



Paint Stewardship – A Manufacturing Retailer’s Perspective

Today’s Presentation:

- 1) *Overview of Miller Paint Co., Inc. (Who are we?)*
 - 2) *Oregon Program Overview & Challenges to All
Retailers/Manufacturers (What we all Faced)*
 - 3) *Experiences as an OR Paint Manufacturer*
 - 4) *Experiences as a Paint Retailer in OR & WA*
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MILLER



PAINT CO.

SINCE 1890

An Employee Owned Company

Miller Paint Company

A Company of History and Vision.



Miller Paint Company Overview

- **MPC Profile in OR/WA Marketplace**
 - Manufacturing/Distribution Facility in PDX
 - 38 Stores Operating in both OR & WA
 - Employee-Owned Company – 280 Employees
 - In Business in Pacific Northwest Since 1980
 - 65% of Sales to Professionals/Bldg Owners
 - 35% of Sales to Consumers
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PaintCare Bill Provisions

- **To ensure that the Paint Stewardship Assessment is equitable, a uniform PaintCare Recovery Fee was Established & Approved by the Oregon DEQ**
 - **Manufacturers remit Recovery Fee to PaintCare (a Non-Profit Company)**
 - **Manufacturers charge Retailers/Distributors/Contractors/Owners**
 - **Retailers/Distributors/Contractors charge Consumers/Owners**
 - **PaintCare Recovery Fee must be sufficient to recover, *but not exceed*, the costs of the program**
 - ***Producers/Retailers/Contractors are Obligated by Law to charge the PaintCare Recovery Fee to Consumers***
 - **Educational materials must make Consumers aware that funding for the program has been added to the purchase price of all Architectural Paint sold in OR**
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So... What Does All This Mean
For *My* Business?





What are the Benefits to the Painting Contractor?

- I can take all my leftover paint (both latex & alkyd) to an OR HHW Site or small amounts to a retail collection site.... **at NO charge to me (a new benefit in most cases)**
- **It's a FREE service, BUT, I need to charge my customer** the PaintCare Recovery Fee to recoup the cost of what I am being charged on invoices by my paint store



And... What are the Benefits to the Consumer?

- I can take all my leftover paint to either an HHW or retail collection site at NO charge to me
- There will be **many more (and closer) retail collection sites** in Oregon than there are HHW Sites today
- There will be a **larger volume of paint recycled and available to purchase** than before (i.e. Metro Paint)
- **It's a FREE service...BUT... I pay a PaintCare Recovery Fee (not a 'Tax')** when I either buy paint, or pay a Painting Contractor to paint my house or building.



So... Why does the Consumer or Building Owner feel *GOOD*?

- It's the Right Thing to do for the **Environment**an important issue in the Pacific Northwest
- I *finally* know what to do with all that excess leftover paint that I have stored away in my garage.
- The PaintCare Recovery Fee I see as a line item charge on my store invoice is *not a significant amount to pay for this service.*



...and the Communication Plan?

- An **Extensive PR/Marketing Campaign** was launched in Q1 2010...with a Goal to educate the consumer & building owner about PaintCare
 - The PR Campaign was designed to ‘win the hearts and souls of Consumers’ with **Press & Media Coverage (via Newspapers, Magazines, TV, Radio, Internet, Web)**
 - The PaintCare logo and message/materials is featured **on paint products and in-store (posters).**
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Experiences as an OR Manufacturer

- Product Eligibility & Definition of *when* to charge PaintCare Recovery Fee (Product Use vs Product Type)... to Wholesalers (Dealers, Contractors, Distributors, etc) and Consumers
 - Tracking and Payment of collected Fees to PaintCare
 - Assurances of a ‘Level Playing Field’ with Competitors (i.e. is everyone participating?)
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Experiences as an OR/WA Retailer

- Product Eligibility & Definition of *when not* to charge PaintCare Recovery Fee (Product Use vs Product Type)... to Contractors and Consumers
 - Handling the Upset Customer who balks at the new PaintCare Recovery Fee – Explaining the Program Benefits
 - Assurances of a ‘Level Playing Field’ with Competitors (i.e. is everyone putting the Fee as a separate line item on their invoices?)
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Experiences as an OR/WA Retailer

- Miller Paint Stores as Retail Collection Site(s):
 - MPC has Offered PaintCare 10 of 23 OR Stores
 - Today there are 6 Stores Designated as RCS's
 - Labor and admin involved in collection process
 - Benefit in Customer Perception of MPC as RCS
 - Additional Traffic in RCS Stores
 - Miller Paint as Retailer of Metro Recycled Paint
 - Difficulties in 'Cross-Border' Sales (WA State)
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Questions & (Hopefully) Answers

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