



**Product Stewardship** is the act of minimizing health, safety, environmental and social impacts, and maximizing economic benefits of a product and its packaging throughout all lifecycle stages. The producer of the product has the greatest ability to minimize adverse impacts, but other stakeholders, such as suppliers, retailers, and consumers, also play a role. Stewardship can be either voluntary or required by law.

**Extended Producer Responsibility (EPR)** is a mandatory type of product stewardship that includes, at a minimum, the requirement that the producer's responsibility for their product extends to post-consumer management of that product and its packaging.



## Save Money and Create Jobs in New Jersey Support Industry-Sponsored Paint Recycling Legislation

New Jersey could gain financial benefits of **\$11 million annually** on the collection and management of roughly **1.4 million gallons** of leftover paint every year. This cost typically represents **50%** of municipal Household Hazardous Waste budgets.



### The Paint Stewardship Solution

New Jersey has a unique opportunity to enact paint stewardship legislation in partnership with the paint industry. This opportunity to work together to save money for New Jersey's local governments is the result of a national, multi-stakeholder agreement facilitated by the Product Stewardship Institute (PSI).

### How can New Jersey save money on leftover paint management?

A statewide paint stewardship program would mean that the paint industry would be responsible for collecting and managing leftover paint in New Jersey, **reducing the role of government and the burden on taxpayers**. PSI estimates that roughly 1.4 million gallons of paint go unused each year in the State. If all of this paint were managed by the manufacturers, New Jersey would gain a total benefit of almost \$11.4 million annually.

### Benefits of paint stewardship in New Jersey

- ✓ Reduced government cost.
- ✓ More recycling opportunities – The paint industry will work with paint retailers to be collection sites in addition to the municipal HHW collection sites.
- ✓ Green sector jobs – More in-state jobs will be created in the paint recycling industry.
- ✓ Less disposal, more recycling – More paint will be diverted from disposal facilities and recycled, which helps the state reach its recycling goal.
- ✓ Less waste – The industry will educate the public to buy the right amount of paint for a job and reduce waste.



## Who does what in a paint stewardship system?

<b>Manufacturers</b>	<ul style="list-style-type: none"> <li>Create a “stewardship organization” to set up and run a convenient, statewide system for the collection of post-consumer paint. They will submit a plan to the state for approval, and then provide annual reports on the program’s performance.</li> <li>Fund the program through sales of new paint.</li> </ul>
<b>Retailers</b>	<ul style="list-style-type: none"> <li>Ensure that the manufacturer of any paint they sell is participating in a state-approved product stewardship program. A list of approved manufacturers and products will be available on the state’s website.</li> <li>Provide information to consumers purchasing paint about the paint stewardship program, including paint recycling opportunities.</li> <li>Act as voluntary collection sites in addition to current HHW locations.</li> </ul>
<b>State and local government</b>	<ul style="list-style-type: none"> <li>The state will review and, as appropriate, approve the stewardship organization’s plan and reports, and will provide an up-to-date webpage with a list of compliant manufacturers and the brands of paint they sell.</li> <li>The paint program will build on existing local government household hazardous waste collection programs and infrastructure.</li> </ul>
<b>Residents</b>	<ul style="list-style-type: none"> <li>Purchase and use their paint in the same way they always have, but will be provided information that recommends ways to purchase the right amount of paint, reduce the amount of paint that becomes waste, and what to do with any leftover paint that does accumulate.</li> <li>A nominal fee at the time of purchase will cover the cost of recycling leftover paint at convenient drop off locations.</li> </ul>
<b>Painting Contractors</b>	<ul style="list-style-type: none"> <li>Greater opportunities to manage leftover paint at less cost.</li> <li>Opportunities to offer ‘Green options’ to their customers by recycling paint at no extra cost.</li> </ul>

Oregon has collected and recycled **over one million gallons of paint** since the program was implemented in July 2010

California’s paint stewardship program launched in fall 2012 with **over 350 new collection locations** accepting paint for recycling



## Save money and create new jobs by supporting Paint Stewardship legislation this session!

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For more information on paint stewardship please visit:

[www.paintcare.org](http://www.paintcare.org)

[www.njhazwaste.com](http://www.njhazwaste.com)

[www.productstewardship.us/paint](http://www.productstewardship.us/paint)

Ref-

erences and Assumptions

The US EPA estimates that about 10% of all purchased paint ends up unused and leftover. Source: U.S. EPA Sector Strategies. *Quantifying the Disposal of Post-Consumer Architectural Paint*. April 2007. <http://www.productstewardship.us/associations/6596/files/PaintQuantityReportApril182007.pdf>

The projected 14 million in sales for New Jersey in 2012 comes from “US Architectural Coatings Forecast to 2015.” Decision Metrics (October 2012).

The amount of paint manufactured in the US comes from the US Census Bureau. *Paints and Allied Products – 2005*.

[http://productstewardship.us/associations/6596/files/paint\\_and\\_allied\\_products\\_ma325f05.pdf](http://productstewardship.us/associations/6596/files/paint_and_allied_products_ma325f05.pdf)

The cost to collect, transport, and recycle unused paint comes from SCS Engineers, *Paint Product Stewardship Initiative Infrastructure Project*, 2007. Prepared under