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## **For Immediate Release**

### **New Rules Affecting Consumers and the Paint Industry in California**

*Products stewardship for paints is becoming a reality.*

**June 01, 2012** – PaintCare, a not-for-profit organization, was created by the American Coatings Association (ACA) who, working with state and local government stakeholders, passed the first ever paint product stewardship law in the United States in the State of Oregon in 2009. This legislation piloted an industry-lead end-of-life management program for post-consumer paint which PaintCare was established to operate. PaintCare along with *Acrylatex Coatings & Recycling Inc.*, is actively involved with educating the public about this new legislation.

The main objectives of this architectural paint recovery program are to manage paint product stewardship and to find a solution to properly control leftover consumer paint. This required paint manufacturers to develop and implement a program to collect, transport, and process post-consumer paint to reduce the costs and environmental impacts of the disposal of post-consumer paint in California. Post-consumer paint can be collected for reuse, recycling, energy recovery, or safe disposal. The goals may be revised by the stewardship organization based on the information collected for the annual report.

The new regulations enable the paint industry to implement a collection program by providing a level playing field among manufacturers and retailers. Also, a sustainable financing system and an antitrust exemption for activities pursuant to the program - most notably the financing system.

The financing system is termed a paint stewardship assessment, and is paid to PaintCare by producers of architectural paint sold in participating states (Oregon and now California). The assessment, (\$0.75/gallon) must then be added to the wholesale price of paint to all distributors and retailers and included in the final purchase price of paint to consumers. This financing system apportions funding fairly amongst the manufacturers and retailers and is based on sales of new paint. In addition, it provides for a transparent system, where the consumer shares the responsibility for the end-of-life paint management. Financing from the system is used to set-up and run statewide systems for the collection of post-consumer paint.

The collected paint, which includes oil and water based products, is managed according to the waste management hierarchy emphasizing reuse, recycling, energy recovery and proper disposal. Manufacturers must be registered with PaintCare to be represented and listed in this Program Plan as a participant. PaintCare representation is open to all manufacturers, not just to ACA members and will establish collection locations across the State in both urban and rural communities. Any retailer may participate, on a voluntary basis, as a paint collection point pursuant to the paint stewardship program, if the retailer's paint collection location meets all of the conditions of the Health and Safety Code.



The Program will begin by offering and negotiating partnerships with existing collection sites and will expand the collection system through the addition of retail collection. Retail sites offer a significantly higher level of convenience compared to municipal collection sites because they are more conveniently located and open more days and hours per week. The Program anticipates the collection infrastructure to include: Municipal household hazardous waste collection facilities (permanent and temporary) Paint retailers including paint, hardware and home improvement stores, and reuse stores.

California's new paint product stewardship program is scheduled to go into effect this fall with more states looking seriously at their own programs. *Acrylatex Coatings & Recycling* is an approved PaintCare manufacturer and paint recycler. The company plays an important part in the overall success of the paint product stewardship program in our state. For more information, please visit [www.paintcare.org](http://www.paintcare.org).

**About Acrylatex Coatings & Recycling, Inc.**

Acrylatex is a manufacturer of professional grade paints and other recycled products with their Southern California processing facility located just East of Los Angeles, in the city of Azusa. Acrylatex accepts only waste latex paints in any condition from all sectors of industry to produce viable "recycled" products that were once dumped into our landfills and poured down drains. For more information about Acrylatex, their product line, or waste recycle programs, please visit [www.acrylatex.com](http://www.acrylatex.com), or call them at (626) 812-0191.

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