

# 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**



July 2023



# 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)*
- *To create a sustainable paint remanufacturing industry*
- *To support social enterprises to grow paint re-use*

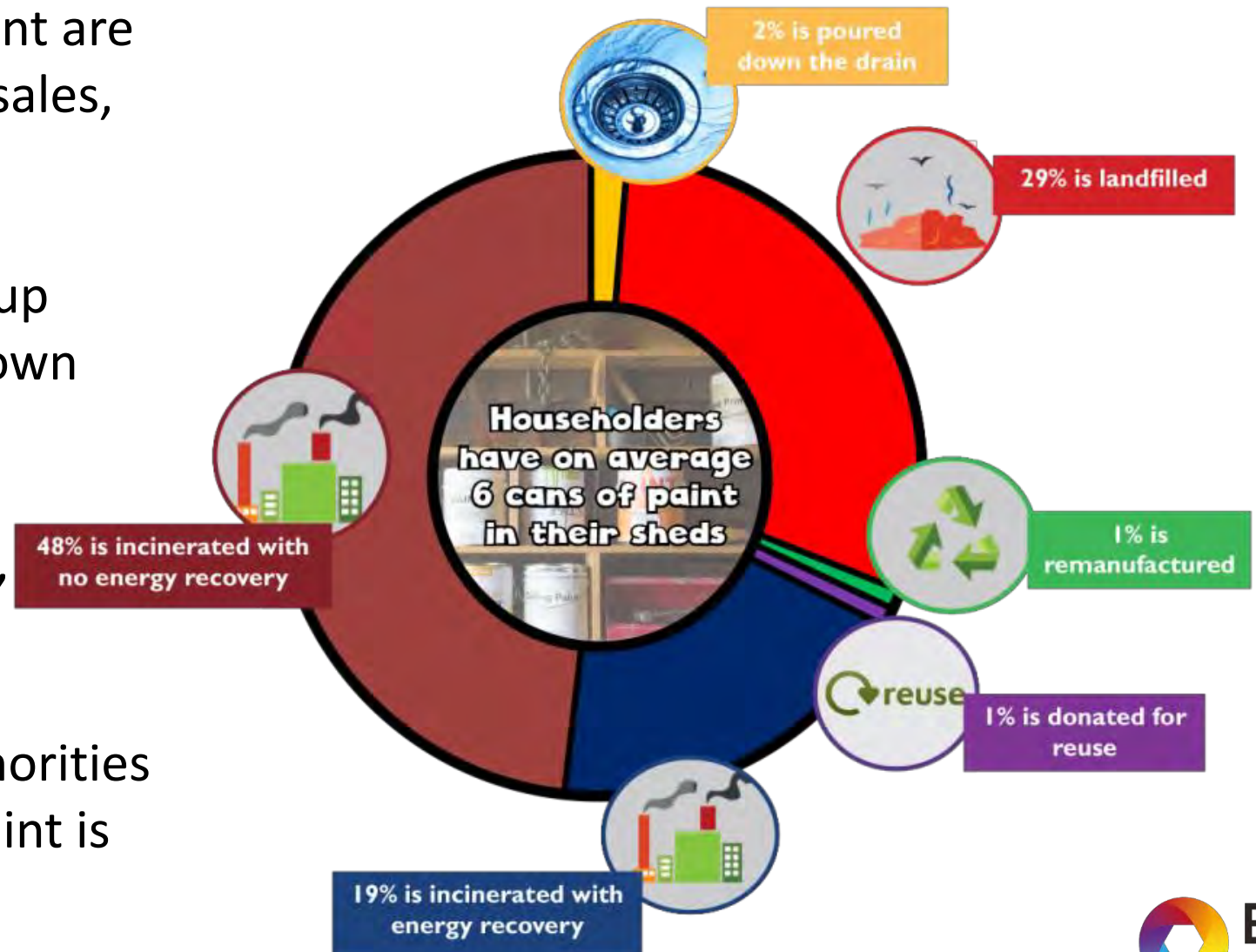


# The Challenge



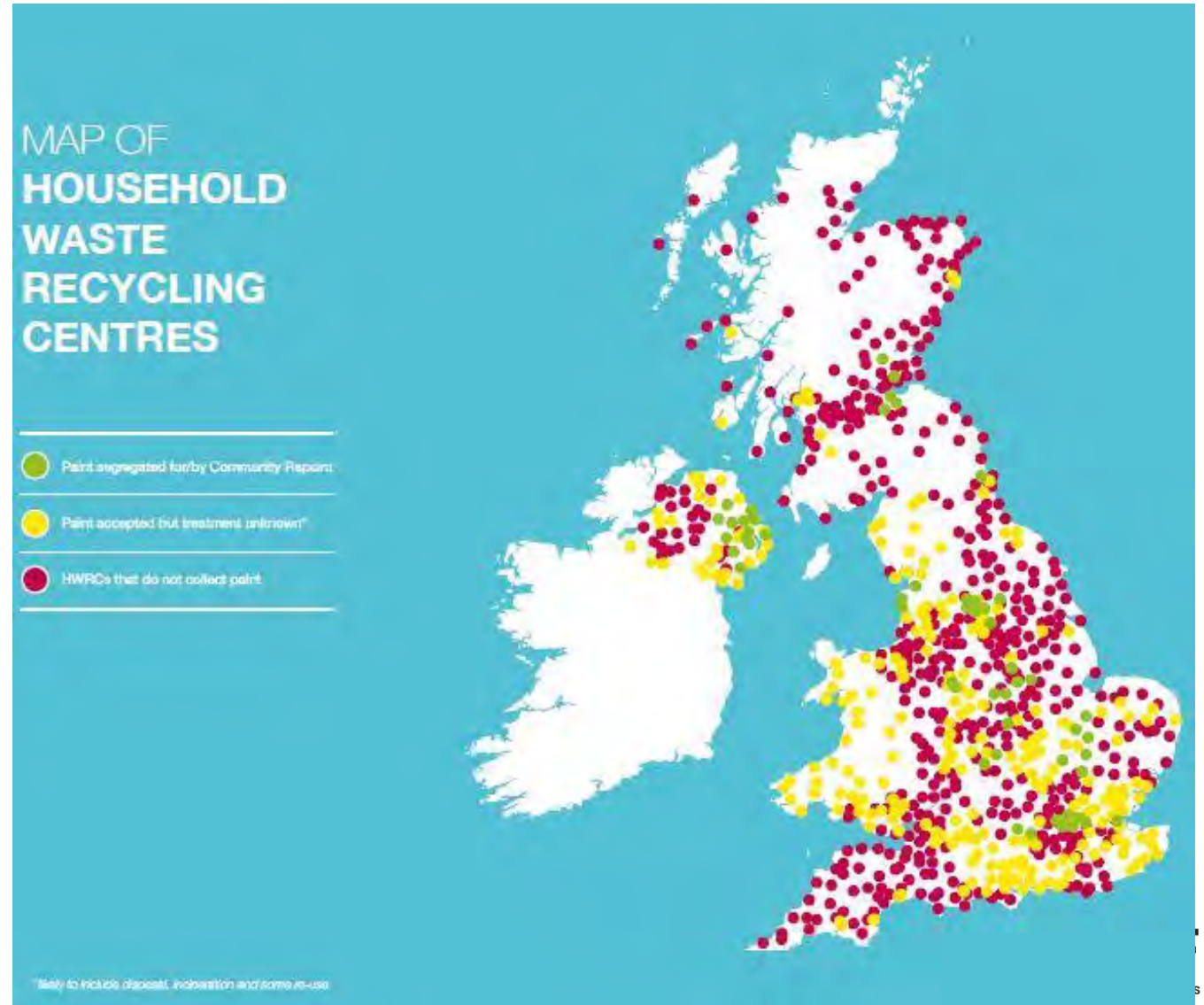
# Only 2% of leftover paint is recycled today

- 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 of 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.



# Paint Re-use and Re-manufacturing Today – Only 2%

- Paint 360 - Birmingham



- Community RePaint – 60 small locations, 2 small plants in Liverpool/Cambridge



- Seagulls Reuse - Leeds



**= Significant Growth Opportunity**

# The Solution





## **Developing the National Circular Economy Model for Leftover Paint in the UK**

- Reduce the overall environmental impact of Leftover paint
- Create Jobs

**Opportunity to collect and recycle 41M litres, and reuse/remanufacture 31M litres of leftover paint**



# 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

# Our ambition



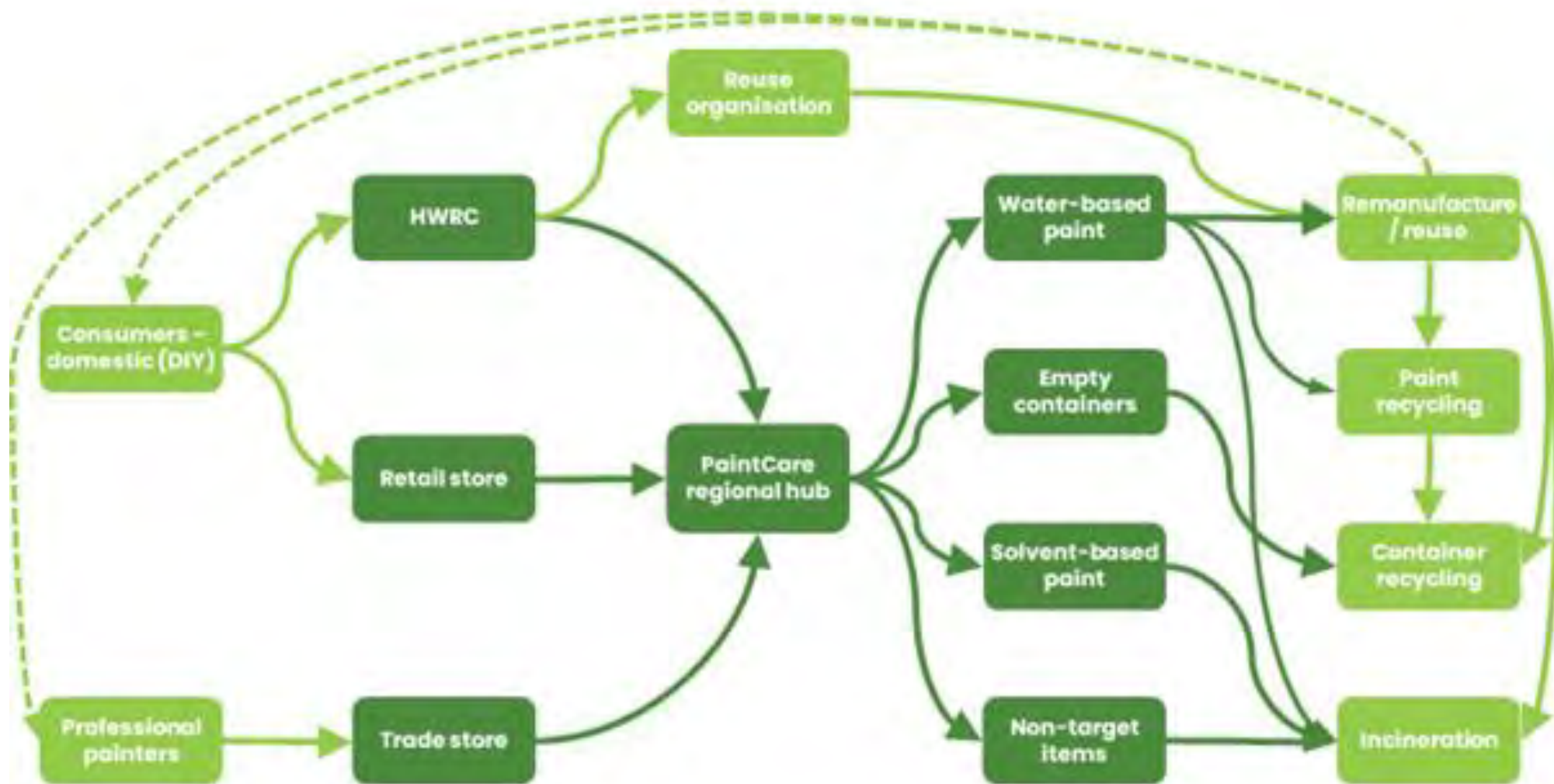
- 1 A voluntary national UK product stewardship scheme for leftover paint
- 2 A national collection network for consumers and trade
- 3 A national network of paint remanufacturers
- 4 Develop new routes to recycle non remanufactureable leftover paint into other supply chains
- 5 National promotion of the PaintCare scheme to the public and trade
- 6 A UK market for re-manufactured paint



# Strong support from all stakeholders







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

**2. Leftover paint is collected and transported to bulking stations, which will separate solvent/water-based paint**

**3. Water-based leftover paint sent to community programmes for re-use or to one of 6 processing units for re-manufacturing**

**4. Any leftover paint not suitable for remanufacture is recycled into other product streams e.g. concrete. Solvent-based paints to incineration**



# Proposed Paint Stewardship Scheme

Managed by PaintCare UK Ltd, subsidiary of BCF, a not for profit organisation.

## Key Elements of the Scheme:

- Leftover paint collected at HWRCs/stores from consumers and trade painters
- PaintCare will appoint contractors to collect paint from HWRCs/stores and reprocess
- Includes Decorative water and solvent based paint
- Estimated cost of scheme £55M p.a.
- Consumer/decorator to pay PaintCare eco fee to fund scheme – ideally shown at point of sale on till receipts



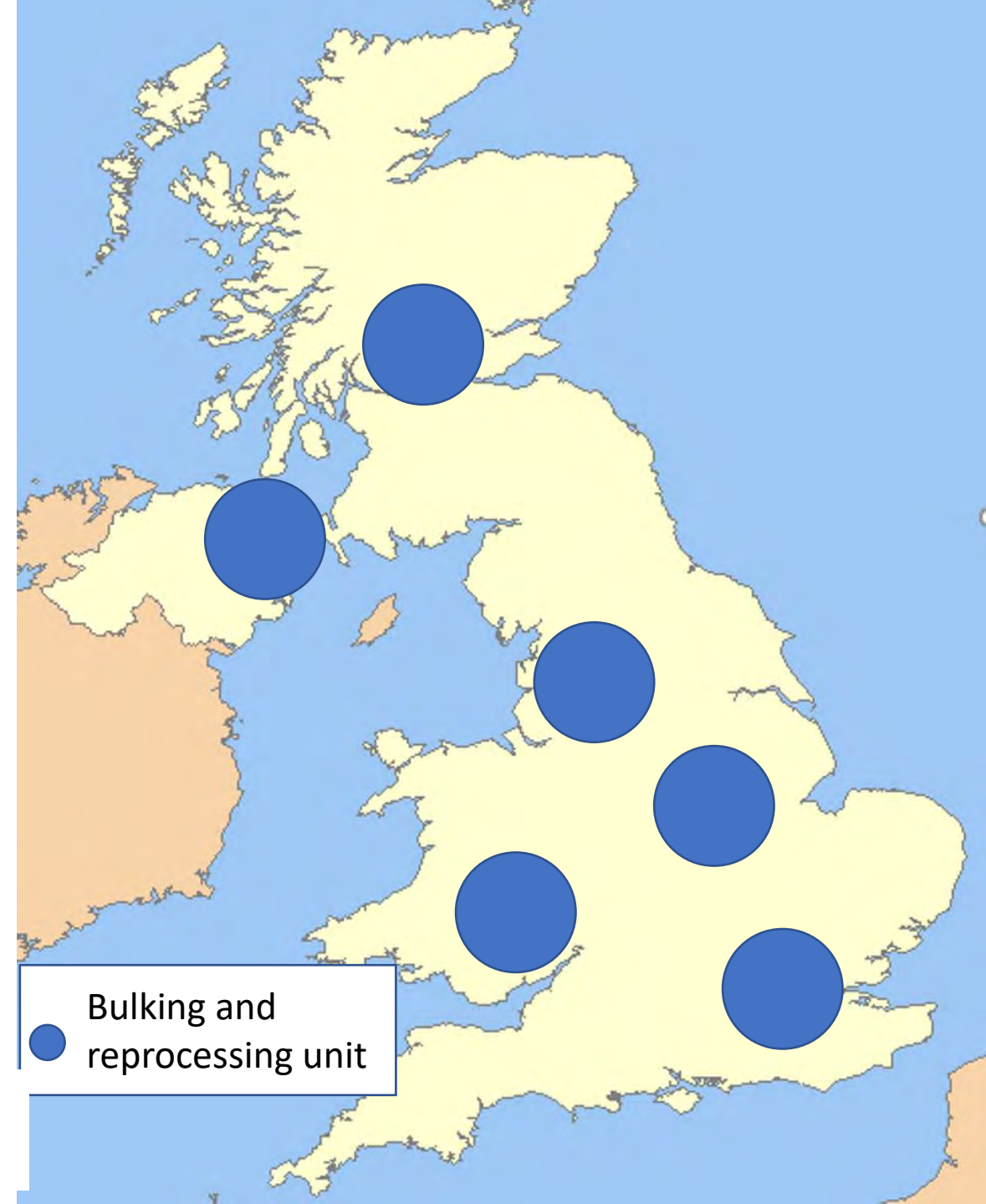
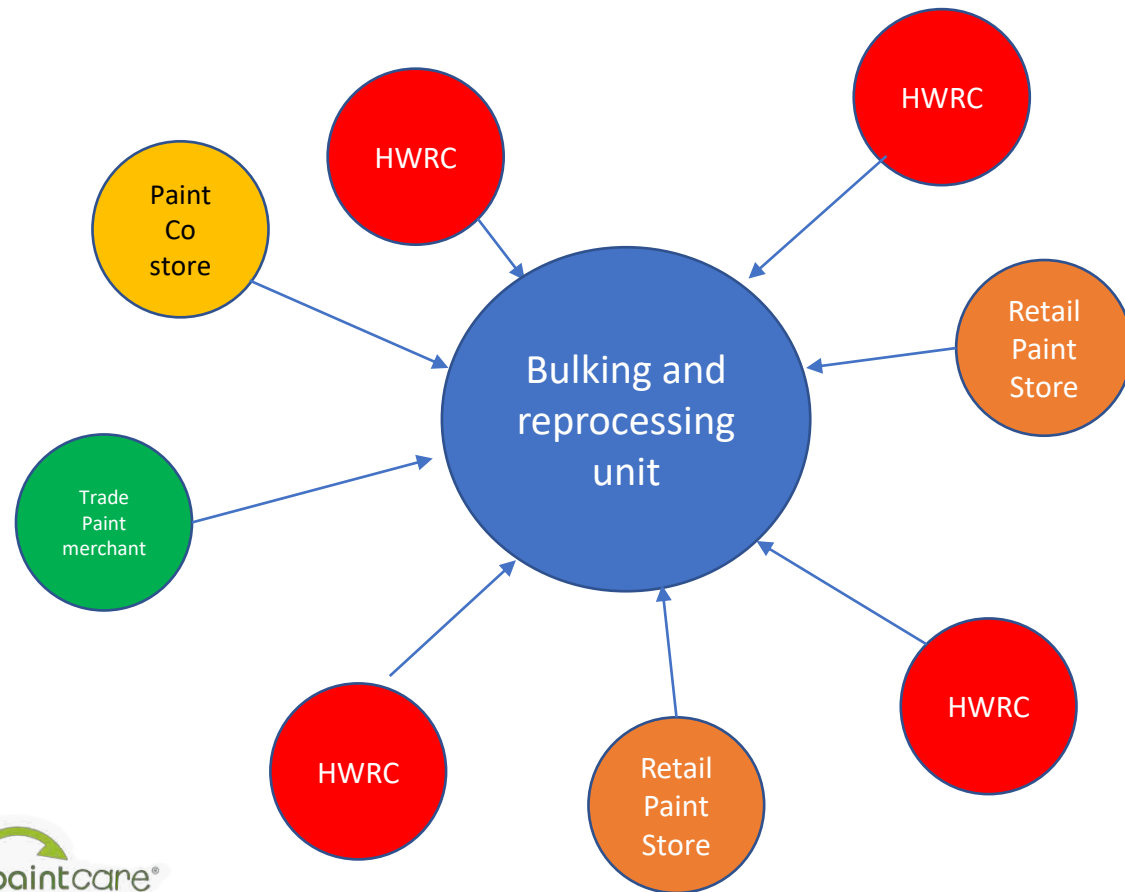
## PaintCare UK Limited would be responsible for:

- Negotiating with HWRCs/LAs for collection of left over paints
- Placing contracts for removal and treatment of the collected paint
- Compliance with the scheme
- Determination of the types of paint acceptable for inclusion on the scheme –
- Marketing communications to consumers/professional painters
- Funding for research and development
- Communication with national and local government, retailers, wholesalers and paint companies



# PaintCare drop off points, collection and processing

1,200 sites – 600 in local government HWRCs, 600 in retail/trade stores



# Estimated total costs per year to collect and recycle 41m litres, and reuse/remanufacture 31m litres of leftover paint

## Total Cost of Programme

- £50-55m per annum
- Includes water and solvent based paint, decorative paints only (consumer and professional painters)
- Remanufacturing water based only

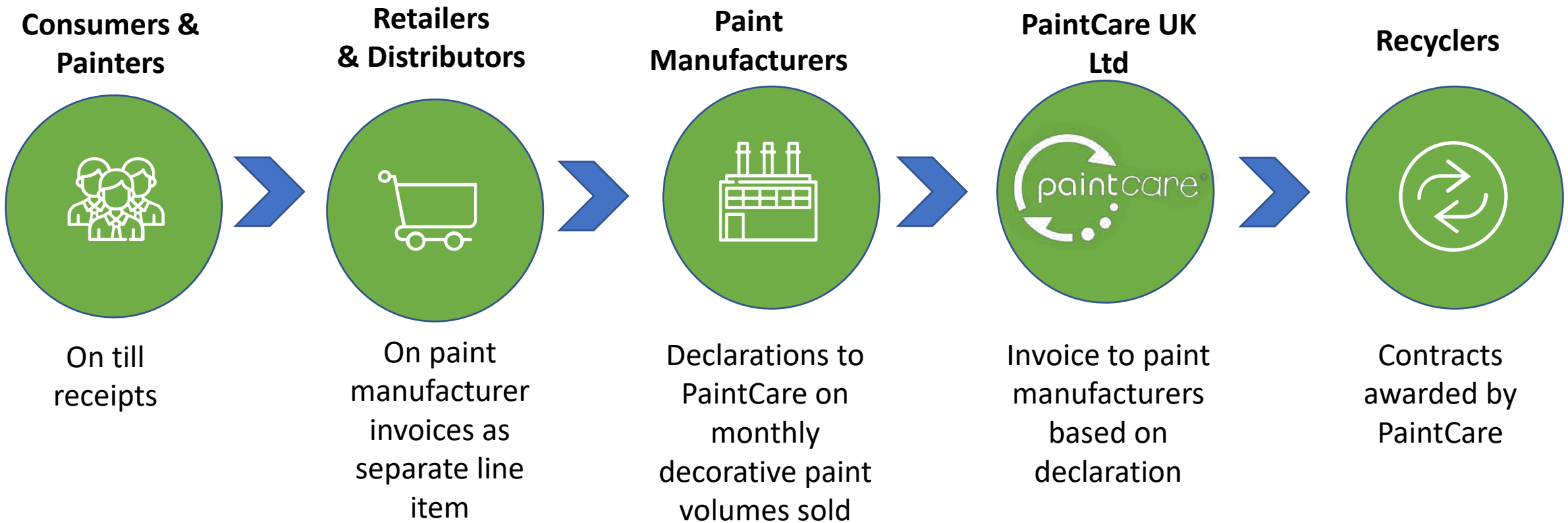


## Funding

- Consumer/decorator to pay PaintCare eco fee to fund scheme
  - ideally shown at point of sale on till receipts
  - Estimated 15p per litre levy on each can of paint sold in the UK each year

# Funding PaintCare - The Green Levy / Eco Fee

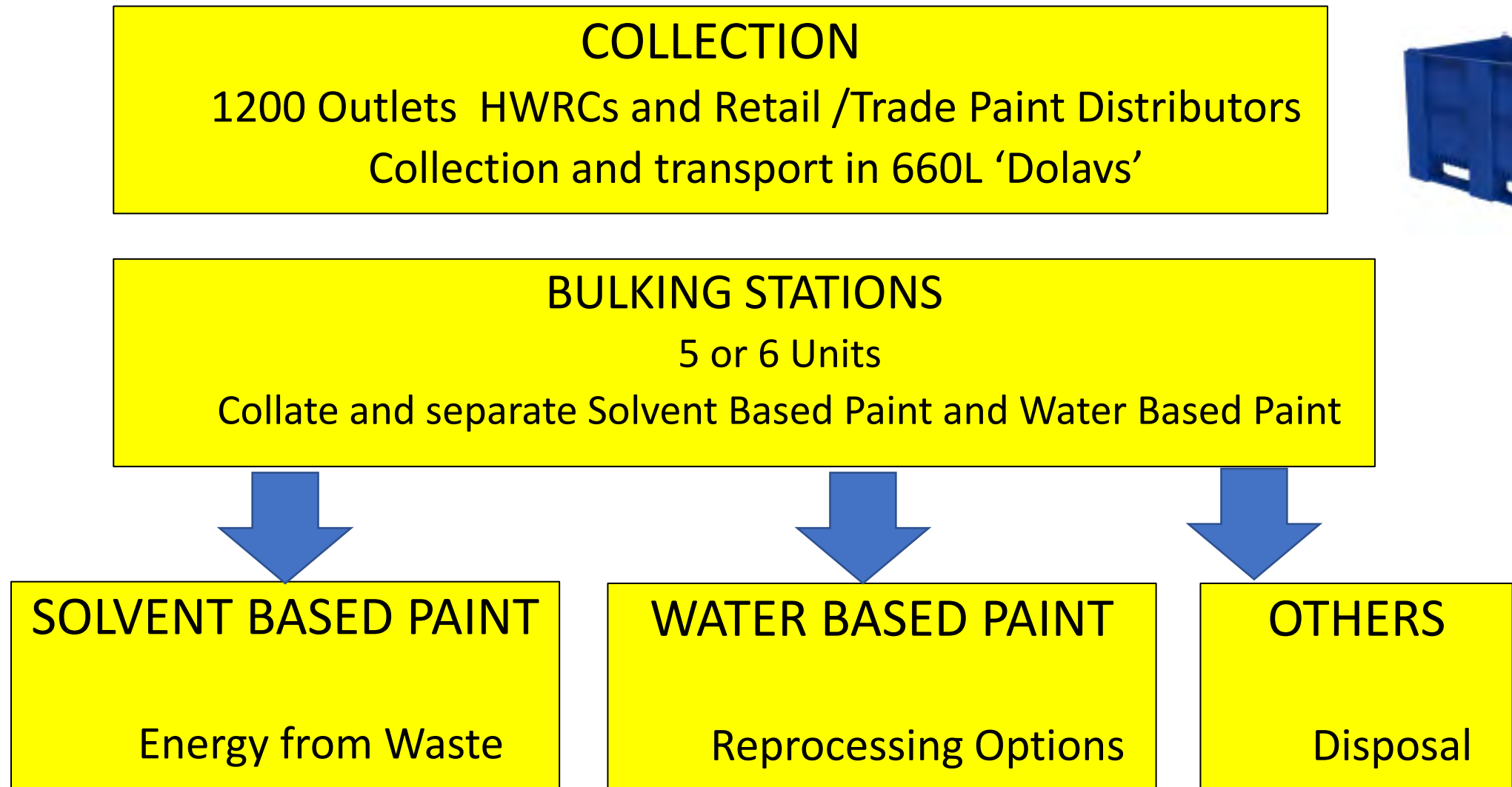
On all UK decorative coatings paint sales, trade and retail, direct and indirect channels



*Note: the PaintCare levy is recommended to be passed on through the supply chain*



# PaintCare - Operation





# Option 1

– Business as usual

Disposal to landfill and incineration

Collection



Disposal

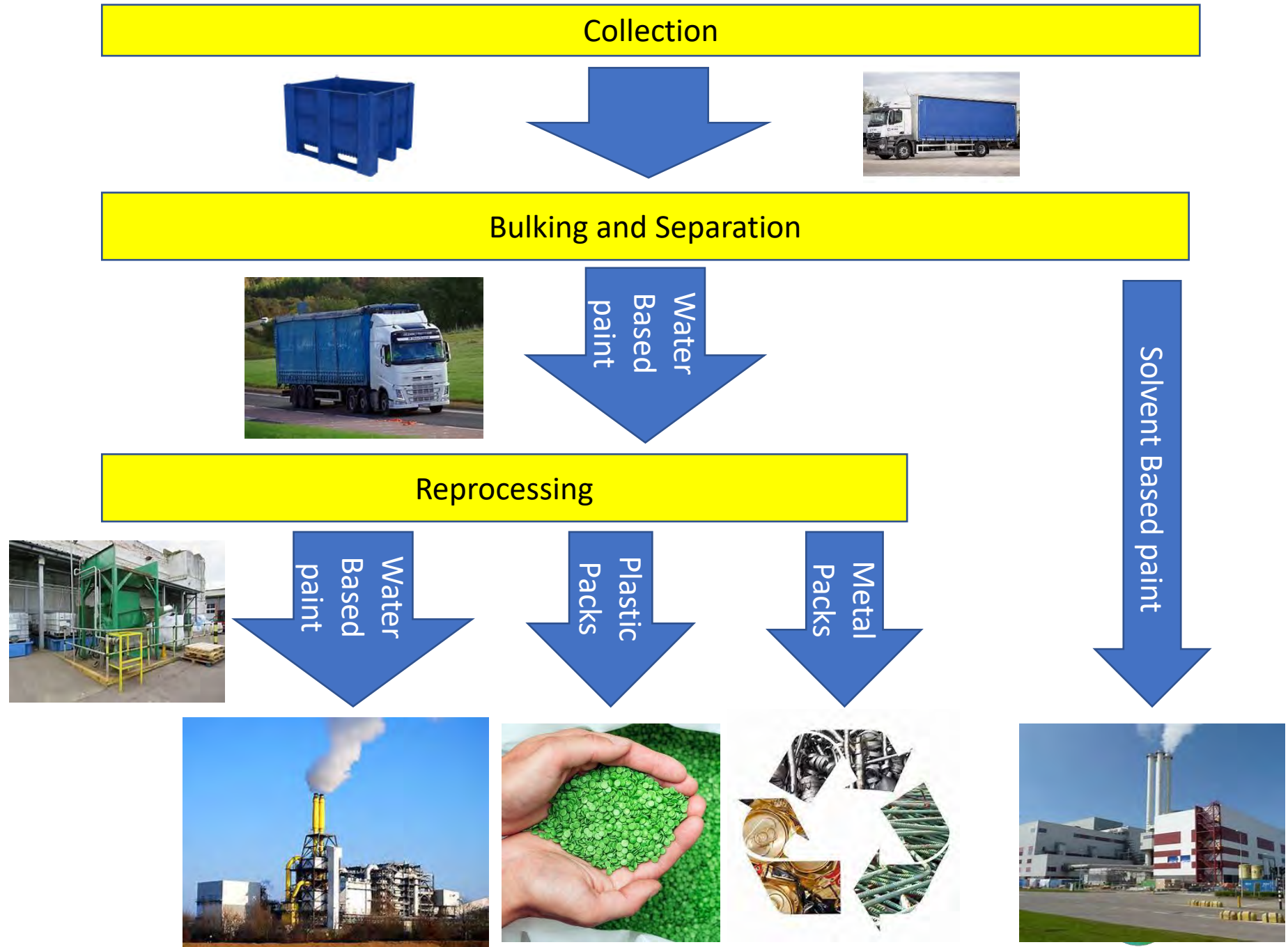


# Option 2

– Better

Recycle  
packaging

Incinerate  
Paint

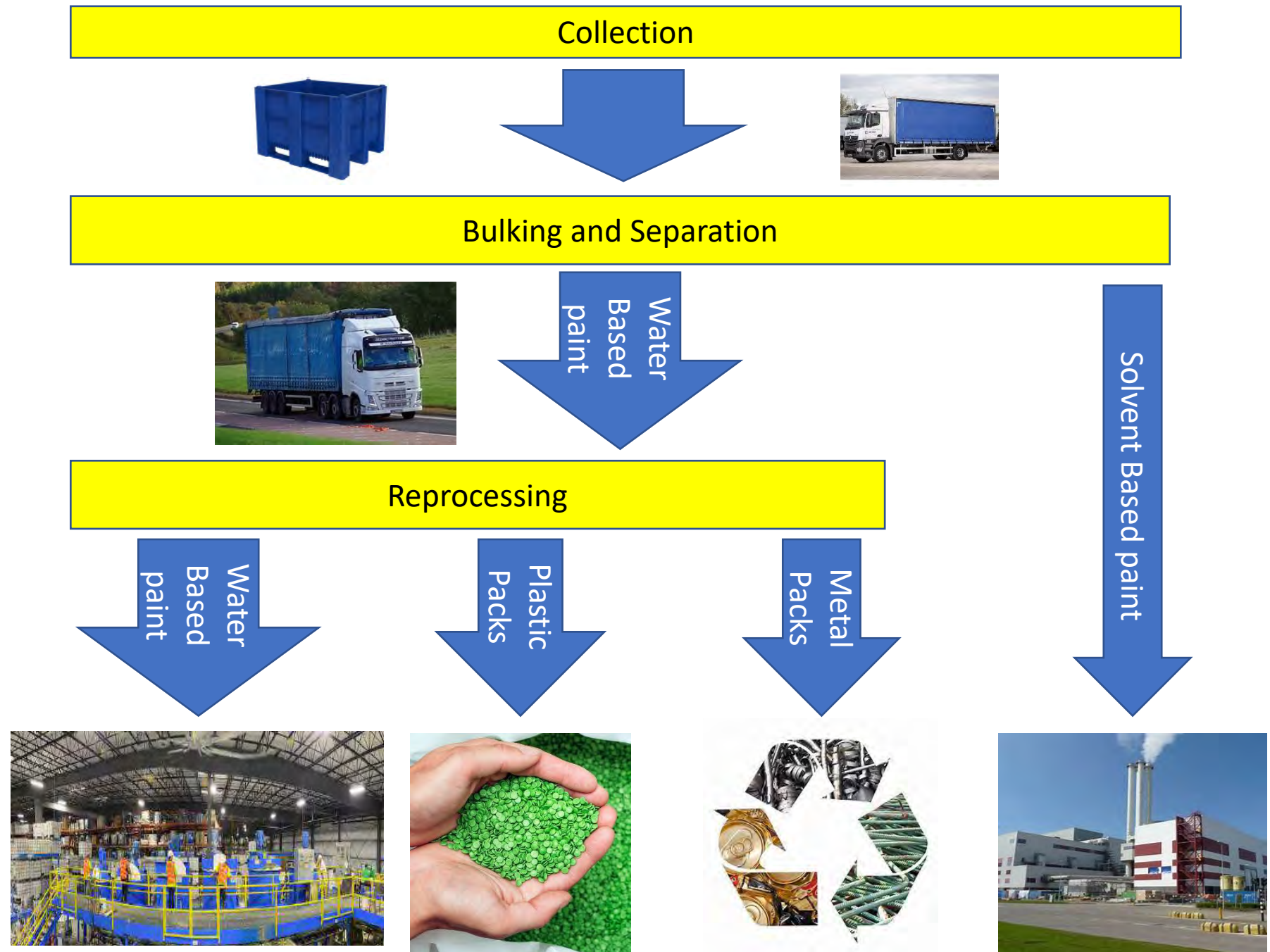


# Option 3

– Best

Recycle  
packaging

Remanufacture  
paint in the UK  
for sale





# Paint Reprocessing - Options for Water Based Paint

Option	Separation of Paint from Packaging	Treatment of Paint	Treatment of Packaging	Benefit	Environmental Benefit	Readiness for Scale
1 Business As Usual	None	Landfill or Incineration as hazardous waste	Landfill or Incineration	n/a – current situation	Low	Current
2 Incineration	Decant or use screw/augur (Ireland)	Incineration as non hazardous waste	Recycle metal and plastic in the UK	Recycle packaging into UK resource Avoids creating a paint mountain when scheme starts	Low	Now
3 UK Processing for sale	Decant by hand	Treat, test, add biocide to basic standard, then pack into IBCs for export	Recycle metal and plastic in the UK	Export markets are mature and available now – needs investment from processors	High	2-4 Years

# PaintCare dramatically reduces carbon emissions from leftover paint – by 100,000 tonnes / year



- Option 1: Business As Usual
- Option 2: Recycle packaging Only
- Option 3: UK Remanufacture of left over paint
- Option 4: Reuse in the UK Water based paint



# Consumer and Decorator Research

## ..... a very positive response to PaintCare and recycled paint



### 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

- 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:





# 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

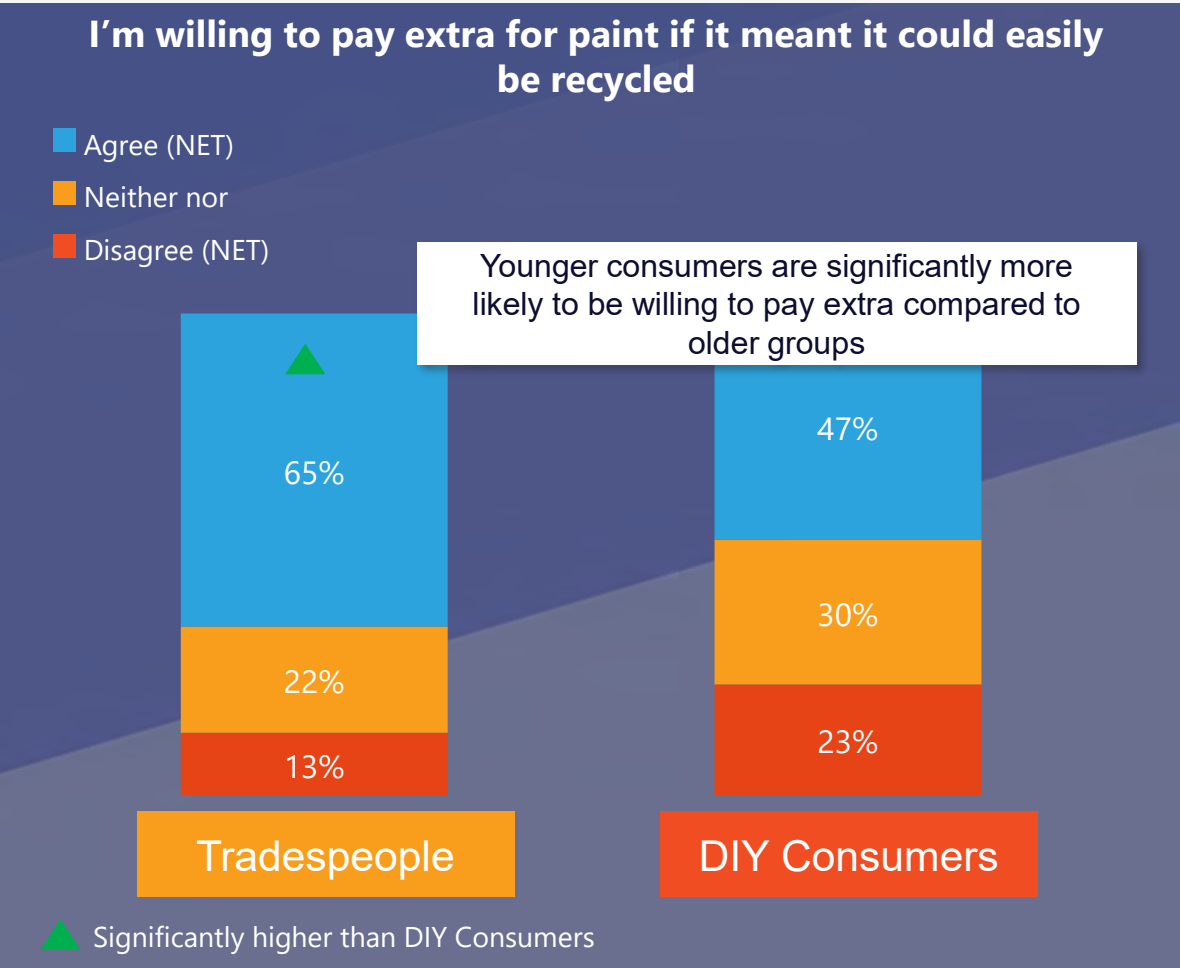
*The PaintCare proposal will create funding for communication of the scheme and it's benefits to consumers and painters*





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

Green Levy Max. 20p/L

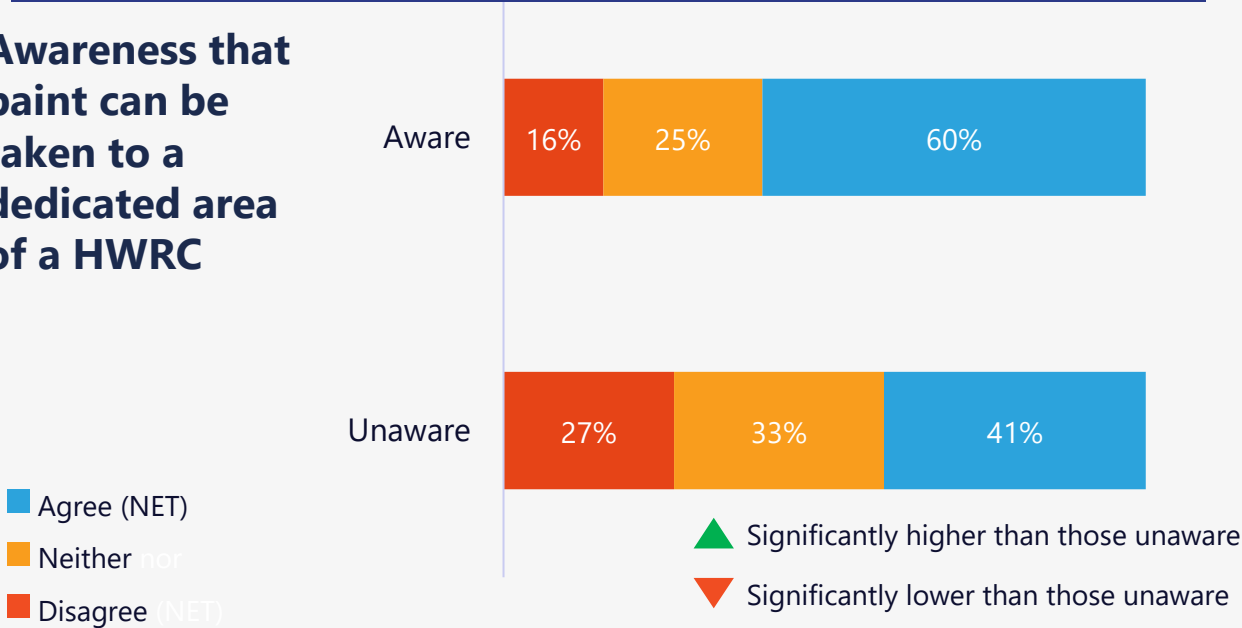


QC7. To what extent do you agree or disagree with the following statements? Base: Trade (150), DIY (842)

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



# PaintCare external benefits – job creation

PaintCare will create over 200 new jobs

- 25 staff in each of 6 remanufacturing units
- At least 50 new jobs in paint collection
- 14 staff in the PaintCare team



# PaintCare launch timetable

- Create full PaintCare launch plan with Valpak and issue to all stakeholders End Q1 2023
- Value engineering work programme April -Sept 2023
- Agreement from manufacturers September 2023
- Consult with retailers Q4 2023
- Consult with other stakeholders (Government, local authorities, waste sector) Q4 2023
- Decision to launch, based on commitment from industry Early 2024
- Setting up PaintCare as a Scheme Operator, hire key staff Q1/2 2024



**Scheme operation starts with levy collection, reporting etc**

**Q4 2024**





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# Questions



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