



CPSC
California Product
Stewardship CouncilSM

Contacts:

Kristina Miller, Agency Manager
Tehama County/Red Bluff Landfill Management Agency
530.528.1103 (o)
530.591.0973 (c)

Heidi Sanborn, CPSC Executive Director
916.480.9010 (o) 916.402.3911 (c)

NEW PAINT COLLECTION SITES MAKE RECYCLING EASIER

Three Tehama County businesses become used latex paint collection sites

To kick off the program, a ribbon cutting ceremony will be held at Paint Mart located at 435 Antelope Blvd. on March 2nd at 10:00 a.m. The media is invited to attend.

Red Bluff, Calif. (March 1, 2010) –

Tehama County residents now have three more locations to bring leftover latex paint for recycling. The County is participating in a \$400,000 grant from the Department of Resources Recycling and Recovery (CalRecycle) to implement a paint product stewardship program which funds education and outreach efforts to properly manage leftover paint. That program has led to three local paint retailers partnering with the Tehama County Sanitary Landfill Agency to help educate consumers to buy the right amount and to bring leftover paint generated by residents back for recycling. These forward-thinking businesses are helping to reduce the amount of paint being sent to Tehama's ratepayer-funded hazardous waste program.

Studies show that consumers tend to over-purchase paint, leading to large volumes of leftover paint that is now managed through local hazardous waste programs. California residents spend more than \$16 million annually to fund recycling and disposal of unwanted paint through taxes and garbage rates. Because paint costs approximately \$8 per gallon to properly dispose, local governments are looking for long-term solutions that will reduce system costs by addressing source reduction first, then reuse, and finally recycling.

"Tehama County spends about half of its sixty-thousand dollar annual household hazardous waste budget on paint. The cost of managing leftover paint far exceeds any other hazardous waste product," reported Kristina Miller, Tehama County/Red Bluff Landfill Management Agency Manager. "The County is participating in this project to reduce the cost to residents and encourage the development of a statewide industry-funded and managed paint stewardship program that benefits all Californians. We are excited to implement this take-back program. The program is convenient and free for Tehama County residents. It will be good for our community and good for the environment as a whole."

Tehama County, along with the Counties of San Joaquin and San Francisco are part of the "Be Paint Wi\$e" partnership. The goal of the partnership is to develop a sustainable, model program that can be implemented statewide as California prepares to transition to a private sector operated and funded paint management system.

Paint collection is now available at the following locations in Tehama County:

- Hatfield's Ace Hardware 2020 Solano St. Corning
- Los Molinos Hardware 7930 Highway 99E Los Molinos
- Paint Mart 435 Antelope Blvd. Red Bluff

Tehama County residents can bring up to five gallons of latex paint to the participating stores per day. Leaking, label free, or unidentifiable containers will not be accepted at the retail stores. Oil-based paint and

other household hazardous wastes will not be accepted either. The latex paint take-back program is for residential use only. If the paint is from a painting contractor or any other non-residential source, please call 528-1103 for disposal options. Business waste will not be accepted at the retail stores.

Heidi Sanborn, Executive Director of the California Product Stewardship Council (CPSC), the primary contractor for the grant project stated, “we couldn’t do this without local business partnerships and we are very grateful to them for working with us.”

CPSC is leading California’s waste management reform by providing outreach and education about Product Stewardship which 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.

For more information, contact Tehama County/Red Bluff Landfill Management Agency Manager, Kristina Miller: 530.528.1103 or CPSC Executive Director Heidi Sanborn: 916.480.9010. Project information will be posted on CPSC’s website, www.CalPSC.org

#



Funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle).