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**CPSC**  
**California Product Stewardship Council** SM

# Paint Wise: Making Paint Purchasing Decisions that Matter



# Learning Objectives

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1. Environmentally Preferable Purchasing (EPP)
2. What is Extended Producer Responsibility (EPR)?
3. What is Green Seal-43 recycled paint?
4. How to buy GS-43 recycled paint
5. How to include recycled-content paint procurement and EPR into your procurement policy.



# 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 impact of government purchasing
- Improves worker health and safety
- Reduces health and disposal costs
- Reduces liability

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# What is EPR?

- Extended Producer Responsibility is also known as “product stewardship”
- Whoever designs, produces, sells or uses a product takes responsibility for minimizing its environmental impact through all stages of the product’s lifecycle. The producer, having the greatest ability to minimize impacts, also has the most responsibility.

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# Why is EPR Important?

- Reduces cost to government/taxpayers and garbage rate payers
- Creates markets that reflect the true environmental cost of products
- Encourages greener product design

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# Be Paint Wise!

## Responsible Paint Procurement



# Why Use Recycled-Content 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-Content Paint?

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

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# Why Use Recycled-Content Paint?

- Environmental Benefits
  - Contains at least 50% recycled content
  - Closes the recycling loop by creating a market for leftover paint

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# Why Use Recycled-Content 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



# Paint Selection Criteria

- Purchase the correct amount
  - Saves money
  - Reduces waste
  - Estimate use with online paint calculator
- Purchase Green Seal-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
  - minimum of 95% post-consumer paint  
maximum of 5% secondary industrial or virgin materials
- Reprocessed Paint
  - minimum of 50% post-consumer paint,  
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
  - Meets **ALL** applicable Master Paint Institute performance standards.
  - Same performance standards as virgin paint.

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# Incorporating recycled paint into your procurement policies



# Procurement Contract Language

- Review procurement specifications
  - Ensure that outdated/unnecessary requirements do not exclude recycled-content paint from consideration.

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# Procurement Contract Language

- Include a paint specific EPR clause
  - visit <http://www.calpsc.org/projects/SanJoaquin/EPR-Language-Final-Draft.pdf> for example
  - Add language that requires vendor to 'take back' unused paint

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# For Additional Resources Visit...

- <http://www.calpsc.org/projects/SanJoaquin.html>
  - Guidelines on how to create an EPP from scratch
  - Example paint procurement language
  - Example paint EPR language
  - Recycled paint fact sheet:  
[http://www.calpsc.org/projects/SanJoaquin/BePaintWise\\_Fact%20Sheet\\_Final.pdf](http://www.calpsc.org/projects/SanJoaquin/BePaintWise_Fact%20Sheet_Final.pdf)

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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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# For Additional Resources Visit...

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

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## GS-43 Certified Vendors:

Amazon  
Kelly Moore  
Visions





# Take Action!

- Incorporate EPR language into your EPP
- Purchase GS-43 recycled paint
- Questions? Contact me:

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Heather Gadonniex, Managing Partner,  
Sustainability, MindClick SGM  
[hgadonniex@mindclicksgm.com](mailto:hgadonniex@mindclicksgm.com)

