

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD SUPPORTS STATEWIDE STEWARDSHIP PROGRAM



San Joaquin County is developing a statewide paint stewardship program aimed at reducing the 8-million gallons of leftover paint Californians generate annually. Through a \$400,000 grant from the California Integrated Waste Management Board (CIWMB), the California Paint Stewardship Program will teach consumers how to buy the right amount of paint, properly store leftovers, and provide reuse and recycling options. For paint that cannot be reduced or reused, the project goals are to increase collection of unused paint for recycling and stimulate the recycled paint market.

Studies show that consumers purchase too much paint resulting in large volumes of leftover. California local governments spend approximately \$16 million annually to collect leftover paint through Household Hazardous Waste (HHW) programs. Taxpayers and garbage rate payers spend about \$8 per gallon to manage paint. Because of the high cost, local governments are interested in finding long-term solutions that will reduce system costs by addressing source reduction first, then reuse and recycling.

"Educating retailers and consumers about how to buy the right amount of paint and donate or use-up what is left will cost far less than the taxpayer- and ratepayer-funded collection systems currently in place," said Heidi Sanborn, executive director of the California Product Stewardship Council (CPSC), the primary contractor for the project.

CPSC is leading California's waste management reform by providing outreach and education about Extended Producer Responsibility (EPR), also known as Product Stewardship. EPR is a policy approach to place the primary responsibility for end-of-life product management on producers while recognizing that all entities involved in the product chain share responsibility.

San Joaquin County is collaborating with Tehama and San Francisco Counties and has developed the Be Paint Wise Partnership to implement the project. The project will educate retailers, consumers and governments about estimating the correct amount of paint for purchase, purchasing recycled-content paint and reusing leftover paint. Partners also include Visions Paint Recycling, the National Paint and Coatings Association, and other experts.

Information on the project is available through the CPSC website on the grant project page at <http://www.calpsc.org/projects/SanJoaquin.html>. Included are the results of two focus groups on delivering the paint message via a poster and consumer brochure that teach consumers how to buy the right amount of paint, recruitment information for retailers interested in becoming latex paint collection sites, and information on purchasing recycled paint.

For more information about the project, contact San Joaquin County's HHW Program Coordinator, Kimbra Andrews: 209.468.3066 or CPSC Executive Director Heidi Sanborn: 916.480.9010. Project information is posted on CPSC's website www.CalPSC.org. In the next edition, this project update will address the qualities of recycled paint under the Green Seal Recycled Paint standard (GS-43) and what contractors need to know about the cost savings and quality that can benefit your business. ■



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have at least one crewman attend an eight-hour long course and four-hour refresher courses every five years.

The rule contains a lot of other items you will likely be hearing about such as cleaning verification procedures (Swiffer tests), swab testing to see if lead-based paints are present, and more, but again this is a short and sweet version. If you really want to stay up nights or just get downright irritated, check out the EPA's RRP website. We also have some information on our website www.rrpleadtraining.com. ■