

The future of paint stewardship in Missouri

The Role of Retailers

What are the opportunities and requirements for retailers under paint stewardship legislation?

Nine states—California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, Washington, and Vermont—and the District of Columbia have passed paint stewardship legislation.

Under these laws, retailers are not required to participate as a drop-off site. They are required to:

- ✓ Add a paint management assessment (fee) to the price of paint sold in their store. The paint stewardship program is funded by a small fee that is passed from manufacturers to retailers to consumers. Passing the fee through to consumers helps maintain a level playing field for all manufacturers—regardless of whether they have their own retail stores. Retailers can choose whether or not to show the fee on customer receipts, but most decide to show the fee.
- ✓ Only sell brands of paint that are manufactured by companies participating in the program
- ✓ (Required in some states) Provide educational materials about paint stewardship to their customers. PaintCare provides these materials to retailers free of charge.

Retailers can get further involved in the paint stewardship program by becoming a drop-off site for leftover paint.

Why would a retailer become a paint drop-off site?

Volunteering to become a PaintCare drop-off site presents several benefits to retailers, including:

- ✓ Increased foot traffic in stores
- ✓ Increased customer loyalty
- ✓ Providing an additional service to customers, at little to no cost to the store
- ✓ Promotion of the store provided as part of PaintCare outreach efforts
- ✓ Providing a service to the community

What does it take to become a volunteer retail drop-off site?

Retailers that sell architectural paint in a state with paint stewardship laws can volunteer to become a retail drop-off site. PaintCare conducts trainings for drop-off site employees and provides all needed materials. In a survey of drop-off sites in Oregon, most retailers indicated that participating in the program took less than 5 hours a week of staff time.

Learn more about the requirements for and responsibilities of retail drop-off sites on PaintCare's website:

www.paintcare.org.

1,775
retailers
voluntarily
collect paint as
PaintCare drop-
off sites in the U.S.

88%
of retail drop-off
sites in California
would recom-
mend becoming
a drop-off site to
retailers in other
states.

85%
of retail drop-off
sites in California
indicated that
they were
satisfied or very
satisfied with
the PaintCare
program.



What do retailers think of paint stewardship legislation?

In spring 2015, the Product Stewardship Institute conducted a survey of 232 retail drop-off sites in California.

Results included:

- ✓ Most retail drop-off sites are satisfied with the PaintCare program. 85% of retail drop-off sites indicated that they were satisfied or very satisfied with the PaintCare program. 88% indicated that they would recommend that paint retailers in other states participate in a similar recycling or take-back program.
- ✓ Most retailers find it easy to participate as a paint drop-off site. 88% of respondents indicated that it was easy or very easy for their store to collect leftover paint for PaintCare.
- ✓ Collecting leftover paint may increase customer foot traffic or loyalty. 53% of respondents noticed an increase in foot traffic on account of participation in the PaintCare program, and 44% described an increase of customer loyalty.

PaintCare and participating states continuously evaluate and work to improve the program, and retailer feedback is an important part of those efforts.

Becoming a drop-off site is voluntary

Retailers may choose not to become collection sites due to space or other constraints. Collecting paint for PaintCare is completely voluntary; it is up to retail store managers and owners to decide whether or not to become a drop-off site.

Retail Drop-Off Sites: Comments on Surveys about the Paint Stewardship Programs in California, Connecticut, and Oregon

"It's helped us generate more retail business, because people are satisfied that we take back paint." (*Kelly-Moore Paints, California*)

"The program provides a valuable community service. The [staff] we've worked with have been very helpful and easy to work with. It is a win-win situation for us." (*Hardware Store, California*)

"It is good for the environment, good for everyone. Everyone accepts it and [there are] no unhappy customers." (*True Value, Connecticut*)

"Being in a rural area, it is difficult to properly deal with this kind of waste. PaintCare has made this process absolutely painless." (*Hardware Store, Oregon*)

"It's a great program! We get more foot traffic in our store (which is sorely needed these days) and our customers (as well as, potential new customers) feel great about recycling their old paint, in turn helping our environment." (*Independent Paint Store, Oregon*)

Contact Information

Heidi K. McAuliffe

American Coatings Association
Vice President, Government Affairs
202-719-3686
hmcauliffe@paint.org
www.paint.org

Sydney Harris

Product Stewardship Institute
Senior Policy Associate
617-236-4771
sydneyh@productstewardship.us
www.productstewardship.us

Lisa McDaniel

MARC Solid Waste Mgmt District
Planner
816-474-4240
lmcdaniel@marc.org
www.marc.org