

PaintCare

Creating a circular economy for left over decorative paint in the UK



A Voluntary, National Product Stewardship Scheme for Left Over Paint in the UK



January 2022



What is PaintCare trying to achieve?

Vision

To create a circular economy for leftover decorative paint

Purpose

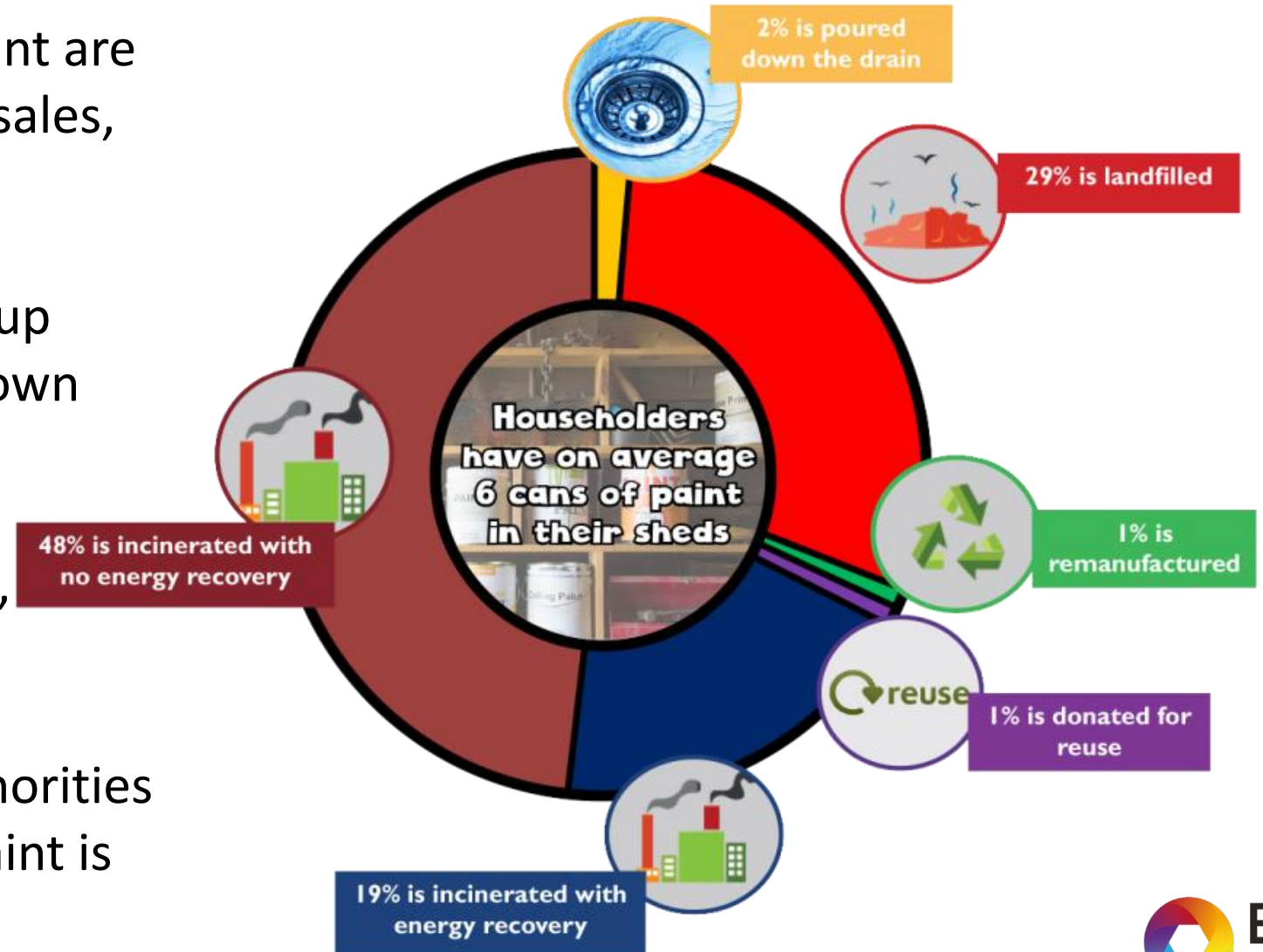
- *75% of leftover paint to be recycled, reused or remanufactured by 2030 (from 2% in 2021)*
- *a cumulative total of 360,000 tonnes or 275m litres by 2030*
- *To create a sustainable paint remanufacturing industry*

The Challenge



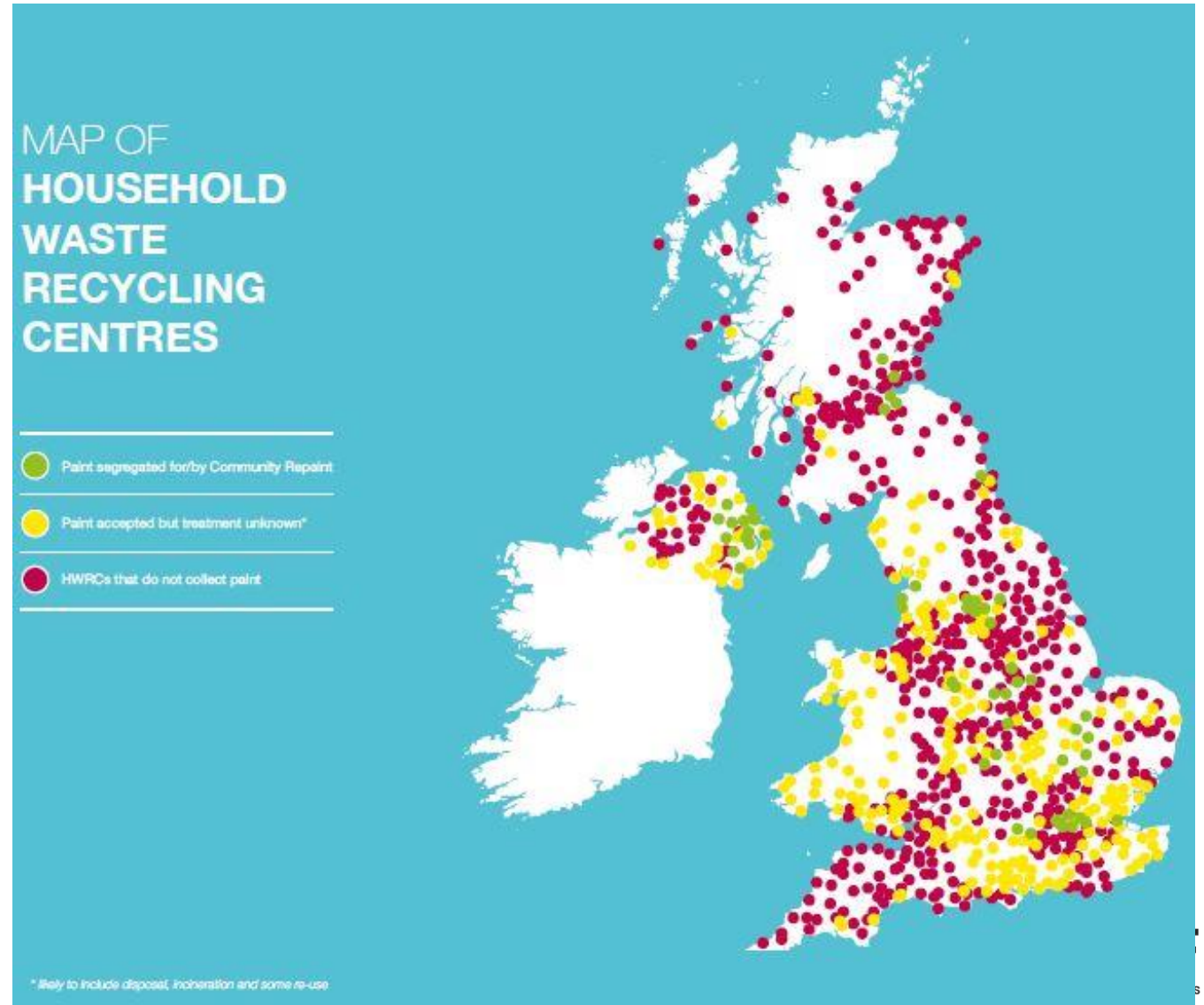
Only 2% of leftover paint is recycled today

- 55m litres of decorative paint are leftover each year (10% of sales, 71,500 tonnes)
- 98% of leftover paint ends up landfilled, incinerated or down the drain
- Only 1% is remanufactured, 1% is reused
- Estimated cost to local authorities to landfill and incinerate paint is £21 million



Postcode lottery if you want to recycle paint today

- Over 1,000 potential collection points for paint, yet only 1 in 3 HWRCs accept liquid paint currently
- Local authorities concerns about managing and segregating waste paint:
 - Costs (liquid paint is disposed as hazardous waste)
 - Lack of space on site
- Guidance from WRAP to solidify paint with soil or cat litter if HWRC won't accept it as a liquid.



The Solution

PaintCare is a voluntary programme – a multi industry solution



PaintCare is a voluntary programme - with strong cross industry support

- British Coatings Federation (BCF) membership covers 95% of paint sold in the UK
- BCF Members support the principle of the scheme
- Discussions with paint retailers and merchants and the Painting and Decorating Association (PDA) show strong support for the scheme
 - Discussions and meetings held with B&Q, Homebase, Travis Perkins, Wickes, Brewers, PDA, Wilko, B&M
- A level playing field is critical, with all major players taking part (retailers, merchants, paint companies)

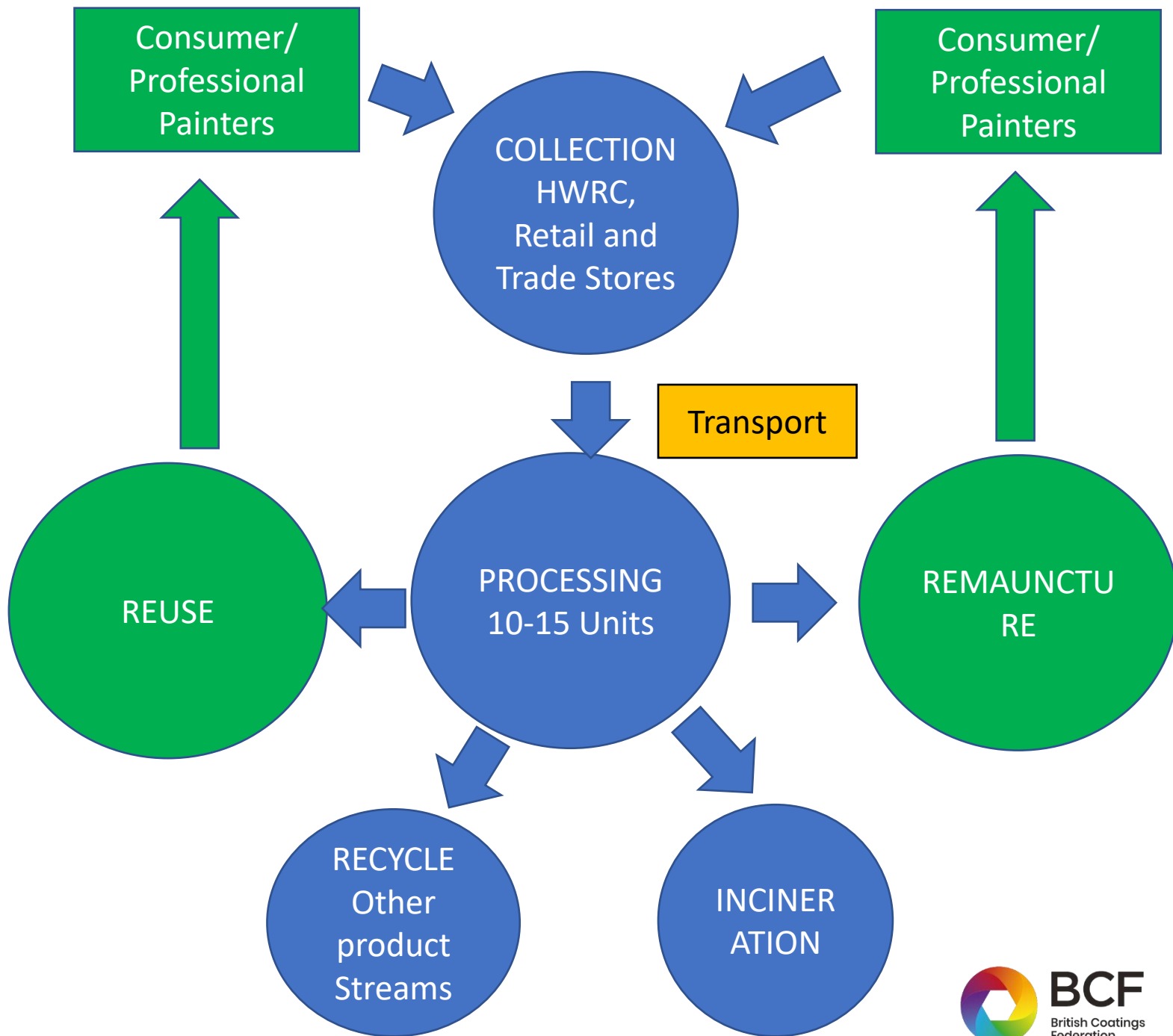
How will it work?

1. Consumers/painters take their left over paint to their local HWRC or participating retailer/merchant, where it is collected in dedicated storage areas

2. Left over paint is collected and transported to the remanufacturing unit

3. Left over paint is remanufactured into high quality paint for resale

4. Any leftover paint not suitable for remanufacture is recycled into other product streams e.g. concrete





Our ambition – 75% reuse, recycle or remanufacture

NOW

71,500 T

2030

Reuse, recycle, remanufacture 2%

Incineration 69%

Landfill 29%

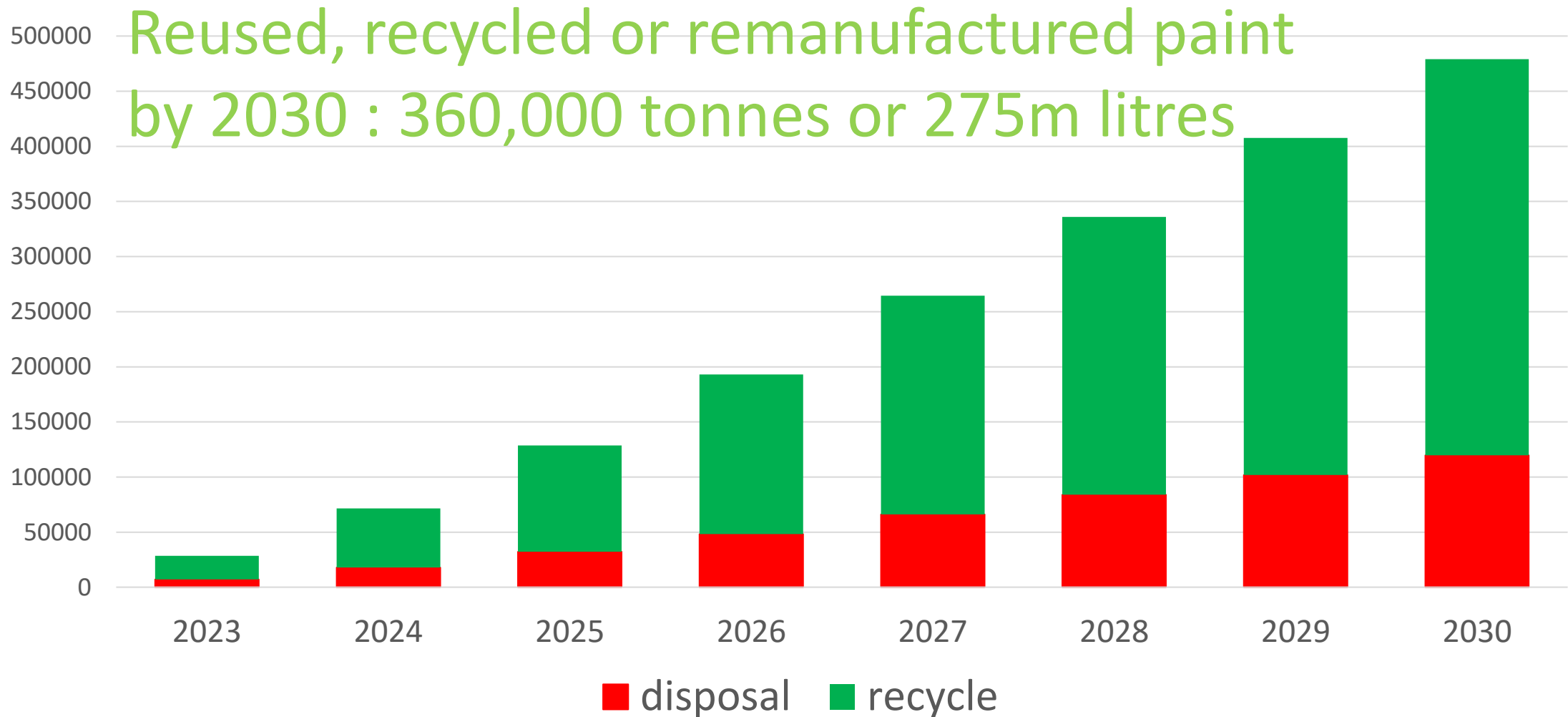


Reuse
Remanufacture
Recycle
75%

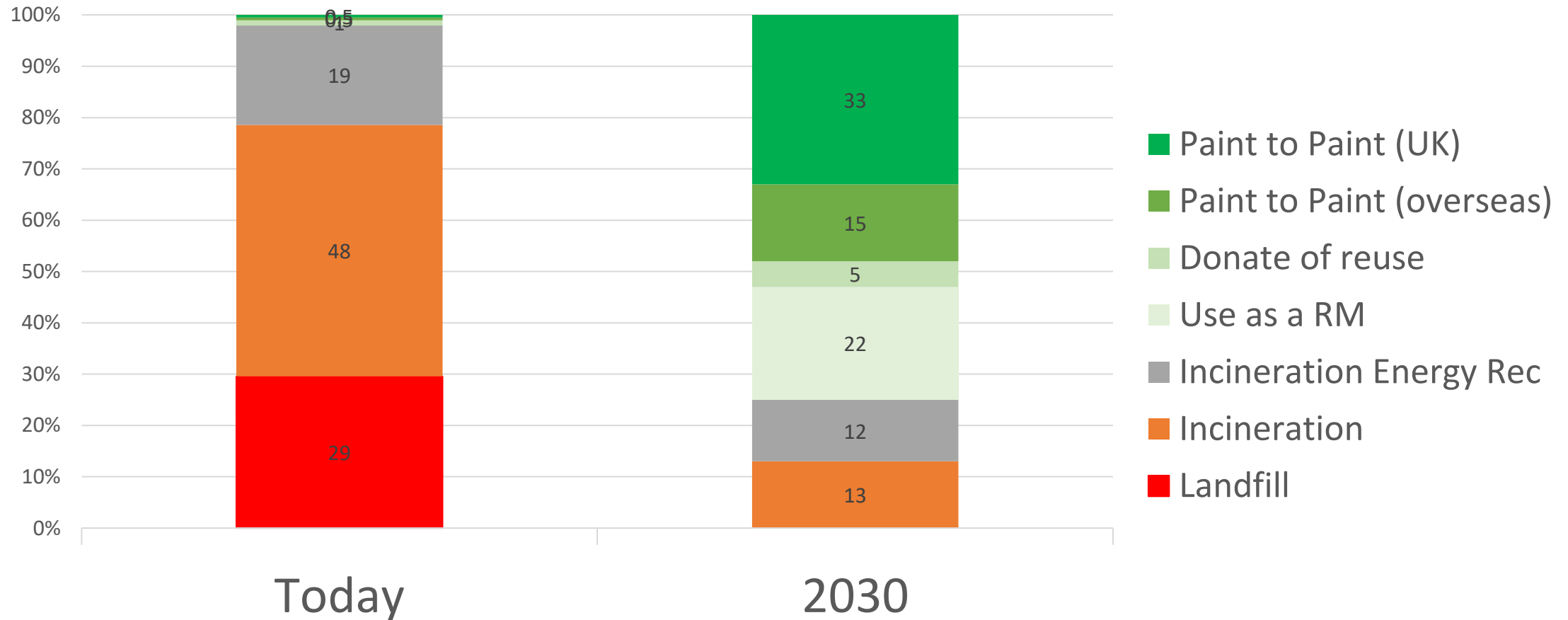
Incineration 25%

Leftover Paint

PaintCare paint collected and recycled (tonnes)



UK waste hierarchy for leftover paint – build back greener



PaintCare external benefits – job creation

PaintCare will create over 250 new jobs

- 10 staff in each of 15 new remanufacturing units
- At least 50 new jobs in paint collection
- 14 staff in PaintCare team



End User Research shows significant support



Quantitative research – April 2021

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

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



NET appeal (very appealing / appealing)

Tradespeople

82%

DIY Consumers

"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'"

[illegible]

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

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

Trade

Environmental benefits have value to consumers and painters

- **PaintCare closes the loop :**
 - Reduces waste
 - Re-uses precious resources
 - Better for the local environment and the planet
- **Recycled paint has 50% lower eco footprint**
- **Easy route to allow paint to be recycled**
- **Some surprises**
 - Amount of leftover paint
 - Low rate of paint recycling now



Hotspotting: what appeals / is unappealing – Tradespeople

Paint – it is 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 left-over paint, remaining after decorating, is frequently saved for future repairs or touch up and is then stored by your customers or yourselves, 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 waste paint. Imagine if you could take your old paint to your local waste recycling centre, free of charge, 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 comparable to that of your usual purchase. It would be repacked and sold again – a closed loop system – Paint made from Paint.

The cost of the process will be subsidized through a 'green levy' when the paint is sold, which will be a small fee added onto overall price of paint when purchased.

This recycling process is happening now but on a very small scale - only 1% of left-over paint is currently recycled. PaintCare with your help sees the opportunity for all decorators and contractors to recycle all their left-over paint.

Getting it right will mean, you have more space in your premises, you will save on your waste disposal costs and 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, saves on waste disposal costs, reuses precious resources and is better for your local environment and the planet – Join us now.

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

After learning about PaintCare, they are more likely to :

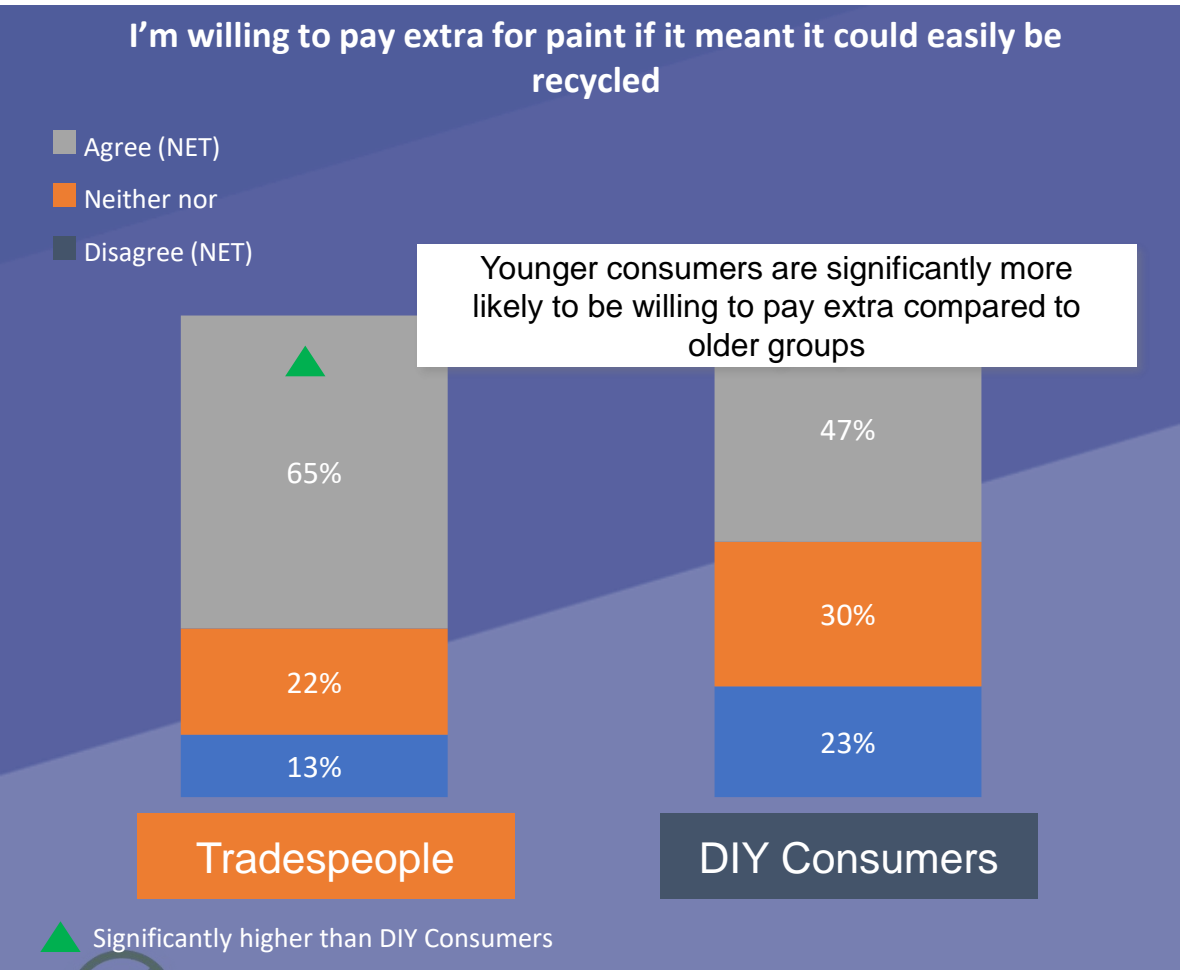
- purchase paint more accurately to reduce leftovers
- look to store and re-use leftover paint
- take leftover paint to a collection point
- purchase recycled paint

The PaintCare proposal will create funding for communication of the scheme and it's benefits to consumers and painters



Majority of Consumers and Painters are willing to pay a Green Levy to deliver on PaintCare's objectives

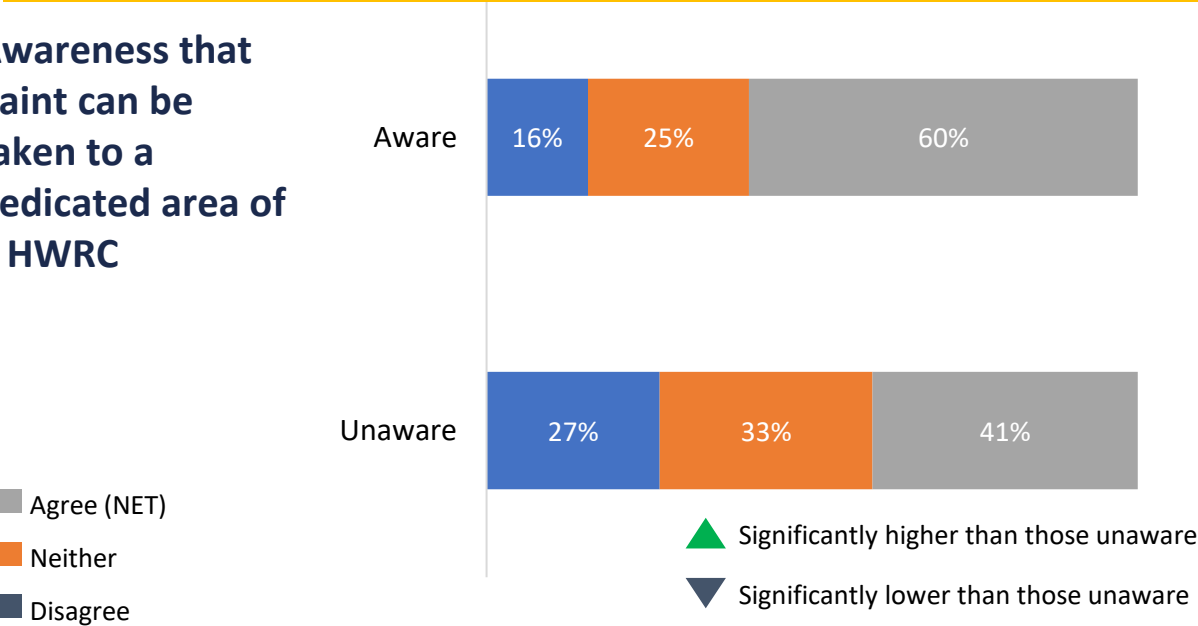
Green Levy Max. 20p/L



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

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

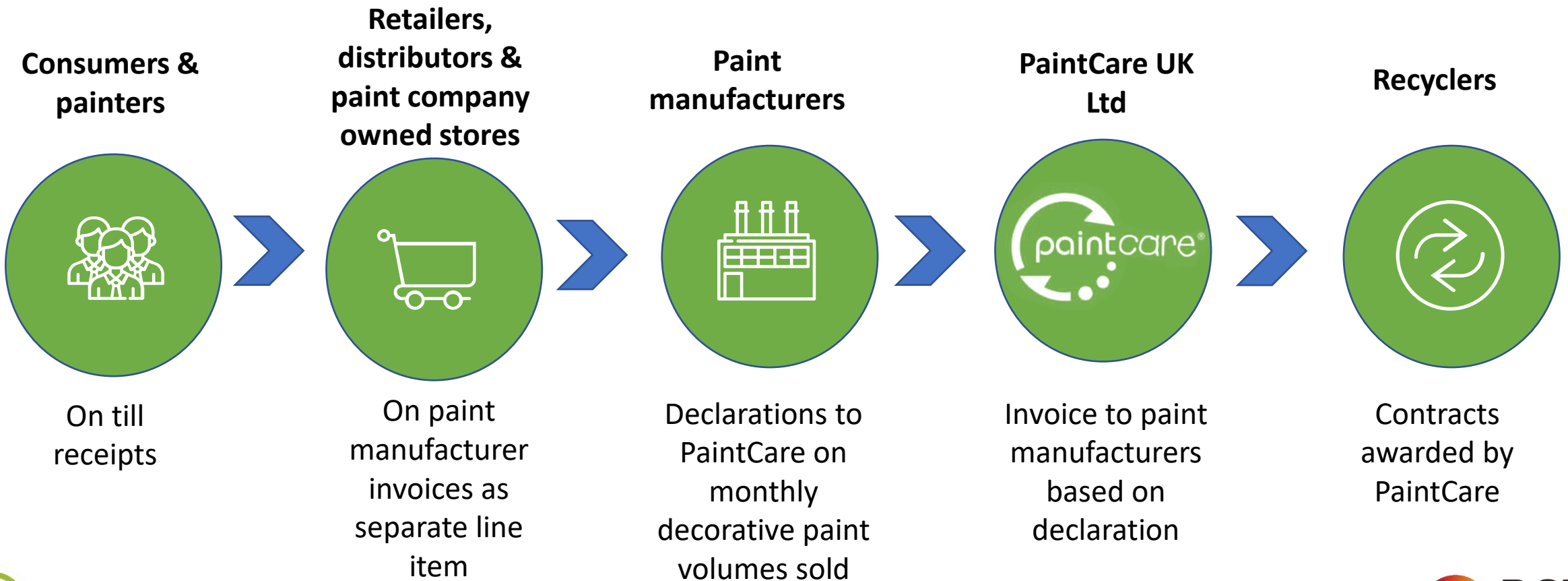
Awareness that paint can be taken to a dedicated area of a HWRC



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

Funding PaintCare - The Green Levy / Eco Fee

On all UK decorative coatings paint sales, trade and retail, direct and indirect channels



PaintCare processing



Know your paint



- ✓ EMULSION
- ✓ GLOSS & TILE PAINT
- ✓ EGGSHELL
- ✓ UNDERCOAT
- ✓ PRIMER
- ✓ MASONRY & FLOOR PAINT
- ✓ EXTERIOR PAINT
- ✓ VARNISHES & WOODSTAINS
- ✓ SATIN PAINT



NO THANKS

- PAINT STRIPPER & THINNERS • PAINTBRUSH CLEANERS
- WOOD PRESERVATIVES & TREATMENTS • CAR PAINT • AEROSOL/SPRAY PAINT
- SPECIALIST & INDUSTRIAL PAINT • PAINT NOT IN ITS ORIGINAL CONTAINER
- CELLULOSE-BASED PAINT • UNUSABLE PAINT

Any paint or material whose container or packaging displays a hazard symbol is NOT acceptable to a Community RePaint project.



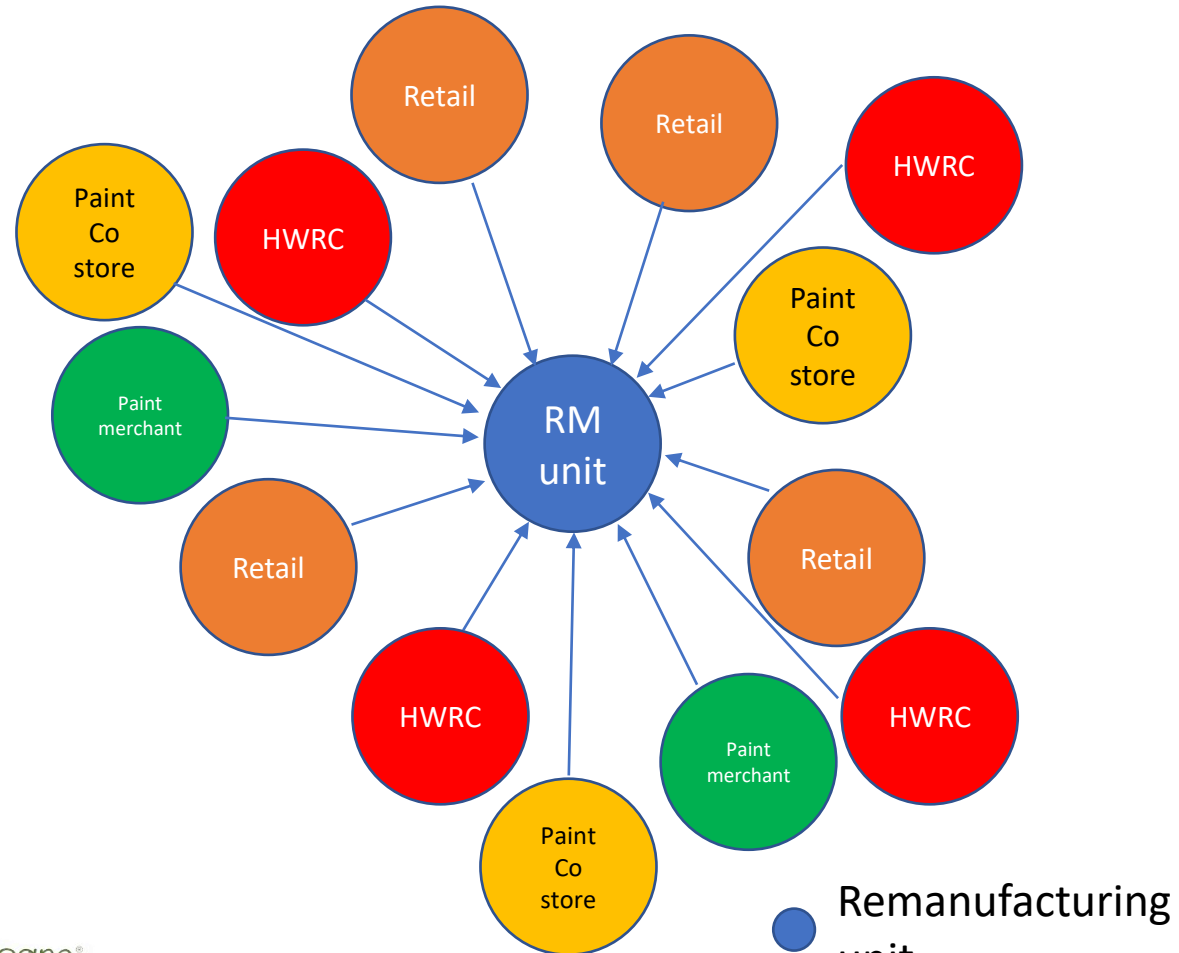
Resource Futures
First Floor, Royal House
28 Sovereign Street
Leeds, LS1 4BJ
Tel: +44 (0) 113 200 3959
Fax: +44 (0) 113 234 4222
Email: repaint@resourcefutures.co.uk



Remanufactured paint – quality standard

- High quality, consistent remanufactured paint is needed if a UK market is to be found for up to 20 million litres of paint
- Quality standards and an audit process for remanufacturing units is essential
- Responsibility/liability for quality is with the paint remanufacturer

PaintCare drop off points, collection and processing



participation as a collection point will be voluntary, but retailers/trade will pass on the eco fee either way



PaintCare communications

Outreach – Point of Sale Materials



General Brochures



Drop-Off Site Poster



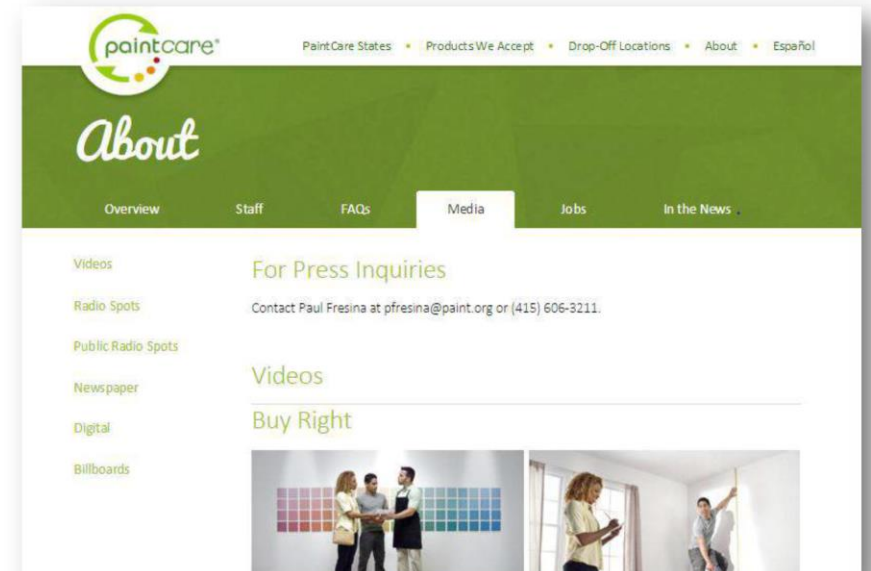
Site Locator Tool



Newspaper Ads

Outreach – Additional Activities

- Press releases
- Radio
- Television
- Billboards
- Online
- Social media
- Tabling events
- Mobile app



PaintCare Timeline

- First discussions with major retailers/wholesalers May- Oct 2021
- First discussions with Central Government (DEFRA/BEIS) Q4 21/Q1 22
- Further and wider stakeholder engagement Q4 21/Q1 22
- Develop implementation plan with stakeholders Q1/Q2 22
- Final decision to launch PaintCare in 2023 May 2022