



## A LOOK BACK AT 2015, DIGITAL BANNERS AVAILABLE

### A LOOK BACK AT 2015

As 2016 begins, we would like to thank all our Colorado drop-off sites for making 2015 such a success.

Back in July, Colorado became the seventh state to implement a paint stewardship program. The Colorado PaintCare program launched with just over 100 drop-off sites. Since then, the number of drop-off sites in Colorado has increased to 136, and we expect to have more than 150 sites by the end of our first year of operations in June 2016.

We look forward to another successful year in 2016.

### NEW PROGRAM MANAGER

PaintCare Colorado has a new program manager: Kevin Lynch.

Kevin began working for PaintCare on March 2014. He was a vital part of the California PaintCare program, where he served as southern regional coordinator. Kevin has a strong background in environmental and policy matters. He has been an avid recycler from a young age, and enjoys outdoor activities such as: hiking, camping, and fishing.



He started working for the Colorado Program in August 2015.

Those interested in discussing the Colorado PaintCare program with Kevin can reach him by e-mail at [klynch@paint.org](mailto:klynch@paint.org), or by phone at (720) 481-8858.

### DIGITAL BANNERS AVAILABLE

Are you interested in mentioning that you are a paint drop-off site on your store's website?

At the request of our drop-off sites, we've created three sets of banner ads to download and use on your own website. Ads are available in the most common sizes used in digital advertising, but if you would like custom sizes or different artwork, just let us know.

To download banners, visit the PaintCare website at [www.paintcare.org/banners](http://www.paintcare.org/banners).



### BIN STORAGE TIPS FOR DROP-OFF SITES

All PaintCare drop-off sites are provided with one of two types of paint bins, depending on whether they store bins inside or outside. For indoor use, sites receive cardboard cubic yard boxes. Cardboard bins are fitted with a heavy-duty plastic liner and sit on a wooden pallet. Outside storage bins are made from durable plastic and do not require a liner. They have a built-in pallet at the bottom and a snug-fitting lid. Here are some guidelines for managing your bins:

- Labels. PaintCare's hauler provides labels for paint storage bins that say "Used Paint." On the day that the first can of paint is placed in the bin, site staff should write the accumulation start date on the label. This is important for making sure that the bins do not exceed the storage time limits and are removed within one year.



- Store bins in a secure location. All bins should be kept on a hard surface in a location where the public cannot access them, especially after hours.
- Accessibility. Please make sure bins are in a place where the truck driver from the paint hauler can access them using a pallet jack and a truck's lift gate. Access to bins should not be blocked by other materials.
- Keep bin lids closed. Keep lids closed at all times, except when placing paint cans in the bins.
- Cardboard bins are for indoor use only. Keep cardboard bins indoors and under cover at all times, as they do not have a watertight cover and will begin to fall apart if exposed to rain or snow.
- Keep outdoor bins free of snow. Ensure outdoor bins do not get buried in snow. Place bins in locations where they will not be buried by heavy snow fall or snow plows.

Please contact Colorado's PaintCare Program Manager, Kevin Lynch, by phone or e-mail if you have any questions about the maintenance and storage of paint bins, or if you would like to switch the type of bin your site is using.

## WINTER IS HERE! WHAT ABOUT FREEZING?

Although water-based paint labels normally say "keep from freezing," did you know that paint may still be usable even after it freezes once or twice? Allow the paint to slowly warm up to room temperature, then stir it well. If the paint color and consistency appear normal, it should still be good for use. If the paint looks like cottage cheese, it was frozen too many times and has spoiled.

While freezing and thawing latex paint more than a few times will reduce its quality and the ability to recycle it, you do not need to protect it from freezing. Paint is normally picked up soon enough after drop-off. Our recyclers are experienced in sorting all of the paint they receive, and they have found that one or two freeze/thaw cycles is not enough to make most paint unrecyclable.

## NEWSPAPER AND DIRECT MAIL ADVERTISEMENTS

PaintCare is planning to run a series of newspaper and direct mail advertisements to promote our Colorado drop-off sites this year. We will be calling all retail drop-off sites this year to see if they would like to be included in our print advertisements.

If you are a store that would like to be a part of these print advertisements, please send an email to Colorado Program Manager Kevin Lynch with your store name and address.

## SPOTLIGHT ON COATINGS: WATERPROOFERS ARE PAINTCARE PRODUCTS TOO!

Water can be a powerful force for destruction. In order to prevent damage to wood, masonry and concrete surfaces both inside and outside the home, applying a waterproofing solution can help keep decks, porches, patios and basements looking great for years to come.

Waterproofing compounds and sealers for concrete, masonry, and wood are PaintCare products. This means that there is a PaintCare fee applied on them at the time of purchase, and that they are accepted for free when taken to a PaintCare drop-off location, such as a paint or hardware store.

However, there are some exceptions. Waterproofers that are tar or bitumen-based are not accepted PaintCare products. Additionally, products used to protect wood furniture,





such as furniture polishes, waxes, and linseed, tung, and lemon oils, are excluded from the PaintCare program. It is also important to note that masonry and concrete sealers that are labeled "for professional use only" are excluded from the PaintCare program and do not have a PaintCare fee applied to them.

Over time, untreated wood surfaces can become damaged by water. When moisture comes in contact with wood, cracks can occur. Lingering water on wood surfaces can also lead to rot. Wood waterproofers help prevent cracking, warping and splitting of wood decking, siding, shingles and other wooden surfaces. Wood waterproofers are available in either oil- or water-based formulations.

Similarly, concrete and masonry can be damaged by water. Wind-driven rain and ice can pound on driveways, concrete steps and porches, and moisture can seep into homes and wreak havoc with basement walls. A waterproofing sealer penetrates and bonds to concrete and masonry to stop leaks that allow water to enter and cause irreparable harm. They can often prevent damage before it occurs by providing a tough barrier, however, some waterproofers can be used after water damage has already occurred.

Although concrete sealers and waterproofing compounds perform similar functions, they work in different ways. Sealers primarily form protective layers over concrete surfaces, while waterproofing compounds penetrate into surfaces to fill in gaps.

While waterproofing compounds and sealers are accepted PaintCare products, please remember that they must be in containers that are no larger than five gallons in size, just like other PaintCare products. They must also be in their original containers, and the containers must have a label and secured lid.

For a complete list of all accepted PaintCare products, visit [paintcare.org](http://paintcare.org).

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