



## WORKSHOP EXPLORES NEW PAINT STEWARDSHIP LAW AND PAINT RECYCLING BENEFITS

***Workshop and webcast open to the public***

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

Kimbra Andrews, San Joaquin County Solid Waste Division  
209.468.3066 (o)

*Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle) and supported by the following partners:*



**SF Environment**  
Our home. Our city. Our planet.

A Department of the City and County of San Francisco



**Sacramento, Calif. (October 11, 2010)** – With the signing of AB1343, the Architectural Paint Recycling Act, California has become only the second state in the nation to enact product stewardship legislation for paint. The California Product Stewardship Council (CPSC) is facilitating a free public workshop and webcast to explore what the new law will mean for California and how the lessons learned from a three-county pilot project can be applied to the statewide stewardship program roll out in the coming year.

The legislation represents a major paradigm shift in waste management by transferring the responsibility of managing leftover paint from local governments, taxpayers and ratepayers to paint manufacturers and the private sector.

In addition to discussing the steps for rolling out the industry designed stewardship program statewide, the Be Paint Wi\$e Partnership will discuss their findings from a year-long pilot paint stewardship program conducted in the three participating counties: San Joaquin, Tehama and San Francisco. Participating paint retailers in the three counties have collected more than 3,000 gallons of paint and saved local taxpayers and ratepayers in excess of \$30,000. Panelists will also share lessons learned from Oregon’s paint stewardship program and tools that were developed by the Be Paint Wi\$e Partnership to teach consumers how to buy the right amount of paint and recycle the rest and encourage consumers to buy recycled paint.

The workshop is scheduled for **Thursday, October 14 from 1-5 p.m.** (Pacific Time) in the CalEPA Headquarters, Coastal Hearing Room in Sacramento. The workshop is also available via webcast. The workshop and webcast are funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle), which also provided the grant for the statewide pilot program. Speakers include Alison Keane from the American Coatings Association and Mark Kurschner from PaintCare, Oregon’s paint stewardship organization. Recycled paint manufacturers will also be on hand to discuss the benefits of using recycled paint and ways to foster the demand for recycled paint.

“We believe this workshop is particularly timely considering California’s recently passed landmark paint legislation,” said Heidi Sanborn, Executive Director of the California Product Stewardship Council (CPSC), the lead for the project. “Californians generate more than 2 million gallons of leftover paint each year, and we want to see that paint disposed of properly through collection sites that are convenient for consumers and at no cost to the general taxpayers. We look forward to finding out how the paint industry is going to make that happen and how we can help them to be successful.”

Currently, most leftover paint and other products banned from disposal in California are not managed properly. According to more than a decade of annual reports from household hazardous waste (HHW) programs, less than 10-percent of California households participate in HHW-collection programs. Despite this, the programs are expensive to operate and grow government, with paint representing about 50-percent of local HHW program costs.

The workshop and webcast are open to the public. To register, contact Project Manager, Bonnie Low, at [bonnie@greenleafpm.com](mailto:bonnie@greenleafpm.com). Registration closes October 13<sup>th</sup> at 5:00 pm.

For more information about product stewardship contact CPSC Executive Director Heidi Sanborn: 916.480.9010. For more information about the Be Paint Wi\$e project, including current paint collection sites, contact San Joaquin County's HHW Program Coordinator, Kimbra Andrews: 209.468.3066.

Project information is updated regularly on CPSC's website, <http://www.calpsc.org/projects/SanJoaquin.html>

Program partners include Amazon Environmental, Visions Paint Recycling, Kelly Moore, and other experts.