



## PAINTCARE MINNESOTA: A SUCCESSFUL PROGRAM START

With the start of the Minnesota PaintCare Program on November 1, 2014, we are launching our Minnesota eNewsletter to keep you informed about the program.

PaintCare will email this bimonthly publication to keep paint retailers and other interested stakeholders informed of progress in implementing the Paint Stewardship Program. Topics will include suggestions for educating customers about paint recycling, recommended operating procedures for paint drop-off sites, highlights of PaintCare Minnesota activities and achievements, occasional national news relevant to paint stewardship, and a variety of other topics.

Please feel free to forward this newsletter to your colleagues and friends.

Thanks again for reading, and we look forward to collaborating with paint retailers, household hazardous waste (HHW) facilities, and other organizations to advance the management of postconsumer paint in Minnesota. If you have ideas for the newsletter, please let us know.

## PAINTCARE MINNESOTA ENJOYS A SUCCESSFUL LAUNCH

PaintCare's Minnesota Program is off to a strong start. Paint retailers are receiving positive feedback from customers, and retail drop-off sites are already scheduling to have their first paint bins picked up. Some retailers have even had two or three pick-ups.

PaintCare has exceeded its initial goal of establishing 100 paint drop-off sites across the state and now has more than 140 sites. With a number of paint retailers gearing up to become drop-off sites soon, we anticipate that the number of sites will grow to 175 by March of next year.

To all the sites who became PaintCare partners in our first two months of operations—helping to make paint reuse and recycling in Minnesota more convenient—we offer a warm thank you!

One of PaintCare's priorities is to make paint recycling convenient for residents in all regions of the state, and we will continue to assist retailers and other facilities in becoming drop-off sites. Enthusiastic program partners are a great way to increase interest in becoming a drop-off site. We invite you to share your experiences as a site with other retailers and to encourage them to get in touch with Jeremy Jones, Minnesota program manager, to learn more about the program. If you are not already a drop-off site and wish to become one, please feel to contact Jeremy at (612) 719-5216 or [jjones@paint.org](mailto:jjones@paint.org).

## WHICH BUSINESSES CAN USE PAINTCARE DROP-OFF SITES?

All PaintCare sites accept at least 5 gallons of paint per visit, but some sites may accept more if they have space.

Residents are allowed to drop off as much latex or oil-based paint as a site is willing to accept. Some businesses are treated the same as residents – and they are allowed to drop off as much latex or oil-based paint as a site is willing to accept so long as they do not generate more than 220 pounds (about 20-30 gallons) of hazardous waste per month.

Businesses that generate more than 220 pounds of hazardous waste per month are treated differently. Even though these businesses may drop off as much latex paint as the site is willing to accept, they cannot drop off any oil-based program products. (Note: When calculating monthly hazardous waste generation totals, oil-based paint is counted, but latex paint is not counted.) To learn more about this limitation, please contact Minnesota Program Manager, Jeremy Jones.



### LARGE VOLUME PICK-UP SERVICE: IT'S FREE

Being a paint drop-off site is a valuable service for local residents and can drive foot traffic to your location, but it might not be feasible for a site to accept a stockpile of old paint accumulated by a homeowner or business. These customers might benefit from a one-time clean out.

If someone has more than 300 gallons of paint, encourage them to contact PaintCare to request a free pick-up. The Large Volume Pick-Up Service (LVP Service) saves everyone time and trouble – it's more convenient for the customer and less hassle for drop-off sites who might otherwise be overwhelmed with large volumes of paint. PaintCare's LVP Fact Sheet ([www.paintcare.org/lvp](http://www.paintcare.org/lvp)) provides details about the service. Give us a call to request copies of the LVP Fact Sheets to give out to your customers or download a copy from our website at [www.paintcare.org/Minnesota](http://www.paintcare.org/Minnesota).

### NEW NAME FOR THE PAINT STEWARDSHIP FEE

Based on feedback from paint retailers and customers, we are changing the name of the fee that funds the PaintCare program. The previous name, "PaintCare Recovery Fee," will be phased out of all program materials, and we are requesting retailers, distributors, and manufacturers to do the same. Across the country, we would like everyone to use the simplified "PaintCare Fee." We believe that "PaintCare Fee" is easier to understand and more effectively communicates that the fee directly supports the PaintCare Program.

A survey of retailers in all PaintCare states found that retailers use a variety of names for the fee: Eco Fee, Paint Fee, Recycling Fee, and State Paint Fee. Previously, PaintCare encouraged retailers to use "PaintCare Recovery Fee" because it had more than one meaning, such as "we recover the paint" and "retailers recover the fee," however, we also learned that without explanation, the term "recovery" seemed abstract or unclear to many, and that is why we sought a change in the name. PaintCare's Board of Directors approved the name change last month.

Retailers are encouraged to use "PaintCare Fee" when informing customers about the fee and educating them about opportunities to recycle unwanted, leftover paint. If your store currently uses "PaintCare Recovery Fee" (or some other name) on sales receipts, we ask that you please change the name to "PaintCare Fee" for consistency across the state.

### HAPPY HOLIDAYS

The PaintCare Team wishes you a happy holiday season.

We also thank you for your support over the past two months and look forward to continuing to advance successful, cost-effective paint stewardship programming in 2015.

#### CONTACT

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