

February 10, 2011

To Whom It May Concern:

We are hoping that the National Association of the Remodeling Industry chapter will consider a presentation by the California Product Stewardship Council (CPSC) as part of a grant about paint product stewardship.

CPSC is leading California's waste management reform by providing outreach and education about producer responsibility, a policy approach placing responsibility for end of life product management on producers, while recognizing that all entities involved in the product chain share responsibility.

CPSC along with San Joaquin, Tehama and San Francisco counties are currently engaged in a paint stewardship grant from the Department of Resources Recycling and Recovery (CalRecycle). The grant is centered around education on buying the correct amount of paint and providing reuse and recycling options to consumers. The grant also includes helping stimulate the recycled content Green Seal certified paint market through presentations to educate contractors about the quality and where to purchase this paint.

Just over the last several years, a Green Seal certification (GS-43) was developed for recycled content paint, which means the paint has passed the same performance tests by the Master Painters Institute and meets the same quality standards as virgin paint. California is lucky to host two recycled paint manufacturers that have the GS-43 certification, and we hope to increase the purchase and use of this paint through the presentations.

Another aspect of this grant is to transition California to a paint product stewardship program where the paint manufacturers are responsible for designing and funding the collection and recycling of leftover paint. California became only the second state in the nation to pass stewardship legislation for managing leftover architectural paint when former Governor Schwarzenegger signed AB 1343 (Huffman) into law in 2010. One of the keys to ensuring the entire system is cost-effective is professionals specifying Green Seal Certified recycled content paint on projects.

More than 74 million gallons of paint are sold each year in California, according to CalRecycle, but not all paint sold ends up being used, which creates a backlog of leftover paint that must be properly managed. Landfilling leftover liquid paint is banned in California, so local governments have been collecting paint through household hazardous waste facilities. Although the facilities are only seeing a small percentage of leftover paint, they collect two million gallons each year costing approximately \$27 million annually to manage. With low recovery rates and high cost, California needed a better option, which is why the State looked to product stewardship as a sustainable solution. Professionals and do-it-yourselfers alike will benefit from the new program.

For more information about the San Joaquin Paint Grant, please visit the project webpage at:

<http://www.calpsc.org/projects/SanJoaquin-HD17.html>

We hope that providing this information to your group will help spread the word about the benefits of recycled content paint, its cost which runs about 25% less than virgin paint, and by doing so will create more jobs in recycling in California. The presentation must be completed by March 30, 2011, so please let me know at your earliest convenience if we can make a short presentation at an upcoming meeting and/or put an article in a newsletter.

Sincerely,



Heidi Sanborn, Executive Director



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

Mission: To shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.