



## **RECYCLING PAINT MADE EASY THROUGH RETAIL TAKE-BACK PROGRAM**

*Program reduces waste by educating consumers to buy what they need and recycle the rest*

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Stockton, Calif. (September 20, 2010) – San Joaquin residents have recycled more than 2,200 gallons of leftover latex paint and saved local ratepayers and taxpayers more than \$17,500 since a collection project started in March. The County is collaborating with local retailers and others on a paint program called the Be Paint WiSe Partnership, which is funded by a \$400,000 grant from the Department of Resources Recycling and Recovery (CalRecycle).

Ten paint retailers in San Joaquin County agreed to start collecting leftover latex paint from households and to provide education materials on how to buy the correct amount of paint. Californians generate about 8 million gallons of leftover paint each year. Studies show that California consumers spend more than \$90 million annually buying more paint than they need. Then, the burden of managing leftover paint falls on household hazardous waste (HHW) collection programs run by local governments and funded by ratepayers and taxpayers. “We’re hoping to change consumers’ buying habits by providing an easy to use chart for estimating the amount of paint needed and we’ve made it easy for people to recycle by providing convenient retail collection opportunities,” said San Joaquin County program manager, Kimbra Andrews. Organizations like the California Product Stewardship Council (CPSC) are hoping the project will be transitional to a statewide paint stewardship program that will be managed and funded by the paint industry, which has requested a product stewardship approach.

“The Be Paint WiSe Partnership would not be successful without the support of our local retail partners,” said Heidi Sanborn, CPSC Executive Director, the lead for the project. Every paint retailer in the county was offered the opportunity to become a collection site. “Ten retailers are now collecting paint and are seeing the benefits through increased foot traffic and sales. It’s a win-win partnership” Art Uhls, manager of the Stockton Color Center stated, “This program is a benefit to our customers, and it’s a benefit to us, too, because it’s helping us get new customers into our store.”

“This program is an excellent example of retailers, the paint industry, local governments and environmental groups working together to find a solution for waste,” said Blain Bibb, Chair of the Stockton Chamber of Commerce’s Green Team San Joaquin project. “We’re also being responsive to consumers and making it easy for people to do the right thing with leftover paint and consumer convenience is a key element to success.”

Currently, most paint and other waste banned from disposal are unaccounted for. Statewide, less than 10 percent of households participate in HHW collection programs. The programs are expensive to operate and are generally inconvenient for residents to use. Paint alone is about 50% of local HHW program costs.

Through this grant, CPSC conducted a consumer focus group on paint. “Results indicated that only one in 20 people knew where their local HHW facility is located,” said Sanborn. “That’s a problem. And it’s why we believe that if drop-off locations are more convenient - located in places consumers already go – more paint will be recycled rather than dumped in the trash or down storm drains.”

San Joaquin County collection sites are located at True Value Hardware in Escalon; Van’s Ace Hardware and Tracy Color Center in Tracy; Stockton’s Valley Lumber & Supply Company, ICI Glidden Professional,

Stockton Ace Hardware and the Stockton Color Center; Lodi Color Center in Lodi, Schemper's Ace Hardware in Ripon and Lockeford True Value in Lockeford.

For more information about product stewardship contact CPSC Executive Director Heidi Sanborn: 916.480.9010. For more information about the project, contact San Joaquin County's HHW Program Coordinator, Kimbra Andrews: 209.468.3066.

Project information is updated regularly on CPSC's website, [www.CalPSC.org](http://www.CalPSC.org). Program partners include Visions Paint Recycling, the American Coatings Association, and other experts.

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