



## Missouri Paint Stewardship Talking Points

### Businesses

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#### *What is wrong with how paint is currently managed in Missouri?*

- **More than 1.3 million gallons of paint go unused each year in Missouri**, enough to paint 52,000 two-story houses. Properly managing this leftover consumer paint costs **\$8 per liquid gallon**.
- **One quarter of Missouri's counties have no paint collection services** and the vast majority that do only collect oil-based paint. As only 20% of leftover paint is oil-based – with the remaining 80% being latex paint – this represents a fraction of total unwanted paint in Missouri.
- Local governments must manage latex paint by drying it out before it can be disposed and any paint that remains in liquid form is a major pollutant in landfills. As a result, paint is the most expensive product that Household Hazardous Waste (HHW) programs manage, as proper management of leftover paint can use up **to 50% of municipal HHW budgets**.
- In a survey of urban and rural Missouri counties (Cass, Christian, Clay, Crawford, Dallas, Dent, Gasconade, Greene, Jackson, Jefferson, Johnson, Lafayette, Maries, Pettis, Phelps, Platte, Polk, Pulaski, Ray, Saline, St. Louis, Washington, and Webster), it cost **over \$400,000 in 2020 to properly manage 113,381 gallons of used paint**, a figure that represents only 10 percent of the 1.3 million gallons of leftover paint accumulated in Missouri each year.

#### *How does paint stewardship work?*

- Extended producer responsibility (EPR) is a policy approach that embraces product stewardship, requiring manufacturers to extend their typical responsibilities for worker safety and pollution abatement to a product's end of life by setting up, operating, and financing a recycling program.
- In a paint stewardship, or paint EPR, program, paint manufacturers set up and run the program and pay for the collection, transport, and reuse and recycling of paint. They fund this program by applying a small assessment, adjusted by container size, to the purchase price of every can of paint – and in return, consumers can return their leftover paint for free.
- 10 states and the District of Columbia have paint stewardship programs run by the nonprofit PaintCare, which was created by the American Coatings Association, a trade association representing 95% of paint manufacturers from across the United States. PaintCare serves as the “stewardship organization”, operating a convenient statewide system for the collection, reuse, recycling, and disposal of leftover paint. PaintCare submits a plan to the state for approval and provides annual reports on program performance.
- Nationally, paint stewardship has resulted in **\$240 million in savings for local governments, over 200 jobs, the establishment of 2,000 voluntary collection sites, and the collection of over 50 million gallons of paint**. PaintCare has **reused or recycled 70% of latex paint collected**, with the remaining low-quality leftover paint largely being used for energy recovery.

### ***What would the state gain from this program?***

- **If all the leftover paint in Missouri were managed properly, the state would gain financial benefits of over \$12 million annually**, relieving a major financial burden on municipal budgets.
- Communities that offer paint recycling services receive **direct cost savings** as manufacturers take on the costs that local programs are currently paying, while those without paint recycling services receive **no-cost expanded service**— convenient paint recycling without additional costs.
- The paint industry will also **educate the public** on where they can bring their leftover paint and strategies for buying the right amount of paint for a job, resulting in less paint waste overall.
- Paint stewardship will also result in the **creation of in-state jobs in the paint recycling, waste management, and transportation industries**.

### ***How I would be affected as...***

- ***A local government or the state government?*** The state will review the stewardship organization's plan and reports and manage a webpage that includes a list of compliant producers and the brands of paint they sell, which is provided by the stewardship organization. The program builds on existing local government HHW collection programs and infrastructure.
- ***A retailer?*** Retailers would ensure that any paint sold is made by a producer participating in the stewardship program. Retailers will also provide information to consumers about the program, including paint recycling opportunities, and may act as voluntary collection sites.
- ***A painting contractor or other user of large amounts of paint?*** Contractors will be able to offer sustainable paint management options to their customers by recycling paint at no extra cost. Meanwhile, churches, schools, and small businesses who are currently unable to bring large quantities of paint to HHW sites and events can have their paint collected under the program.
- ***A consumer?*** Consumers purchase and use their paint as before but are provided information that recommends ways to purchase the right amount of paint and what to do with leftover paint. Moreover, consumers will no longer have to dry out latex paint and will instead have access to a wide range of convenient collection sites, as volunteer sites established at retailers will greatly expand on current HHW locations. A nominal fee applied at the time of purchase will cover the cost of the paint stewardship program.

### ***Are there restrictions on my program usage as a business?***

- Businesses can drop off **any volume of latex-based PaintCare products** that a site chooses to accept. However, there are certain restrictions on the volume of oil- and solvent-based paints businesses can drop off.
- **To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules.** Please visit [PaintCare's Very Small Quantity Generator page](#) for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products.