



## A LOOK BACK AT 2015, DIGITAL BANNERS AVAILABLE

### A LOOK BACK AT 2015

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

In 2015, PaintCare provided 178 year-round paint drop-off sites, all at paint retailers. PaintCare also covered paint management costs for all of the state's household hazardous waste (HHW) programs operated by 21 county and multi-county groups, comprised of 40 year-round HHW facilities, 22 seasonal HHW facilities, and approximately 145 HHW collection events. Combined, the 178 year-round retail drop-off sites and 40 year-round HHW facilities provided a site within 15 miles of 92.3% of Minnesota residents.

The Minnesota program processed 501,400 gallons of postconsumer paint in its first reporting period. This gave Minnesota a paint recovery rate of 9.6% -- tying for first amongst the eight PaintCare States. PaintCare calculates the paint recovery rate by taking the volume of postconsumer paint collected and dividing it by the volume of new paint sales within the same period. Minnesotans purchased 5.2 million gallons of paint during this reporting period.

For an in-depth look at how the Minnesota program did in its first eight months, take a look at the Minnesota Annual Report.

We look forward to another successful year in 2016.

### 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).



### TRAINING AND RETRAINING STAFF

While PaintCare provides training when initially setting up drop-off sites, we know that your staff may change over time.

New staff can train themselves using the "Site Training" section of the binder provided by PaintCare to all locations that volunteer to serve as a drop-off site, or they can be trained by a store manager or supervisor. This training ensures that staff know which products are acceptable, how to safely pack the paint bins, and helps them answer questions from customers interested in paint recycling, such as: "what happens to the paint after I drop it off?" After training is completed, it should be recorded by a supervisor in the "Training Record Sheet" also located within the site binder.

Employees at drop-off sites who accept paint from the public and place it in collection bins – whether new hires or long-term staff – should be properly trained in managing the paint. Minnesota Program Manager Steve Pincuspy is available to train new staff, or to provide an annual employee "refresher training" at drop-off sites that request it. PaintCare also offers replacement site program binders as needed.

To request an in-person training or a new binder, call our hotline at (855) PAINT09.



## 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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