

# Boosting the impact of the PaintCare initiative





# PaintCare initiative – trade and consumer research report

## Executive summary

Market research on this PaintCare proposition was undertaken with a nationally representative sample of Consumers, Painters and Decorators in March 2021. The research explored:

- Current attitudes towards recycling paint including the key drivers and barriers to recycling and
- Initial reactions to the PaintCare proposition including its main benefits and feasibility
- The impact of any Green Levy on future purchase behaviour

The results were very positive and almost all found it an appealing proposition and claimed it would impact their future behaviour when it came to dealing with leftover paint, as well as the uptake of purchasing recycled paint. Most DIY Consumers and Tradespeople saw the real value of the PaintCare proposal and said that they were willing to pay a small Eco Levy on new paint to fund the programme.

The initiative would have a positive impact on future behaviour in terms of both the reduction of and storage of leftover waste paint.

Both Tradespeople and DIY consumers are also more likely to take their leftover paint to their local Household Waste Recycling Centre as a result of the initiative.

Tradespeople and DIY consumers claim they are more likely to purchase recycled paint with the initiative in place.

The research also confirmed that PaintCare would need to ensure high awareness of the scheme, drop off at HWRC's would need to be easy and convenient and reassurance on the quality of remanufactured paint would be needed.

As an industry, we are currently developing a potential national voluntary industry led scheme, including a consumer eco fee, which will generate sufficient funds to deliver the PaintCare programme and substantially change the waste profile of leftover paint, and create a vibrant re-use, recycling and remanufacturing solution. Over the next period we will be engaging with other stakeholders, commencing with retailers and distributors to refine the potential scheme.

**– Stephen Snaith,  
BCF PaintCare Consultant**



**Note: This document is a high level overview of the results of the April 2021 trade and consumer research survey as part of the British Coatings Federation (BCF)'s leftover paint project PaintCare. Copies are downloadable at [www.paintcare.org.uk](http://www.paintcare.org.uk).**



# Research approach

## A robust quantitative online survey

**This survey was carried out on behalf of the British Coatings Federation by Trinity McQueen in March 2021**

### Quantitative research

A robust 15-minute online survey to explore current attitudes towards recycling paint including the key drivers and barriers to recycling

Initial reactions to the PaintCare initiative including its main benefits and feasibility

The impact of the Green Levy on future purchase behaviour including examining price sensitivity

### 1000 participants

150 tradespeople responsible for purchasing paint – with a mix of commercial and domestic painters

A nationally representative sample of 850 DIY consumers all aged 18-65 and have painted in the last two years

All to have purchased at least one of the following brands:



# Background on PaintCare

The following was shown to the research survey participants in order to provide background information on the PaintCare initiative:

Paint – its everywhere and on almost everything. 337 million litres of household paint are sold annually in the UK. We like painting... but not as much as we think. 56 million litres of this paint goes unused every year – enough to fill 20 Olympic-sized swimming pools. This leftover paint, remaining after decorating, is frequently saved for future repairs or touch up and is then stored, often for years. Eventually, most of this unused paint finds its way to land fill or incineration. But it does not have to be like this.

PaintCare sees this waste paint as a valuable resource and plans to recover it and reuse all of this waste paint. Imagine if you could take your old paint to your local waste recycling centre where it would be stored in a separate area. A paint recycler would collect the paint and take it to their factory where it would be sorted, opened, checked, mixed and then tested to ensure the new paint is of the highest quality. It would be repacked and sold again – a closed loop system – paint made from paint.

It's happening now but on a very small scale – only 1% of this leftover paint is currently recycled. PaintCare with your help sees the opportunity for all consumers and painters to recycle all of their leftover paint.

Getting it right will mean you have more space in your home or sheds and for painters, you will have more space in your premises, and you will save on your waste disposal costs.

You will be doing your bit for your local environment and because recycled paint has up to 50% lower carbon footprint, it is also better for the planet.

Closing the loop reduces waste, reuses precious resources and is better for your local environment and the planet – join us now.





# Environmental benefits have value to consumers and painters

## PaintCare closes the loop:

- Reduces waste
- Reuses precious resources
- Better for the local environment and the planet

## Recycled paint has 50% lower carbon footprint

## Easy route to allow paint to be recycled

## Some surprises:

- Amount of leftover paint
- Low rate of paint recycling currently

# Consumers and painters are willing to change their behaviour when made aware of PaintCare

After learning about PaintCare, they are more likely to:

**Purchase paint more accurately to reduce leftovers**

**Look to store and re-use leftover paint**

**Take leftover paint to a collection point**

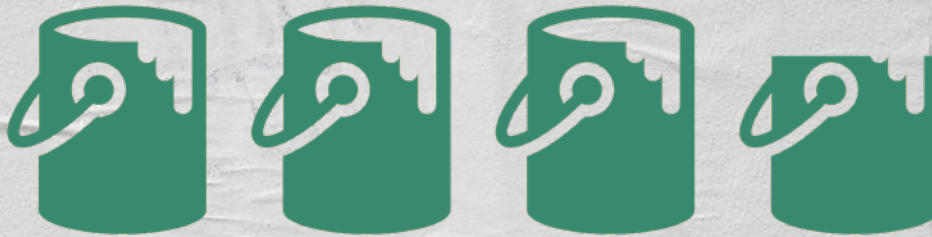
**Purchase recycled paint**

The PaintCare proposal will create funding for communication of the scheme and its benefits to consumers and painters.



# The amount of leftover paint is a clear issue with both tradespeople and DIY consumers

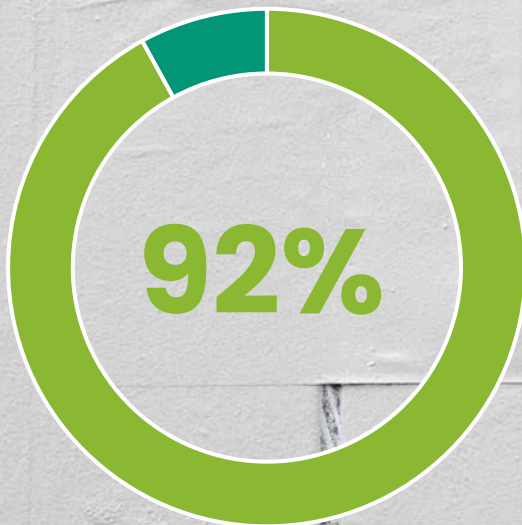
The average DIY consumer has 3.93 cans of leftover paint in their home



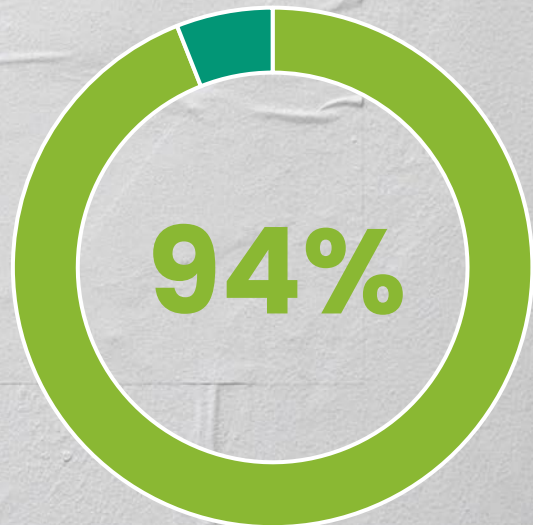
Number of leftover paint cans

Almost all have at least some leftover paint at the end of a project

% Who have at least some paint leftover following a project



Tradespeople

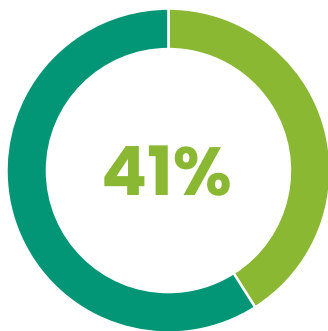


DIY consumer

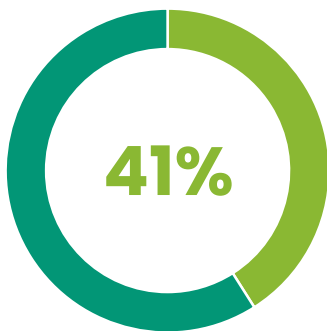
# There are opportunities to reassure shoppers on the cost savings of buying the right amount of paint

## Reasons for having leftover paint in the house (%)

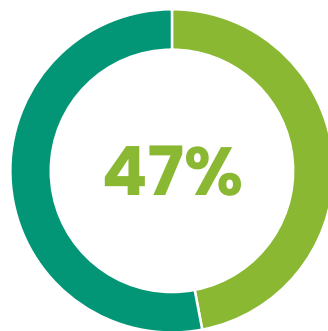
### Tradespeople



I bought more than I needed

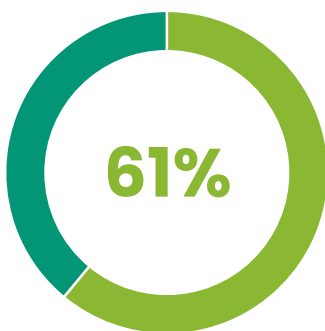


I saved the paint in case I need to go back and re-paint

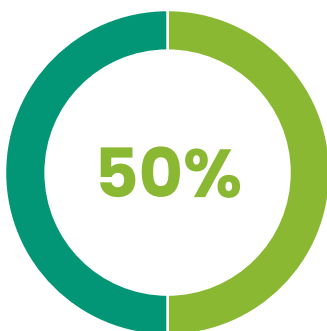


I saved the paint in case I need it on another job

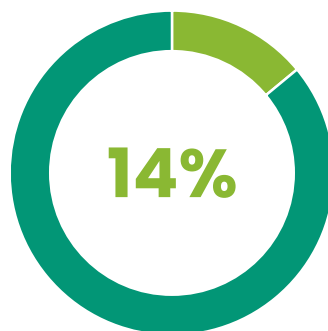
### DIY consumer



I bought more than I needed

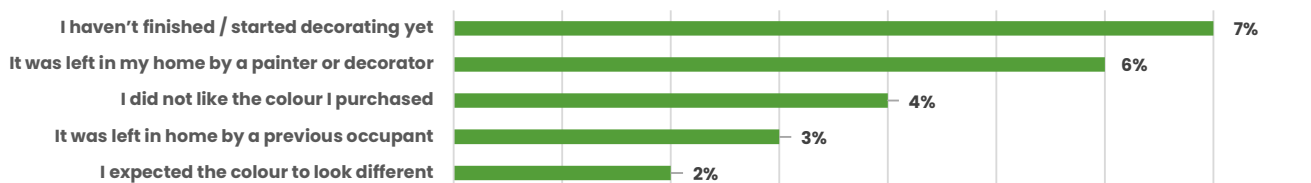


I saved the paint in case I need to go back and re-paint



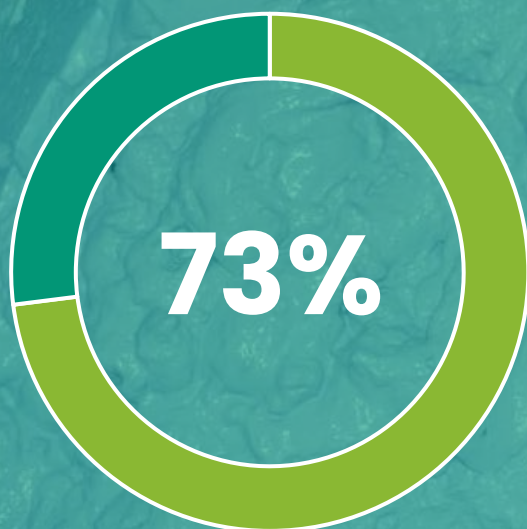
I saved the paint in case I need it on another job

### Other reasons:





# Trade and DIY intentionally buy more paint than they need



**"I buy more paint than I need to be on the safe side"**

**A cautious approach is taken when painting and a smaller proportion worry about the environmental impact of paint. Reassuringly, 9 in 10 don't like throwing away unused paint so are primed for an alternative disposal method**

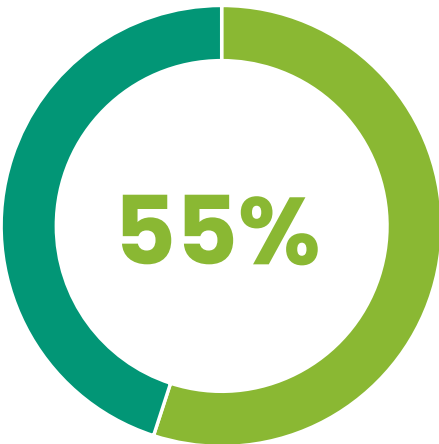
**Educating both trade and DIY audiences will be key to change current behaviour towards disposing paint**

	Trade	DIY
I buy more paint than I need to be on the safe side	80%	72%
I buy more paint than I need in case I need it in the future	79%	64%
I don't like throwing away unused paint	92%	85%
I worry about the impact of paint on the environment	64%	40%

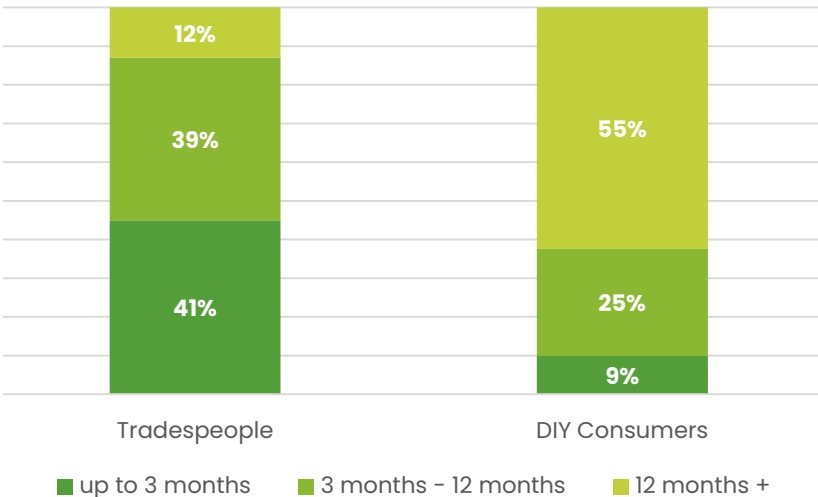


# There is a reluctance to throw away paint – DIY consumers can end up keeping paint for well over a year

How long do you tend to keep leftover paint before getting rid of it?



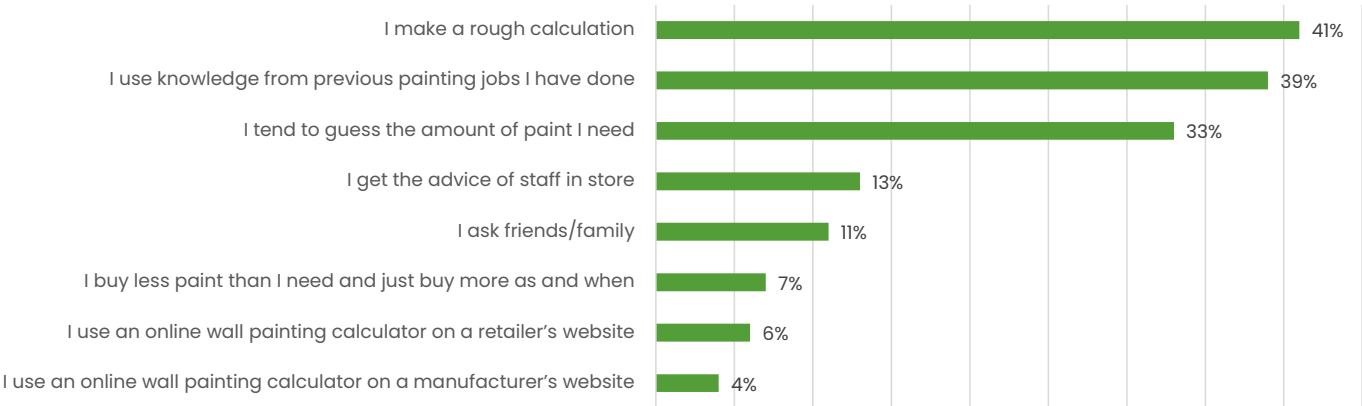
Of DIY consumers keep paint longer than a year



Communicating both the environmental and financial saving benefits of online wall painting calculators may reduce excess paint being purchased

When deciding the amount of paint to purchase – most DIY consumers either make a rough calculation or guess how much they require

How do you decide how much paint you need for a job? (DIY only) (%)



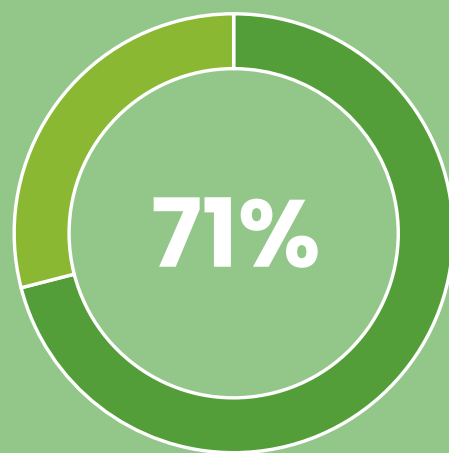
# More can be done to raise awareness that paint can be taken to a local HWRC and recycled

**DIY consumers are less likely to be aware that this option of disposal of leftover paint is available**

% unaware that paint can be taken to a dedicated area of a HWRC



Tradespeople

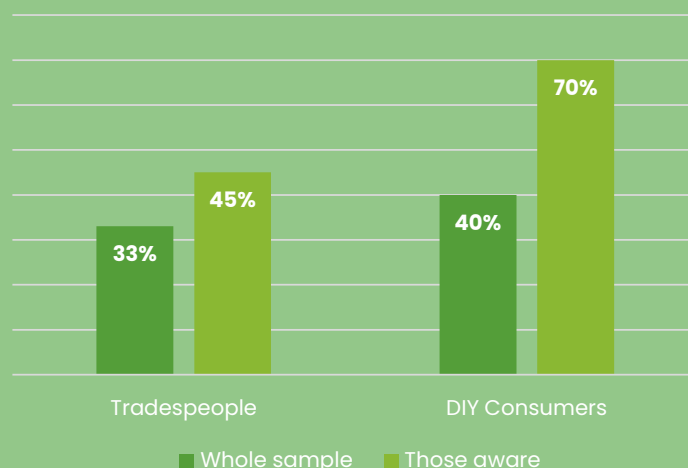


DIY consumer

**Simply raising awareness of the HWRC paint drop offs could significantly impact behaviour**

% Who take paint to a HWRC / local tip and put in a dedicated area for paint

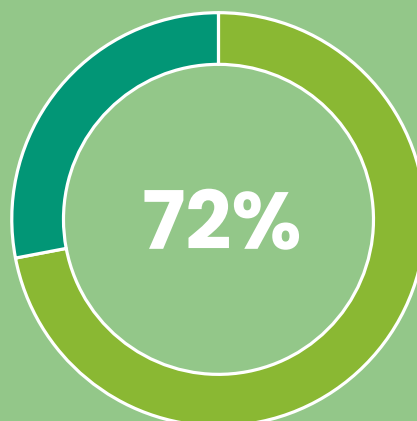
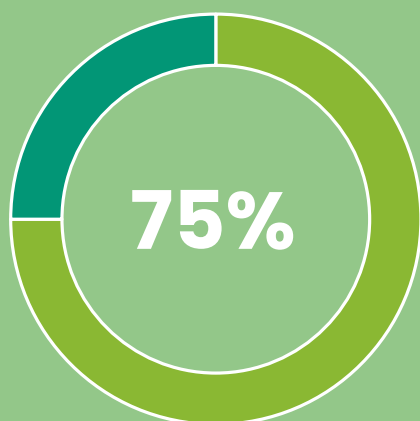
Of those aware – 7 in 10 DIY consumers are likely to take their leftover paint to a HWRC and put it in a dedicated area for paint





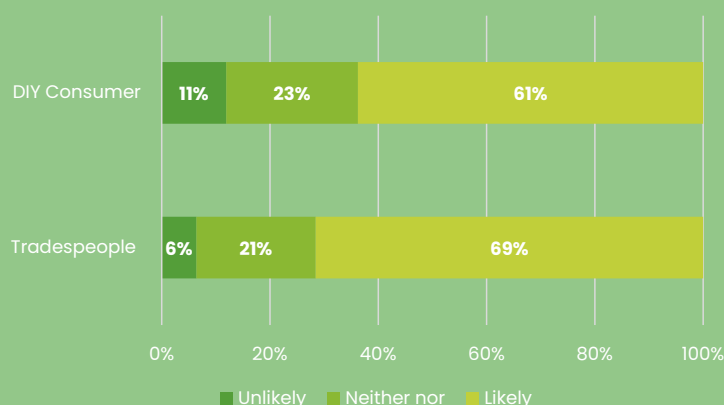
# There is a strong appetite for recycling paint

% Likely to recycle paint at an HWRC if they knew it could be recycled there

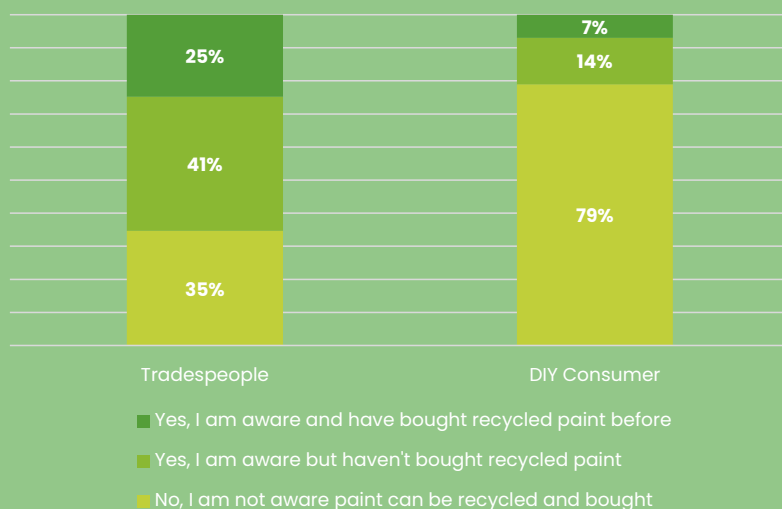


Once people are aware that recycled paint can be purchased, around two thirds are likely to buy it if it was convenient

Likelihood to buy recycled paint if it was near them and in the right colour



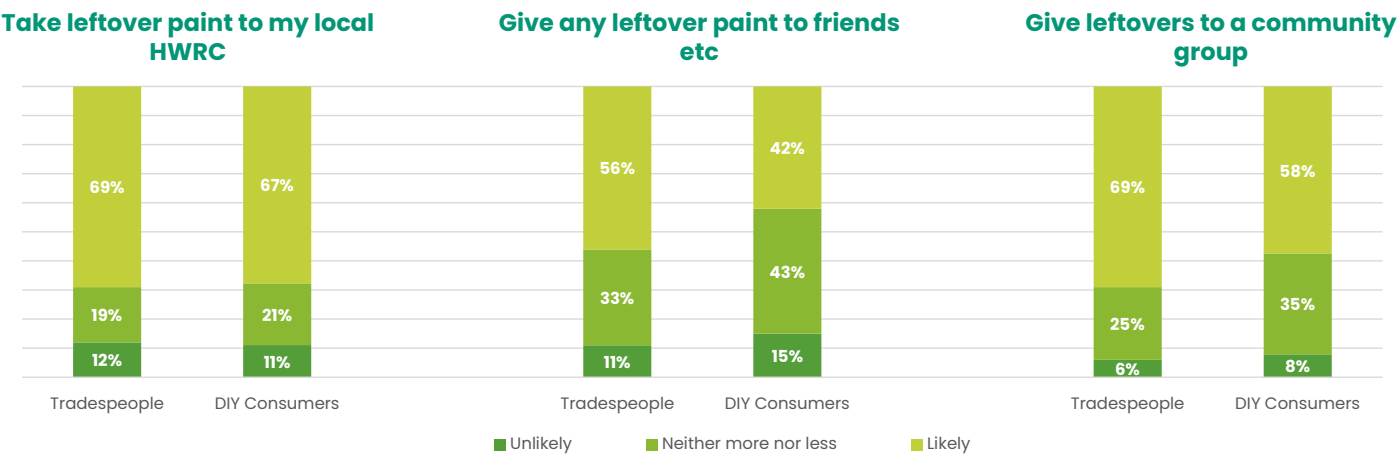
Awareness purchasing recycled paint



Awareness for recycling paint is significantly higher among tradespeople compared to the DIY consumer, tradespeople are also more likely to have used recycled paint

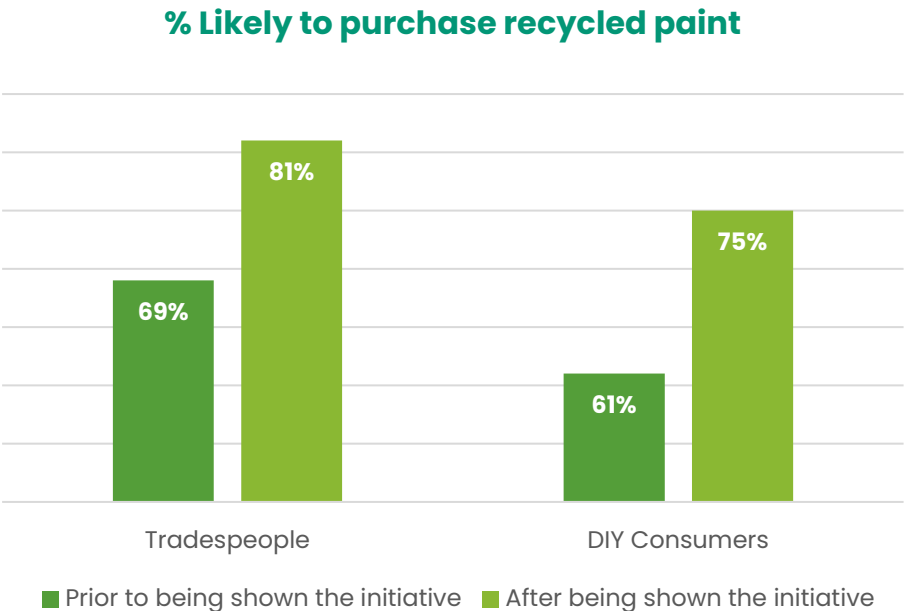
# Both tradespeople and DIY consumers are also more likely to take their leftover paint to their local HWRC as a result of the initiative

- Those who have not taken paint to their local HWRC in the past would be equally as likely to do so as a result of the scheme compared to those who currently do
- Tradespeople are significantly more likely to look to at other ways their leftover paint can be reused than DIY consumers



# Both tradespeople and DIY consumers were more likely to claim they would purchase recycled paint

- Those who have already bought recycled paint before would continue to do so (97% likely to buy recycled paint)
- Reassurance would still be needed around the freshness and quality of recycled paint for some – being key barriers to both DIY consumers and Tradespeople purchasing recycled paint currently

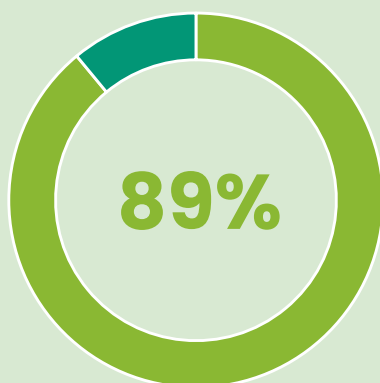




# Initial reaction to PaintCare initiative

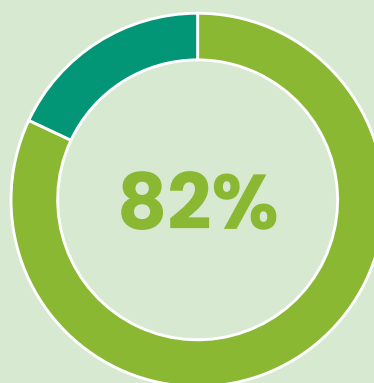
**Initial reactions to the initiative are positive – almost all find it appealing and understand the key benefits of the closed-loop system**

**NET appeal (very appealing / appealing)**



**Tradespeople**

**"I like that it can be recycled, I never knew this was an option and I am always looking for ways to be more helpful to the planet"**



**DIY consumer**

**"I liked this part as it clearly stated, 'I'll be doing my part for the environment and that it would only include a small fee for doing so'"**

**What do you think the main benefit of the initiative is?**

**"I can do my part for saving the planet and reducing my carbon footprint"**

Trade

**"Cutting down on waste and helping the environment"**

Trade

**"Recycling the leftovers from the paint that otherwise will be wasted or thrown away"**

Trade

**"The main benefit is not to waste leftover paint"**

DIY consumer

**"It benefits the environment as paint is not going to landfill"**

DIY consumer

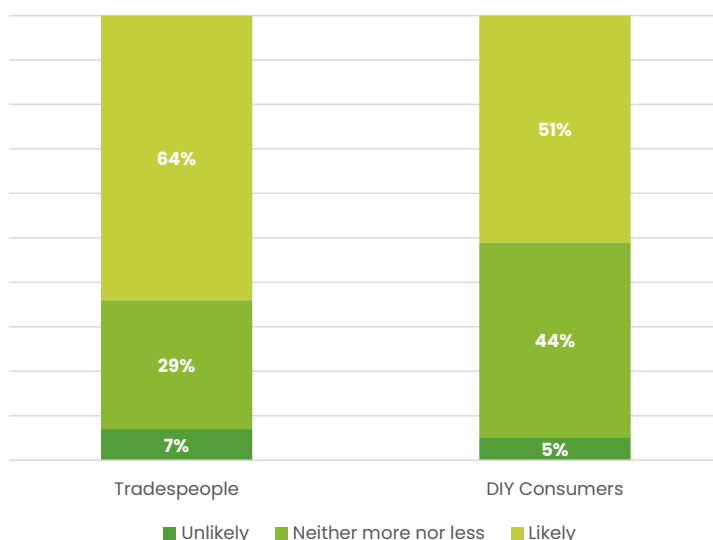
**"More paint would be recycled"**

DIY consumer

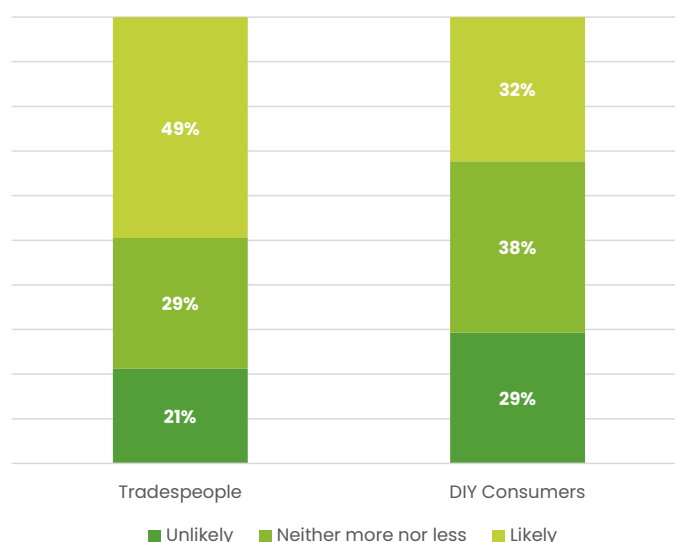
# The initiative would have a positive impact on future behaviour in terms of both the reduction and storage of leftover waste paint

- The initiative would encourage both tradespeople and DIY consumers to only buy the amount of paint they need
- Whilst tradespeople are more likely to continue to store leftover paint, almost 3 in 10 DIY consumers are less likely to do so in the future as a result of the initiative

## Only buy the amount of paint I need to reduce leftover waste



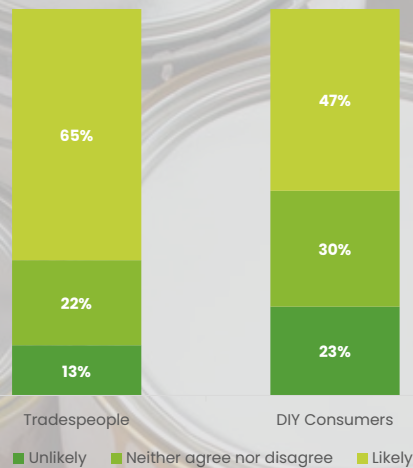
## Store leftover paint for future use





# Majority of consumers and painters are willing to pay a Green Levy to deliver on PaintCare's objectives

"I'm willing to pay extra for paint if it meant it could easily be recycled"

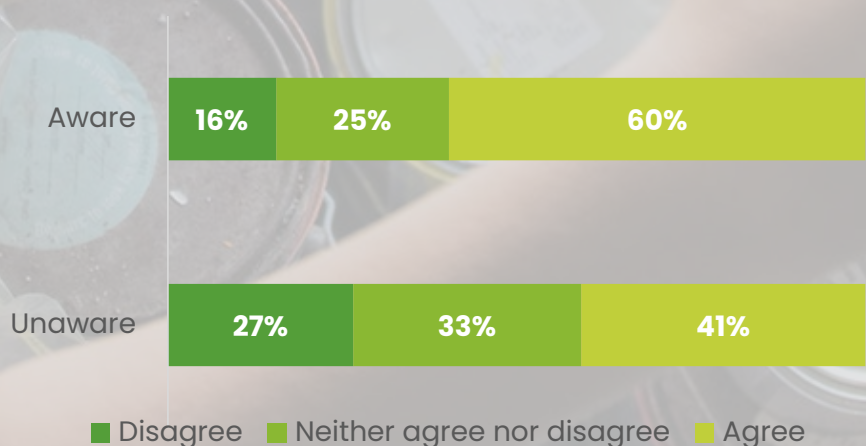


Younger consumers are significantly more likely to be willing to pay extra compared to older groups

## Those who are currently aware that paint can be taken to be recycled at a HWRC are more likely to pay extra for paint

Awareness that paint can be taken to a dedicated area of a HWRC

Making people aware that paint can be recycled at a local HWRC and communicating the benefits will justify paying the Green Levy



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The British Coatings Federation is the UK Trade Association representing the interests of the decorative, industrial and powder coatings, printing inks and wallcovering manufacturers. Coatings are critical to UK industry, with 300,000 workers relying on our members' products every day, and the UK is a net exporter of coatings and inks. BCF's members represent 95% of the UK sales of coatings, inks and wallcoverings.



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