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# CPSC

**California Product Stewardship Council** SM

## Paint Wise: Making Paint Purchasing Decisions that Matter

# Introducing the Be Paint Wi\$e Partnership

- Funded by a \$400,000 grant from CalRecycle
- Pilot Project in San Joaquin, San Francisco & Tehama Counties
- Objective: Bringing Paint Product Stewardship to California



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# Be Paint Wi\$e Objectives

1. Teach consumers how to buy the right amount of paint
2. **Encourage recycled-content paint purchasing**
3. Partner with paint retailers to collect latex paint for recycling
4. Encourage reuse!
5. Transition to statewide industry-managed and funded paint product stewardship

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# Presentation Overview

- Learn what Extended Producer Responsibility (EPR) is and how it works.
- Understand how to incorporate EPR into green purchasing and foster the use of recycled-content products.
- Understand Environmentally Preferable Purchasing (EPP)
- Learn about recycled-content paint and the Green Seal standard.

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# What is EPR?

“Extended Producer Responsibility (EPR), otherwise known as Product Stewardship, is the extension of the responsibility of producers, and all entities involved in the product chain, to reduce the cradle-to-cradle impacts of a product and its packaging; the primary responsibility lies with the producer, or brand owner, who makes design and marketing decisions.”

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# Why is EPR Important?

- Creates a “front-end” solution to waste
- Creates markets that reflect the true environmental impact of products
- Encourages green product design, reduces packaging and the use of toxics
- Empowers consumers
- Reduces costs to government, taxpayers and ratepayers

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# Manufacturers



# Retailers



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# What is EPP?

- Environmentally Preferable Purchasing
- “Green” procurement
- Products AND services

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# Why is EPP important?

- Stimulates market demand for 'green' products and services
- Reduces environmental impacts of purchasing
- Supports closed loop materials management
- Improves worker health and safety
- Reduces health and disposal costs
- Reduces liability

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# How to incorporate EPR into your procurement policies.

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# Procurement Contract Language

- Review procurement specifications
  - Ensure that outdated/unnecessary requirements do not exclude any products from consideration.
  - Ex: paint

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# Procurement Contract Language

- Amend procurement specifications
  - Include recycled-content product language
  - Ask for 'take-back'

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- Resource: Sample language in DGS Best Practices Manual for EPP.
  - <http://www.green.ca.gov/EPP/Introduction/default.htm>



# Procurement Contract Language

- Include product specific EPR clause
  - visit [www.calpsc.org](http://www.calpsc.org) for examples
  - Add language that requires vendor to ‘take back’ unused products

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# For Additional Resources Visit...

- [www.pd.dgs.ca.gov/contracts/usingcontracts.htm](http://www.pd.dgs.ca.gov/contracts/usingcontracts.htm)
  - Information about using statewide contracts to purchase recycled paint

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# Be Paint Wise! Responsible Paint Procurement



# Why Use Recycled Paint?

- Quality and Selection
  - Proven to perform to same standards as virgin paint.
  - Available for interior/exterior projects
  - Variety of colors/sheens

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# Why Use Recycled Paint?

- Lower Cost
  - Often less expensive than virgin paint
  - Less expensive to recycle paint than to produce new paint

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# Why Use Recycled Paint?

- Environmental Benefits
  - Contains at least 50% recycled content
  - Closes the recycling loop!

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# Why Use Recycled Paint?

- It's Required
  - Public Contract Code section 12203 requires state agencies to purchase paint containing AT LEAST 50% recycled content

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# What to assess when making recycled paint purchasing decisions.

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# Paint Selection Criteria

- Purchase the correct amount
  - Saves money
  - Reduces waste
  - Estimate use with online paint calculator
  
- Purchase GS-43 Paint

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# What is GS-43?

- Green Seal Standard for Recycled Latex Paint
  - Established environmental performance requirements for recycled content latex paint
  - Interior
  - Exterior

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# What is GS-43?

- Consolidated Paint
  - contains a minimum of 95% post-consumer paint with a maximum of 5% secondary industrial or virgin materials
- Reprocessed Paint
  - contains a minimum of 50% post-consumer paint, with a maximum of 50% secondary industrial or virgin materials

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# What is GS-43?

- Green Seal Standard for Recycled Latex Paint
  - Undergone extensive performance reviews
  - Meets low VOC criteria
  - Contains minimum **50% POST CONSUMER** recycled content

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# What is GS-43?

- Green Seal Standard for Recycled Latex Paint
  - Meet **ALL** applicable Master Paint Institute performance standards.
  - Same performance standards as virgin paint.

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# For Additional Resources Visit...

- CPSC Website – paint project

<http://www.calpsc.org/projects/SanJoaquin.html>

- Guidelines on how to create an EPP from scratch

- Example paint procurement language

- Example paint EPR language

<http://www.calpsc.org/projects/SanJoaquin/EPR-Language-Final-Draft.pdf>

- Recycled paint fact sheet

<http://www.calpsc.org/projects/SanJoaquin/EPR-Language-Final-Draft.pdf>

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# For Additional Resources Visit...

- [www.greenseal.org/findproduct/paints\\_coatings.cfm](http://www.greenseal.org/findproduct/paints_coatings.cfm)

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## Green Seal Certified Products/Services

Recycled Content Latex Paint		
Manufacturer	Product Name	Standard
<a href="#">Amazon Environmental</a>	Amazon Select Recycled Latex Paint	GS-43 Recycled-Content Latex Paint
<a href="#">Metro</a>	MetroPaint Interior/Exterior Low-Sheen Recycled Latex Paint	GS-43 Recycled-Content Latex Paint
<a href="#">Visions Recycling</a>	Workhorse Interior (Latex Flat, Latex Eggshell, Latex Semi-Gloss) Workhorse Exterior (Latex Flat, Latex Low Sheen)	GS-43 Recycled-Content Latex Paint



# Thank You!

- Questions?
- Contact:
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