tubskid, multiplied by a historic residual volume per can from sampling.

¹⁰ The values shown do not add up to the total value due to rounding.

Table 4: Number of Paint Containers Managed in 2023 at Laurentide Re-Sources Atlantic Facility

	# of Containers
Paint containers	395,666
Non-program containers	10,730
Total containers ¹¹	406,396
% of non-program containers	2.6%

Metal and Plastic Containers Collected and Processed

Table 5 lists the amount of metal and plastic containers recycled in 2023.

Table 5: Metal and Plastic Containers Collected and Recycled in 2023

Container Type	Recycled (tonnes)
Metal	114.9
Plastic (HDPE 2)	8.3
Plastic (polypropylene)	50.1

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.

Table 6 lists the metal processors and the management process.

Table 6: A list of metal 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
Copal Metal	Quebec	

In the 2022 Annual Report, Product Care reported that a total of 83.7 tonnes of empty polypropylene containers and 8 tonnes of empty HDPE 2 containers were placed in temporary storage during 2021 and 2022, due to challenges with downstream recyclers and market conditions. Prior to 2021, the program did not have challenges with recycling plastic containers.

¹¹ Includes aerosol containers.

Product Care endeavored to find recycling options for these plastics containers. In 2023, Product Care was successful in finding and cultivating recycling and energy recovery solutions for plastics containers, allowing the plastics that were generated in 2023 and the temporary stored plastics inventory to be completely processed.

Table 7 provides a detailed account of the different processors engaged to facilitate the sustainable management of plastic containers.

Table 7: Plastic processors with their container management processes for material collected in 2023

Name of processors	Management process	Type of Management
Sustane Tech	Plastic containers are converted into kerosene and diesel	Recycling
EverestPlastik	Plastic containers are pelletized and processed for use as raw material.	Recycling

4.3 Product Management

The following sections describe the methods employed by the Program to manage post-consumer paint.

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. The collection sites record and report the number of containers given away. This is a highly efficient way to achieve reuse as the paint does not require transportation and reprocessing.

In 2023, the PaintShare Program gave away an estimated 2,396 liters of paint to consumers at no cost. Product Care continues to encourage collection sites to participate in the PaintShare program. The estimated volume of reuse was calculated based on the assumption that each container was, on average, 75% full.

Recycling

At the Laurentide Re-resources processing facility, paint containers were removed from the collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Paint that was of recyclable quality and had been bulked at the Laurentide Resources Richibucto processing facility was either transported to Peintures Recuperees du Quebec (PRQ), an affiliated processor in Victoriaville, QC, or sent to customers located offshore. Table 8 provides the quantities of water-based paint and solvent-based paint that were recycled and reprocessed as 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 was sent for energy recovery in 2023.

Table 8: Type and Quantity of Paint Recycled in 2023

Type	Litres	Percentage of Total Paint Recycled
Water-based paint	284,748	84%
Solvent-based paint	52,634	16%
Total	337,382	100%

Aerosol Paint Management

The residual volumes of paint recovered from paint aerosols were very small (0.6%) of all paint processed in 2023 and represent a variety of product formulations that limit options for recycling. Paint aerosol containers were punctured, the propellant filtered through activated carbon and the contents drained. The residual paint was used for energy recovery.

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 color, 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. Solvent-based paint collected by the Program that was not suitable for paint recycling was used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 21,677 litres of solvent-based paint and paint from paint aerosols processing were blended with other fuels and utilized for energy value at licensed facilities.

Incineration

During the reporting period, no material went for incineration.

Landfill

The sorting and bulking of the water-based paint by Laurentide Re-sources generated 69,495 litres of non-recyclable water-based sludge/solid, which was solidified and disposed of at an engineered landfill(ECO 360 landfill (Moncton, NB)). Energy recovery was done through Beauclair Environmental, who blends and then sends as a fuel to an end user.

4.4 Percentage of Post-Consumer Paint by Management Method

In 2023, the Program achieved a reuse and recycling rate of 78.9 percent for paint, and 100 percent for containers, exceeding the 70 percent targets in the Program Plan. Table 9 below shows the breakdown of post-consumer paint and empty containers collected and managed in 2023 that were reused,

recycled, recovered for energy or disposed of in an engineered landfill.

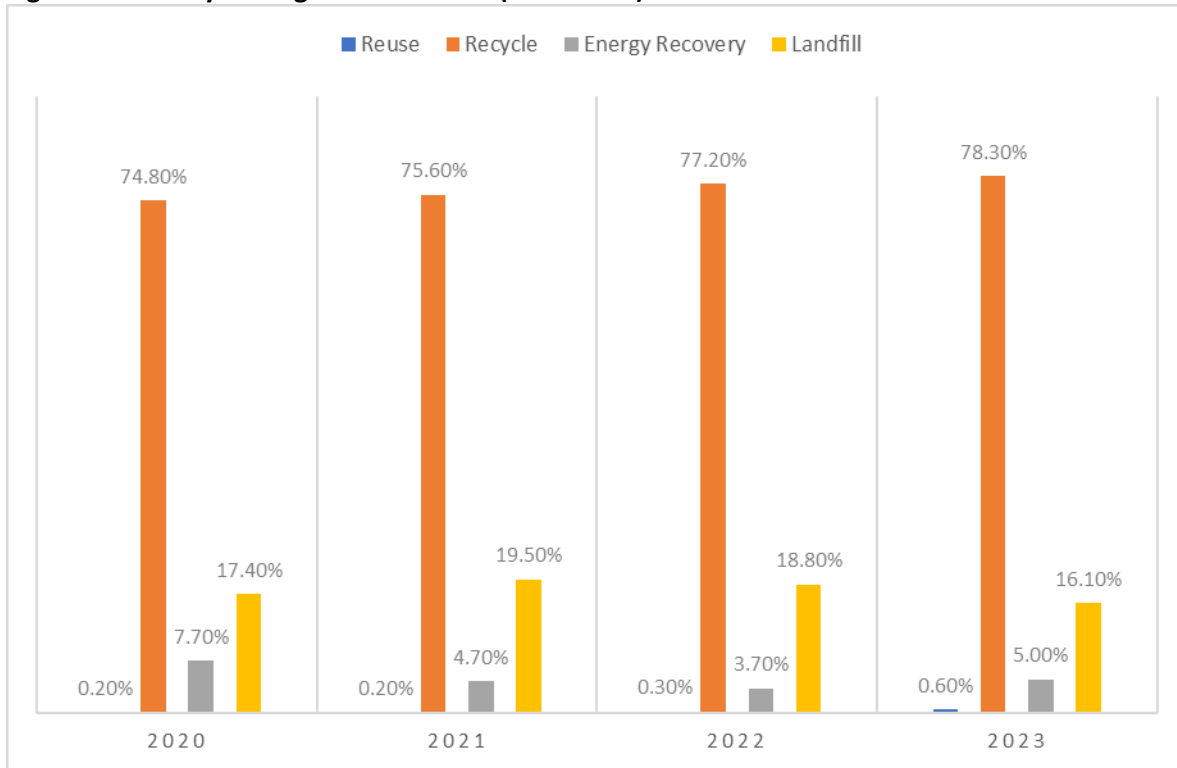
Table 9: Management Post-Consumer Paint and Containers

Post-Consumer Paint (litres)		
Method	Volume (litres)	Percentage
Reuse – PaintShare Program	2,396	0.6%
Reuse – Paint Recycling	337,382	78.3%
Energy Recovery	21,677	5.0%
Landfill	69,495	16.1%
Incineration	-	-
Total	430,950	100%
Paint Containers (tonnes)		
Method	Volume (tonnes)	Percentage
Reuse	-	-
Recycle	173.3	100%
Energy Recovery	-	-
Landfill	-	-
Incineration	-	-
Total	173.3¹²	100%

¹² The 173.3 tonnes of containers in 2023 does not include the 91.7 tonnes of containers that were collected and temporarily stored in 2021 and 2022 and which were managed in 2023.

Figure 2 below shows the percentage of post-consumer paint by management method from 2020 to 2023.

Figure 2: Paint by Management Method (2020-2023)



4.5 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 42 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. 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, and there is 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.

5 Communication and Education

In 2023, Product Care implemented different strategies and tactics to raise consumer awareness of the Program. In accordance with section 18(F)(1)(h) and as outlined in the Program Plan, the following section provides details regarding the types of educational information and tactics used by the Program in 2023.

5.1 Consumer Awareness

In order to assess the recycling awareness levels of Nova Scotian consumers of paint, the Program commits to conducting consumer awareness surveys every two years and aims to maintain a consumer awareness level of at least 75%. An online awareness survey was conducted in 2022 by an independent survey company. The survey revealed that 83% of residents who purchased paint were aware that they could recycle it, exceeding the target. The next consumer awareness study will be conducted in 2024.

In addition, the Program committed to meeting with Regional Solid Waste Coordinators at least once a year to discuss opportunities for collaboration on educating consumers about the Program. The Program met with Regional Solid Waste Coordinators (RSW) on October 12, 2023. During the meeting, no issues were brought to the attention of Product Care. The RSW Coordinators were reminded to contact Product Care should any issues or concerns come up.

5.2 Website

The Product Care website includes the following Program content:

- “Find a recycling location” tool (a searchable map displaying the collection sites) ([Appendix 2](#))
- Collection site hours and operations
- Accepted and not accepted products
- The environmental and economic benefits of the Program
- Program member support section with news and updates
- Other information (e.g., a list of environmental handling fees (EHFs), news, annual reports, information about buying and storing paint, etc.)

In 2023, productcare.org received an estimated 547,411 sessions of which 34,838 were from Nova Scotia.

5.3 Program Hotline

Product Care continued to operate a toll-free, “hotline” (1-877-592-2972) for consumers to obtain information about the Program.

5.4 Television

Television commercials aired on CBC and Global TV (CIHF-DT) in Halifax and Sydney from August to October 2023, resulting in approximately 6 million impressions.

5.5 Enviro-Depot Screen Ads

A video ad was advertised on screens across 43 Enviro-Depots in Nova Scotia. This video ad was played a minimum of 540 times per week for 8 weeks and was distributed between June and September.

5.6 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. The full-page advertisement focused on paint and coatings member recruitment for Product Care paint programs, with an estimate of 1,000 copies distributed across Canada to industry members (see [Appendix 3](#)).

5.7 Digital Advertising

All digital campaigns were set to reach the entire province. Together they achieved over 5 million impressions and more than 32,000 clicks to visit the province section on Product Care’s website all year long.

Campaign Type	Description	Duration	Impressions	Video Views	Clicks
Google Search	Text ads shown on Google & other search engines	Jan-Dec	2,315	NA	543
Google Video	Skippable video ads displayed across YouTube and Google's video partners	May-Sep	465,140	155,978	693
Google Display & Performance Max	Responsive banners displayed across the Google display network (including Search, Discovery, YouTube, Gmail and thousands of websites and apps like the Weather Channel Network)	Feb-Oct	3,215,162	173	25,181
Meta Ads	Responsive ads displayed across Facebook and Instagram	Apr-Oct	1,097,766	305,183	5,792
Media IQ – Programmatic	Display ads showcased across Media IQ’s display network (similar to Google Display).	Aug-Oct	335,016	NA	336

See [Appendix 3](#) for examples of digital advertising activities.

5.8 Point of Sale (PoS) and Point of Return (PoR) Materials

In 2023, Product Care distributed both PoS and PoR materials as requested by retailers and collection sites. The following materials were available through the online order form:

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

See [Appendix 3](#) for examples of PoS and PoR materials.

6 Financial Information

Product Care's audited financial statements are attached in [Appendix 4](#).

APPENDIX 1 – Collection Sites

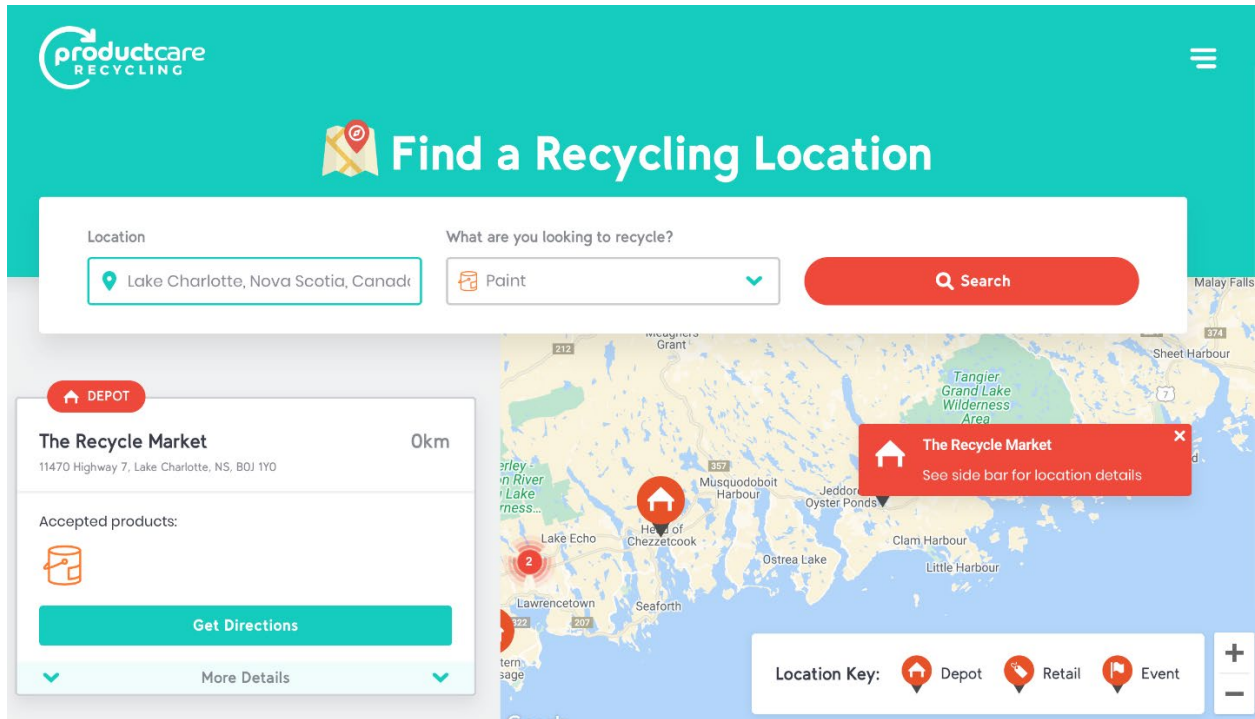
Region	Collection site	City
Cape Breton	Admiral Recycling Ltd.	Port Hood
	Burke's Recycling Depot Ltd	Louisbourg
	Camdon Recycling Limited	Edwardsville
	Cheticamp Recycling	Cheticamp
	Glace Bay Recycling Ltd.	Glace Bay
	Kenloch Waste Management Facility	Inverness
	Isle Madame Bottle Exchange	Arichat
	Keltic Recycling Inc	Sydney River
	Municipality of C. of Victoria-Baddeck Landfill	Baddeck
	Dingwall Transfer Station	Dingwall
	New Waterford Recyclers	River Ryan, New Waterford
	North Sydney Recycling	North Sydney
	St. Peter's Bottle Exchange	St. Peter's
	Strait Bottle Exchange	Port Hawkesbury
	Total Recycling Ltd.	Sydney
Triple B Recycling Depot	Sydney	
Eastern	Beech Hill Waste Management Site (County of Antigonish)	Antigonish
	Decoste Recovery Depot	Tracadie
	MacMillian's Service Center Ltd	Lower South River
	Mason's Recycling Centre	Canso
	Mount William Waste Management Site (Pictou County SWM)	Mount William
	Guysborough Waste Management Facility	Guysborough
	St. Mary's Transfer Station	Sherbrooke
Halifax	3K Enviro Depot	Sheet Harbour
	Beaver Redemption & Recycling	Halifax
	Bluenose Bottle Exchange	Dartmouth
	Bluewater Recycling Corp.	Bedford
	Bluewater Recycling Corp.	Goodwood
	Burnside Recycling	Dartmouth
	Canadian Recycling Limited	Dartmouth
	Clifton Recycling Centre	Halifax
	E.T. Bottle Exchange	Dartmouth
	O'Connell's Recycling	Lower Sackville
	Friends Depot	Ingramport
	Green Tree Recycling Depot	Lower Sackville
	Greenleaf Recycling Limited	Porter's Lake
Halifax Hazardous Waste Depot	Halifax	

Region	Collection site	City
	Karen's Recycling Ltd.	Dartmouth
	Matt's Bottle Exchange	Eastern Passage
	Preston Recycling	East Preston
	Rona - Pierceys Almon	Halifax
	Rona - Pierceys Elmsdale	Elmsdale
	Rona - Pierceys Tantallon	Upper Tantallon
	Sackville Bottle Exchange	Lower Sackville
	Tanner's Transfer	Halifax
	The Recycle Market	Lake Charlotte
	Timberlea Bottle Exchange	Timberlea
Northern	A & J Superette	Joggins
	Cumberland Central Landfill	Little Forks
	Durant's Enviro Depot	Parrsboro
	East Hants Waste Management Centre	Georgefield
	Elmsdale Recycling Ltd	Elmsdale
	John Ross & Sons Ltd.	Truro
	Keep Garbage Beneficial Inc	Pugwash
	M&R Recycling	Springhill
	Moore Nickels & Dimes for You Recycling	Oxford
	Municipality of Colchester	Debert
	New Germany Enviro Center	New Germany
	Nova 4 Enviro Ltd.	Amherst
	Rawdon Recycling	Upper Rawdon
	Subway Bottle Exchange	Truro
	T'N'T Recycling	Shubenacadie East
	Tatamagouche Recycling Depot	Tatamagouche
Two Capes Recycling (Advocate Country Store Inc.)	Advocate Harbour	
South Shore/ West Hants	Adam's Bottle Exchange Limited	Gold River
	Cogmagun Landfill Site	Cogmagun
	Corkum Recycling Limited	Lunenburg
	Harlow Construction Limited	Shelburne
	Municipality of Barrington – Construction and Demolition Debris Disposal Site	Barrington
	Municipality of Shelburne HHW Depot	Shelburne
	Municipality of the District of Chester - Kaizer Meadow Landfill	Sherwood
	Lunenburg Regional Community Recycling Centre	Whynotts Settlement
	The Region of Queens Waste Management Facility (landfill)	Milton
	O'Leary's Bottle Depot	Windsor
	Oak Park Bottle Exchange	Barrington

Region	Collection site	City
Valley	Queen's Enviro Centre	Brooklyn
	Victor & Douglas Oickle's Bottle Exchange	Bridgewater
	Windsor Recycling Depot	Windsor
	Beehive Adult Service Center	Alyesford
	Greenwood Recycling Centre	Greenwood
	Lequille Enviro Depot	Annapolis Royal
	L.W. Layton Salvage Ltd.	Canning
	New Minas Recycling	New Minas
	Valley Recycling	Greenwich
	Valley Waste - Eastern Waste Management Centre	Kentville
	Valley Waste - Western Waste Management Centre	Lawrencetown
Western	Comeau's Bottle Exchange	Meteghan Centre
	Digby Salvage & Disposal	Digby
	Municipality of Clare Transfer Station	Meteghan
	Paperchase Bottle Exchange Ltd.	Yarmouth
	Yarmouth County Transfer Station	South Ohio
	Webber's Bottle Exchange	Digby

APPENDIX 2 – “Find a Recycling Location” Tool

The image below provides a snapshot of the Program’s collection site locator tool available at productcare.org.



APPENDIX 3 – Promotion and Education Materials

1. Print Advertising

1.1. CPCA INSIGHT magazine



Helping Manufacturers & Brand Owners Comply with Provincial Paint Regulations

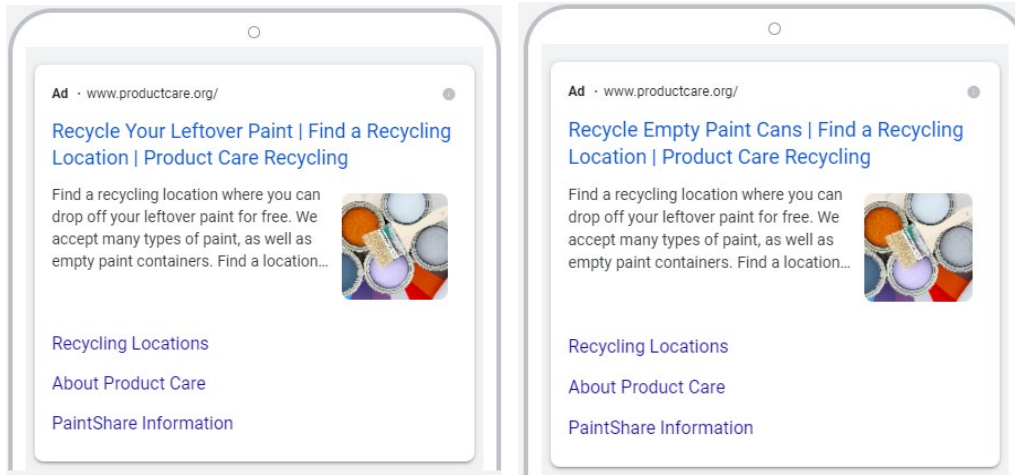
Product Care provides **convenient** and **efficient** paint waste collection in 8 provinces. Thanks to all the participating return-to-retail collection, **costs are reduced** for all paint producers. To find out more visit productcare.org

		
Architectural Paint	All Paint Aerosols	Empty Paint Containers

British Columbia bcpaintrecycle@productcare.org 1.877.592.2972 ext. 364	Saskatchewan skpaintrecycle@productcare.org 1.877.592.2972 ext. 226	Manitoba manitoba@productcare.org 1.877.592.2972 ext. 366	Ontario ontario@productcare.org 1.877.592.2972 ext. 239
New Brunswick nbpaintrecycle@productcare.org 1.877.592.2972 ext. 233	Prince Edward Island peipaint@productcare.org 1.877.592.2972 ext. 233	Novascotia nspaintrecycling@productcare.org 1.877.592.2972 ext. 239	Newfoundland & Labrador nlpaintrecycle@productcare.org 1.877.592.2972 ext. 233

2. Digital Advertising Activities

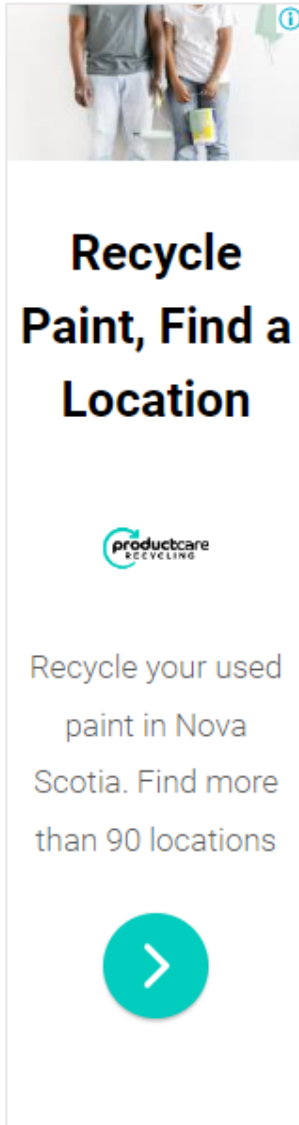
2.1. Google Search Ad



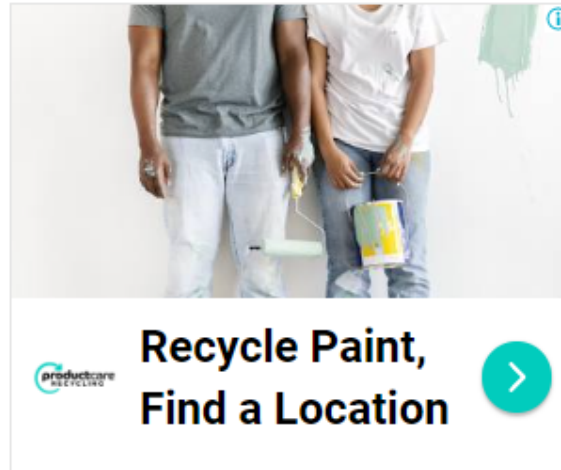
2.2. Google Display Ads

2.2.1. Desktop

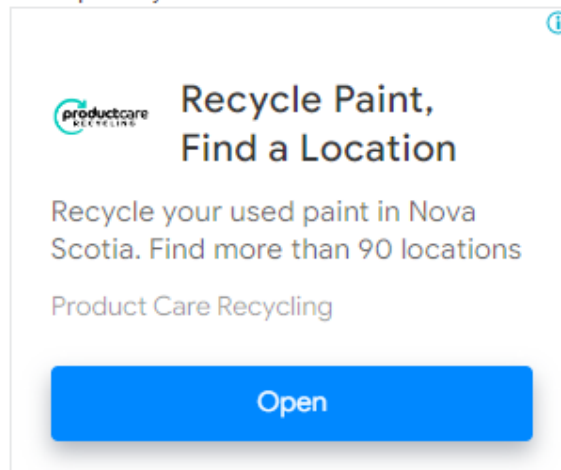
Example of your image ad at 160x600



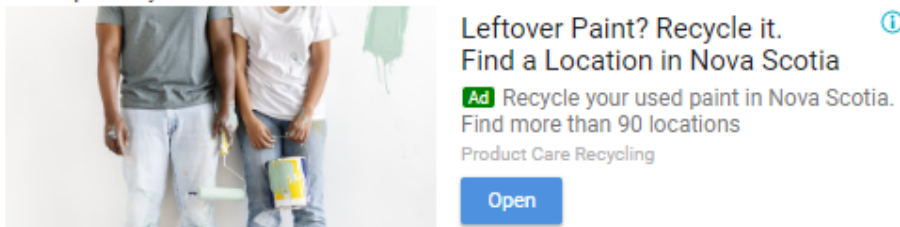
Example of your image ad at 300x250



Example of your text ad at 300x250



Example of your native ad at 480x120



Example of your image ad at 160x600

Where to Recycle Paint?

Find more than 90 recycling locations where you can drop off your leftover paint for free

[Product Care Recycling](#)

Example of your image ad at 300x250

Where to Recycle Paint?

Find more than 90 recycling locations where you can drop off your leftover paint for free

Product Care Recycling [Open >](#)

Example of your text ad at 300x250

Where to Recycle Paint?

Find more than 90 recycling locations where you can drop off your leftover paint for free

Product Care Recycling

[Open](#)

Example of your native ad at 480x120

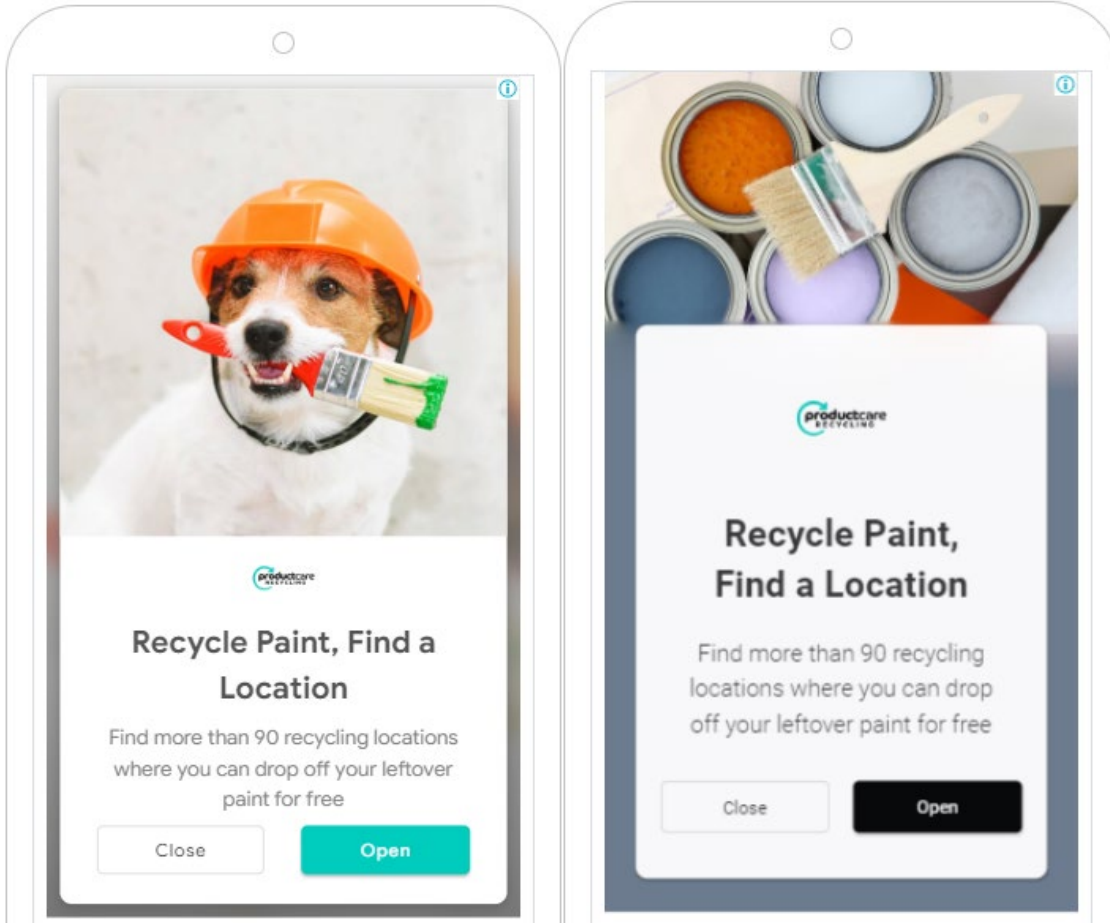
Leftover Paint? Recycle it. Find a Location in Nova Scotia

Ad Find more than 90 recycling locations where you can drop off your leftover...

Product Care Recycling

[Open](#)

2.2.2. Mobile Ads



2.2.3. Gmail – closed

Product Care Recyclin Ad ⓘ You Can Recycle Paint - Every can of recycled paint makes a difference. More

2.2.4. Gmail - open

You Can Recycle Paint Ad ⓘ

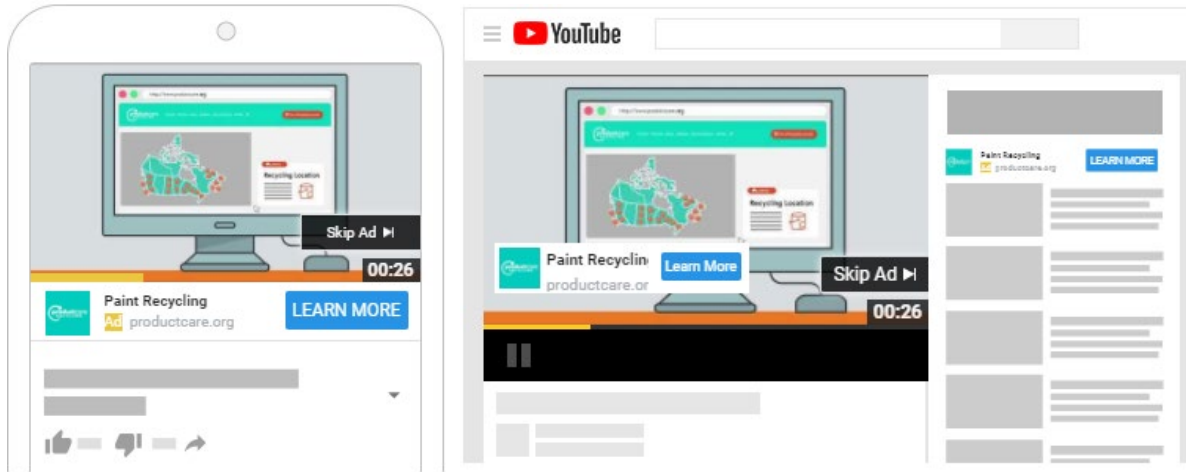
Product Care Recycling



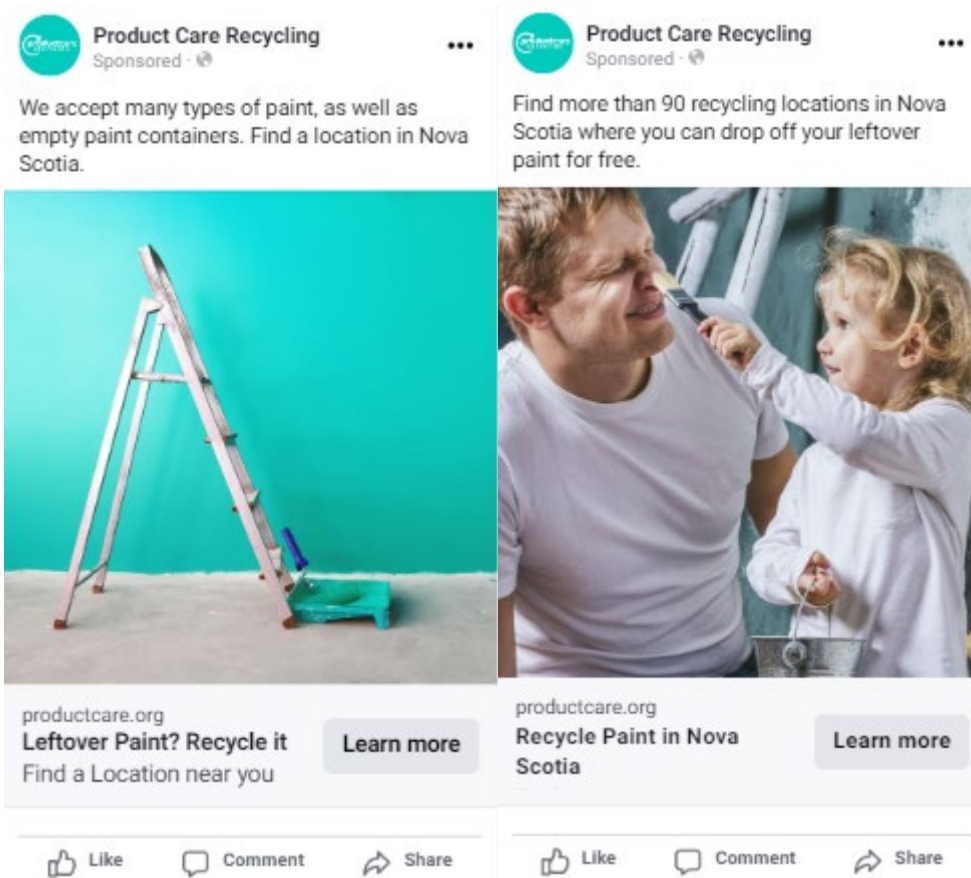
Every can of recycled paint makes a difference. More than 90 recycling locations in NS

Open

2.3. Google Video Ad

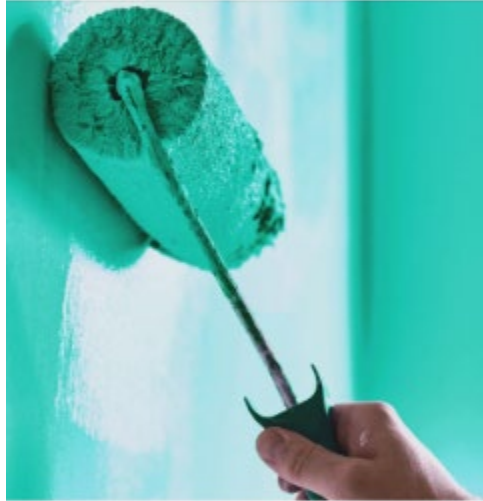


2.4. Facebook and Instagram Ads



 **Product Care Recycling**
Sponsored · 🌱

Every can of recycled paint makes a difference. More than 90 recycling locations in Nova Scotia.



productcare.org
Leftover Paint? Recycle it
Find a Location near you

[Learn more](#)

 Like  Comment  Share




 **Product Care Recycling**
Sponsored · 🌱

We accept many types of paint, as well as empty paint containers. Find a location in Nova Scotia.



productcare.org
Recycle Paint in Nova Scotia

[Learn more](#)

 Like  Comment  Share



Product Care Recycling
Sponsored · 🌐



Find more than 90 recycling locations in Nova Scotia where you can drop off your leftover paint for free.



productcare.org
Leftover Paint? Recycle it
Find a Location near you

[Learn more](#)

Like Comment Share



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Like Comment Share



Product Care Recycling
Sponsored · 🌐



Find more than 90 recycling locations in Nova Scotia where you can drop off your leftover paint for free.



productcare.org
Recycle Paint in Nova Scotia

[Learn more](#)

Like Comment Share

3. PoR and PoS Materials

3.1. PoR/PoS Brochures

Want free leftover paint for a project?

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 DIY 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.



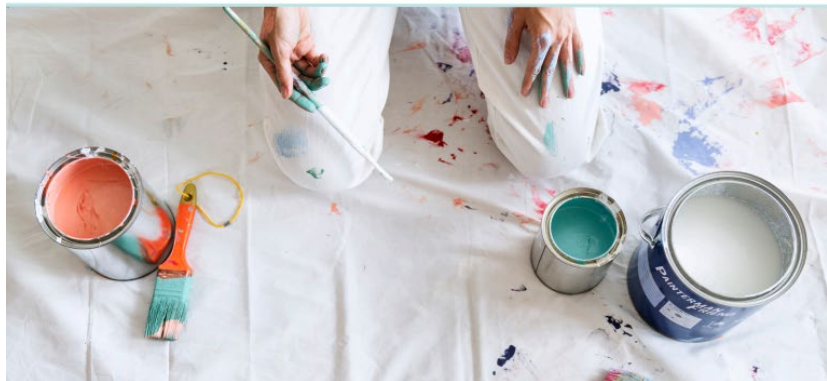
#paintshare

How is Product Care funded?

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.



Leftover paint?

Recycle it for free!



Scan to find a recycling location near you

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
- Marine paint and wood preservatives (*unless registered under Pest Control Products Act*)
- Swimming pool paint (*only single component*)
- Textured paint
- Wood, masonry, driveway sealer, and water repellent (*not tar based or bitumen based*)*
- All types of aerosol paint
- Empty containers of accepted products



Max. paint container size:
25 litres



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:

- B**uy no more than you need
- U**se the paint you buy
- D**rop 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-aerosol industrial paints and finishes (*e.g. baked-on, heat resistant, etc.*)
- Roof patch and repair, tar or tar/bitumen based 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 household 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 end-of-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 paint each year.

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

productcare.org
1-877-592-2972
In BC: 1-800-667-4321



3.2. PoR/PoS Posters



Leftover paint?

If you don't use it up, recycle it.



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



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





Pick up **FREE**
leftover paint here!

- 1 Ask staff for assistance
- 2 Select paint
- 3 Sign waiver form
- 4 Bring back container
(leftovers or empty)



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



APPENDIX 4 – Audited Financial Statements

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

STATEMENT OF REVENUES AND EXPENSES

31 DECEMBER 2023

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

Statement of Revenues and Expenses

For the year ended 31 December 2023

Contents

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Notes to the Statement of Revenues and Expenses	7 - 8

INDEPENDENT AUDITORS' REPORT

To: Nova Scotia Environment

Report on the Audit of the Statement of Revenues and Expenses

Opinion

As required by the Nova Scotia Solid Waste-Resource Management Regulation - Environment Act Section 102 (18(F(I))), we have audited the Statement of Revenues and Expenses of the Nova Scotia Paint Recycling Program (the "Statement") as reported by Product Care Association of Canada (the "Association") for the year ended 31 December 2023 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 of the Nova Scotia Paint Recycling Program for the year ended 31 December 2023 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 Auditors' 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 Nova Scotia Environment. 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 Nova Scotia Environment, 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.

Rolfe Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
27 March 2024

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM**

Statement of Revenues and Expenses

For the year ended 31 December 2023

	2023	2022
Revenues	\$ 1,372,198	\$ 1,419,387
Program expenses		
Processing	793,959	762,038
Collection	178,215	164,019
Administration (Note 2(b) & (d))	161,939	150,018
Transportation	136,609	143,866
Communications	33,146	39,531
	1,303,868	1,259,472
Excess of revenues over expenses for the year	\$ 68,330	\$ 159,915

Commitment (Note 3)

The accompanying notes are an integral part of this statement of revenues and expenses.

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
For the year ended 31 December 2023**

1. Basis of Presentation

The Statement of Revenues and Expenses (the “Statement”) only includes the revenues and expenses related to the Nova Scotia 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 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 Nova Scotia. 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
-----------------	---------

Included in administration expense is \$7,005 (2022 - \$12,906) of amortization expense related to tangible capital assets.

**PRODUCT CARE ASSOCIATION OF CANADA
NOVA SCOTIA PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses
For the year ended 31 December 2023**

2. Summary of Significant Accounting Policies - continued

(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, overhead allocation and processing commitments. Actual results could differ from those estimates.

(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 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 \$85,332 (2022 - \$67,134) of overhead expense which has been allocated 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 \$18,348 (2022 - \$29,171) which will be incurred in 2024.