

2022 ANNUAL REPORT

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New Brunswick Paint Program

Submitted by:



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1 About Product Care

The New Brunswick Paint Stewardship Program (“Program”) is administered and operated by Product Care Association of Canada (“Product Care”). Product Care, on behalf of its members, oversees the administration, collection, transportation, recycling and management of all regulated post-consumer paints and aerosols.

Product Care is a federally incorporated, not-for-profit product stewardship association, formed in response to stewardship regulations and governed by a multi-sector industry board of directors. Product Care has developed and managed paint, household hazardous waste and special waste stewardship programs since 1994.

Product Care’s members are the “brand owners” (manufacturers, distributors, and retailers) of “consumer paint products” as defined pursuant to the Designated Materials Regulation 2008-54 (“Regulation”) under the category of architectural paint.

1.1 Reporting Period

This report covers the 2022 calendar year (January 1 to December 31, 2022). All content has been prepared in accordance with section 45(1) of the Regulation.

1.2 Program Summary

Product Care has had an approved paint stewardship program plan with Recycle New Brunswick (“Recycle NB”) operating in accordance with the Regulation since 2009. This annual report summarizes the performance for the reporting year 2022 in accordance with the requirements set out in the Program Plan.

Program Products are defined by the Regulation as “a tinted or untinted water-based, oil or solvent-based architectural coating used for commercial or household purposes, including stain, and includes the coating’s container” or a “coloured or clear paint or stain sold in an aerosol container and includes the paint’s or stain’s container, but does not include coatings intended for marine antifouling, industrial or automotive applications”. A detailed list of products accepted by the Program is found on Product Care’s website (<https://www.productcare.org/products/paint/new-brunswick/>).

The Program is funded by environmental handling fees (EHFs), which are remitted to Product Care by its paint industry members on sales of Program Products in or into New Brunswick. The fees are used to operate the Program, including collection, transportation and management of leftover paint, as well as program administration and consumer education.

The Program offers collection sites throughout the Province where consumers can bring leftover household paint. Collection services are offered through redemption centres, retail locations, local government recycling/waste facilities and collection events. The Program supplies collection sites with standard reusable collection containers (“tubskids” and drums). The Program contracts with a hauler to deliver empty collection containers and pick-up full ones from collection sites and events, and consolidate the full collection containers into loads, which are shipped to a processor for processing. Additional Program elements managed by Product Care include revenue management, communications, and administration.

2 Brand Owner Information

As of December 31, 2022, 67 Brand Owners were registered under the Program ([Appendix 1](#) provides a list of registered Brand Owner’s). Program members reported the sale of approximately 4,941,453 litres¹ of Program Products in New Brunswick for the reporting period.

3 Collection

The following section provides the total amount of post-consumer paint collected in New Brunswick, as well as the location of collection sites.

3.1 Total Amount of Post-Consumer Paint Collected

In accordance with section 45(1)(a) of the Regulation, Table 1 below shows the total amount of post-consumer paint collected by the Program for the 2022 reporting period. Not all paint that was collected in 2022 was processed. The estimation of residual paint volume assumes that all the collected paint in 2022 was processed in the same year and utilizes conversion factors.

Table 1: Total Amount of Post-consumer Paint Collected in 2022

| Item | Number of tubskids ² | Number of Aerosol Drums ³ | Residual Paint Volume from tubskids (L) ⁴ | Residual Aerosol Paint Volume (L) ⁵ | Paint Share volume (L) ⁶ | Total Residual Paint Volume (L) |
|------------------|---------------------------------|--------------------------------------|--|--|-------------------------------------|---------------------------------|
| Volume Collected | 2,390 | 233 | 273,009 | 1,253 | 845 | 275,107 |

Table 2 provides the 2022 recovery rate, which is the volume of paint collected as a function of the volume of paint sold in New Brunswick in 2022. It also shows the volume available to collect as a function of sales and the calculated capture rate for 2022.

¹ Sales data is reported to Product Care in units. For the purpose of this report, sales units are converted to litres sold using coefficients based on the volume of the most common container size in each product category.

² Each collection bin (tubskid) measures 42 x 42 x 48” with a nominal capacity of 108 one-gallon containers.

³ Each drum holds approximately 175 aerosol containers.

⁴ To determine the residual volume of paint collected from tubskids, the number of tubskids collected is multiplied by a conversion rate of 114.229725 L per tubskid. Residual paint volume from tubskids has been rounded up. This conversion rate is obtained by dividing the total actual residual paint extracted (including both water-based and solvent-based) by the number of tubskids processed in the same year. The 114.229725 L conversion rate includes actual volumes for water-based paints and an estimation for solvent-based paints that applies the 2021 residual volumes of solvent-based paint per tubskid to 2022 tubskids. An estimation had to be used because, in 2022, the majority of solvent-based paint was not processed due to changes with the processing equipment and method, and issues with its implementation, therefore it was temporarily stored at the processor’s facility in Richibucto, NB to be processed in 2023.

⁵ Based on a conversion rate of 5.25L per drum.

⁶ PaintShare volume is calculated assuming that containers are 75% full.

Table 2: 2022 Paint Sales, Residual Recovery Volume, Recovery Rate, Available to Collect and Capture Rate

| | Total |
|--|-----------|
| Sales (litres) | 4,941,453 |
| Residual Recovery Volume (litres) | 275,107 |
| Recovery Rate (%) | 5.6% |
| Total Available to Collect (litres) ⁷ | 449,672 |
| Available to Collect (%) ⁸ | 9.1% |
| Capture Rate (% collected/available) | 61.2% |

In 2021, the Available to Collect Study was conducted at the request of the regulators to estimate the potential amount of waste paint that could be collected in the province. The study took into consideration factors such as consumer intention, storage time, and end-of-life management obtained via surveys and sampling. It is important to acknowledge that any sampling and surveys have a degree of uncertainty. Factors such as sample size, selection methodology, question phrasing, and response rates can all contribute to variations in results, limiting their precision. Therefore, the results of the study only serve as a general estimate when evaluating program performance. Overall, the results highlight that the New Brunswick paint program has been successful.

Table 3 shows the total amount of paint tubskids and aerosol drums collected by the individual regions of New Brunswick.

Table 3: Collection Containers Collected by Region in 2022

| Regional Service Commissions | Paint (tubskids) | Aerosol (drums) |
|------------------------------|------------------|-----------------|
| Acadian Peninsula | 108 | 5 |
| Chaleur | 93 | 4 |
| Fundy | 430 | 29 |
| Kent | 91 | 4 |
| Miramichi | 62 | 9 |
| Northwest | 78 | 14 |
| Restigouche | 73 | 7 |

⁷ The 2022 total available to collect volume was calculated based on the methodology of the Atlantic Availability to Collect Study conducted in 2021.

⁸ The Atlantic Availability to Collect Study conducted in 2021 established the percentage of available to collect as 9.1% for 2021-2026.

| Regional Service Commissions | Paint (tubskids) | Aerosol (drums) |
|------------------------------|------------------|-----------------|
| RSC 8 | 87 | 6 |
| RSC 11 | 359 | 9 |
| Southeast | 827 | 134 |
| Southwest | 96 | 7 |
| Western Valley | 86 | 5 |
| TOTAL | 2,390 | 233 |

3.2 Collection Sites

As of December 31, 2022, 62 collection sites were participating in the Program, exceeding the program commitment of 60 collection sites. See Table 4 for the breakdown of collection site changes in 2022.

Table 4: Collection Site Changes in 2022

| | # of Collection Sites | Changes |
|------|-----------------------|--------------------------------|
| 2022 | 62 | No sites closed or opened |
| 2021 | 62 | 2 sites closed; 2 sites opened |

In accordance with section 45(1)(f) of the Regulation, [Appendix 2](#) provides details on the collection sites, including location and participation in the PaintShare program.

3.3 Collection Site Visits

In accordance with the program commitment “to visit all depots bi-annually to ensure adequate training”, a Product Care representative visited 54 collection sites in 2022 (see list in Table 5 below) and 52 collection sites in 2021, providing in-person support to the collection site staff, delivering informational brochures and providing any necessary training. Every site has been visited at least once in the previous two years, thus fulfilling the Program's obligations.

Table 5: Collection Sites Visited in 2022

| Collection Site Name | Date of visit | Municipality | County |
|------------------------------------|---------------|-----------------------------|----------------|
| Airport General Store | 5-Jul | Saint John | Saint John |
| Baie Ste Anne Home Building Centre | 31-May | Baie-Sainte-Anne | Northumberland |
| Billy’s Bottle Exchange & Salvage | 30-May | Dalhousie | Restigouche |
| BMR D.E Landry | 18-Apr | Saint-Francois-de-Madawaska | Madawaska |
| BMR Parent - Kedgwick | 19-Apr | Kedgwick | Restigouche |

| Collection Site Name | Date of visit | Municipality | County |
|--|---------------|---------------------------|----------------|
| BMR Parent - Saint-Quentin | 19-Apr | Saint-Quentin | Restigouche |
| Boyd Bros. Home Hardware Building Centre | 25-Jul | St. George | Charlotte |
| Brooks Redemption Centre | 20-Apr | Nackawic | York |
| Caissie Home Hardware Building Centre | 16-Jun | Rogersville | Northumberland |
| Caraquet Centre De Renovation Home Hardware | 31-May | Caraquet | Gloucester |
| Carpet Ranch / Grange a Tapis | 30-May | Beresford | Gloucester |
| Centre de Remboursement SAMJ | 19-Apr | Saint-Quentin | Restigouche |
| Centre de Remboursement Shippagan Les Iles Inc. | 31-May | Lamèque | Gloucester |
| Centre de Transbordement | 31-May | Tracadie | Gloucester |
| Centre Remboursement-Recyclage | 19-Apr | Rivière Verte | Madawaska |
| Chaleur Regional Service Commission - Redpine Landfill | 30-May | Allardville | Gloucester |
| Dupuis Home Hardware Building Centre | 24-Aug | Memramcook | Westmorland |
| Gilbert M Rioux et fils Ltee. | 20-Apr | Grand-Sault / Grand Falls | Victoria |
| Golden Mile Redemption Centre Ltd. | 5-Jul | Saint John | Saint John |
| Grand Bay Redemption Centre | 5-Jul | Grand Bay-Westfield | Kings |
| Grande-Digue Home Building Centre | 6-Jun | Grand-Digue | Kent |
| Hampton Recycling Centre | 12-Aug | Hampton | Kings |
| Hebert's Bottle Exchange & Scrap Metal | 31-May | Miramichi | Northumberland |
| Hillsborough Recycling Depot | 12-Aug | Hillsborough | Albert |
| Horsman's Bottle Exchange Inc. | 12-Aug | Salisbury West | Westmorland |
| J&L Warehousing Inc. | 18-Apr | Edmundston | Madawaska |
| Keith's Building Supplies Ltd. | 25-Jul | St. Stephen | Charlotte |
| La Societe Cooperative de Lameque Ltee. | 31-May | Lamèque | Gloucester |
| Maison du Tapis | 31-May | Bertrand | Gloucester |
| Mapleview Redemption Centre | 20-Apr | Weaver | Victoria |
| Marina Bottle Exchange | 30-May | Campbellton | Gloucester |
| Norrad's Express & Redemption Centre Ltd. | 12-Aug | Sussex | Kings |
| Northside Redemption Centre Ltd. | 25-Jul | Fredericton | York |
| Northwest Regional Service Commission | 19-Apr | Rivière Verte | Madawaska |

| Collection Site Name | Date of visit | Municipality | County |
|---|---------------|---------------------|-------------|
| Landfill | | | |
| Pub's Redemption Centre | 5-Jul | Saint John | Saint John |
| Recyclage Chaleur | 30-May | Petit-Rocher | Gloucester |
| Recyclage Kent Recycling | 16-Jun | Saint-Louis-de-Kent | Kent |
| Richibucto Home Hardware Building Centre | 6-Jun | Richibucto | Kent |
| Roblynn Home Hardware Building Centre | 25-Jul | Oromocto | Sunbury |
| RONA - Edmundston | 18-Apr | Edmundston | Madawaska |
| Sainte Antoine Home Hardware Building Centre | 16-Jun | Saint-Antoine | Kent |
| Shediac Redeem Centre | 24-Aug | Shediac | Westmorland |
| Southern Valley Transfer Station | 20-Apr | Woodstock | Carleton |
| Southside Redemption Centre | 25-Jul | Hanwell | York |
| Southwest New Brunswick Service Commission - Hemlock Knoll Landfill | 25-Jul | Lawrence Station | Charlotte |
| Tediche Home Hardware Building Centre | 24-Aug | Cap-Pelé | Westmorland |
| Tri-R Redemption Centre | 25-Aug | Oromocto | Sunbury |
| Vail's Bottle Exchange | 20-Apr | Woodstock | Carleton |
| Valley Redemption Centre | 12-Aug | Dieppe | Westmorland |
| Valley Redemption Centre (Collishaw) | 12-Aug | Moncton | Westmorland |
| Valley Redemption Centre (Toombs) | 12-Aug | Moncton | Westmorland |
| Valley Redemption Centre (Quispamsis) | 5-Jul | Quispamsis | Kings |
| Watson's Home Building Centre | 25-Jul | Harvey | York |
| Weibe's Home Hardware Building Centre | 20-Apr | Centreville | Carleton |

3.4 Regional Service Commission Events

According to information available to Product Care, 50 household hazardous waste (HHW) collection events were held in 2022 (see Table 6). The Program managed all post-consumer paint collected from these events.

Table 6: HHW Collection Event Locations and Dates in 2022

| Location | Date |
|----------------|-------------|
| Alma | (Feb 9-10) |
| Alma | (May 11-12) |
| Alma | (Nov 8-9) |
| Alma | (Sep 7-8) |
| Beaubassin-est | (Jul 20-21) |
| Beaubassin-est | (Mar 23-24) |
| Beaubassin-est | (Nov 23-24) |
| Cap-Pele | (Feb 23-24) |
| Cap-Pele | (Jun 22-23) |
| Cap-Pele | (Oct 19-20) |
| Dieppe | (Feb 16-17) |
| Dieppe | (Jun 15-16) |
| Dieppe | (Oct 12-13) |
| Dorchester | (Aug 3-4) |
| Dorchester | (Feb 2-3) |
| Dorchester | (May 4-5) |
| Dorchester | (Nov 2-3) |
| Hillsborough | (Aug 10-11) |
| Hillsborough | (Dec 7-8) |
| Hillsborough | (Jun 8-9) |
| Hillsborough | (Mar 9-10) |
| Memramcook | (Jan 5-6) |
| Memramcook | (Jun 29-30) |
| Memramcook | (Mar 30-31) |
| Memramcook | (Sep 28-29) |

| Location | Date |
|------------------|----------------|
| Moncton | (Apr 27-28) |
| Moncton | (Jul 27-28) |
| Moncton | (Oct 26-27) |
| Petitcodiac | (Jul 13-14) |
| Petitcodiac | (Mar 16-17) |
| Petitcodiac | (Nov 16-17) |
| Port Elgin | (Apr 20-21) |
| Port Elgin | (Aug 24-25) |
| Riverside-Albert | (Apr 6-7) |
| Riverside-Albert | (Jan 12-13) |
| Riverside-Albert | (Jul 6-7) |
| Riverside-Albert | (Oct 5-6) |
| Riverview | (Apr 12-13) |
| Riverview | (Aug 17-18) |
| Riverview | (Dec 14-15) |
| Sackville | (Aug 31-Sep 1) |
| Sackville | (Jun 1-2) |
| Sackville | (Mar 2-3) |
| Sackville | (Nov 30-Dec 1) |
| Salisbury | (Jan 19-20) |
| Salisbury | (May 18-19) |
| Salisbury | (Sep 14-15) |
| Shediac | (Jan 26-27) |
| Shediac | (May 25-26) |
| Shediac | (Sep 21-22) |

4 Processing

In accordance with sections 45(1)(b,c,d,e,g) of the Regulation, this section of the report sets out:

- a) A description of the efforts to redesign paint products to improve reusability and recyclability.
- b) The total amount of post-consumer paint processed or in storage.
- c) The percentage of post-consumer paint collected that was reused, recycled, disposed of in an engineered landfill, recovered for energy, or otherwise treated or disposed of.
- d) A description of the types of processes utilized to reuse, recycle, dispose of, recover energy from, contain, or otherwise treat or dispose of post-consumer paint.
- e) The location of processing or containment facilities for post-consumer paint.

4.1 Design for Environment

Product Environmental Impact Reduction, Reusability and Recyclability

The paint and coatings industry has been working tirelessly to make their products safer for the environment. This effort is driven by the growing awareness of the negative impact of chemical products on the environment. In recent times, the industry has made significant strides towards reducing the environmental impact of their products. The industry's offerings are not only safe to handle but are increasingly eco-efficient, reflecting the latest available science. The industry evaluates the impacts of their products along their entire life cycle and continuously develops new offerings. Sustainable production processes are top priorities for the industry. Beyond their primary function of protecting built infrastructure, coatings are also essential components in the production processes of various industries. Functional coatings provide additional properties to materials, leading to upgraded infrastructure, innovative products, and resource efficiency.

Here are some measures that the industry is taking to make their products more environmentally friendly:

- Using sustainable raw materials, such as bio-based resins and binders that have a lower environmental impact than their petroleum-based counterparts.
- Reducing volatile organic compounds (VOCs) in their products by using low-VOC and zero-VOC formulations.
- Working to reduce the amount of packaging used and the environmental impact of transportation, including the development of more efficient packaging and transportation methods.
- Collaborating with regulatory agencies to ensure that their products meet the required environmental and safety standards, leading to the development of guidelines and regulations designed to protect the environment and human health.

In addition to these measures, the industry is also shifting towards the use of water-based paint products over solvent-based paint products, as they are more recyclable. They are also researching and implementing improvements in packaging design, with the goal of finding more sustainable solutions. While plastic containers still prevail over metal ones due to cost and limited availability of post-consumer materials, industry members are determined to find more sustainable solutions, whether it's by using recyclable materials such as metal or containers made from recycled post-consumer materials.

Some of the industry's long-term goals include improving education on eco-friendly offerings to drive consumer choice and actively conducting research into more sustainable alternatives, including bio-based and recyclable raw materials.

The paint and coatings products industry has made significant progress in making their products more environmentally friendly. While there is still much work to be done, the industry is committed to reducing the environmental impact of their products. The industry has realized that these efforts are not only good for the environment and people but also for the long-term sustainability of the industry.

4.2 Post-Consumer Paint Processed

All paint collected through the Program is sent to the Laurentide Re-resources Atlantic Inc. facility in Richibucto, New Brunswick for initial processing. Volumes collected but not shipped, or shipped but not processed, or in transit, are managed in the following program year as shown in Table 8.

In 2022, a total of 2,386 tubskids of leftover paint (excluding paint aerosols) were delivered to the Laurentide facility in Richibucto, New Brunswick for processing, which includes tubskids collected in 2021 and held at the transporter's (Hebert's Recycling) consolidation facility and processed in 2022. Paint aerosols were sent to the GFL Environmental facility in Sussex, New Brunswick for processing.

During the reporting period, Laurentide processed (i.e., opened, sorted, and bulked into shipping containers) 2,378 tubskids (excluding paint aerosols), which includes tubskids that remained in their inventory from 2021.

Table 7 shows the volume of post-consumer paint and aerosols shipped to processors and the volume processed by collection container (tubskids and drums) and by residual volume (litres).

Table 7: Total Amount Post-Consumer Paint Processed in 2022

| Item | Number of Tubskids | Residual Paint Volume (L) | Number of Aerosol Drums ⁹ | Residual Aerosol Paint Volume (L) ¹⁰ | Total Residual Paint Volume (L) ¹¹ |
|-----------------------------|--------------------|---------------------------|--------------------------------------|---|---|
| Volume Shipped to Processor | 2,386 | 272,552 ¹² | 233 | 1,253 | 273,805 |
| Volume Processed | 2,378 | 257,939 ¹³ | 233 | 1,253 | 259,192 |

Table 8 shows the number of tubskids and drums received by the processor and carried over to be processed in the following year.

Table 8: Carry-over Inventory at Processor

| | | Number of Tubskids | Number of Aerosol Drums |
|------|----------------------|--------------------|-------------------------|
| 2021 | Carry-over | 0 ¹⁴ | 0 |
| 2022 | Shipped to processor | 2,386 | 233 |
| | Processed | 2,378 | 233 |
| | Carry-over | 8 | 0 |

Metal and Plastic Containers Collected, Processed and Stored

Table 9 lists the amount of metal and plastic containers recycled or temporarily stored in 2022 and their respective processors.

⁹ See footnote 3.

¹⁰ See footnote 5.

¹¹ The values shown do not add up to the total value due to rounding.

¹² Residual paint volume shipped to the processor has been rounded up. To determine the residual volume of paint shipped to processors from tubskids, the number of tubskids shipped is multiplied by a conversion rate of 114.2297257 L per tubskid. This conversion rate is obtained by dividing the total actual residual paint extracted (including both water-based and solvent-based) by the number of tubskids processed in the same year. The 114.229725 L conversion rate includes actual volumes for water-based paints and an estimation for solvent-based paints that applies the 2021 residual volumes of solvent-based paint per tubskid to 2022 tubskids. An estimation had to be used because, in 2022, the majority of solvent-based paint was not processed due to changes with the processing equipment and method, and issues with its implementation, therefore it was temporarily stored at the processor's facility in Richibucto, NB to be processed in 2023.

¹³ Actual volume of residual paint recovered from processed tubskids, including both water-based and solvent-based paint; does not account for any stored solvent-based paint that was not processed.

¹⁴ Carry over data unavailable for 2021.

Table 9: Metal and Plastic Containers Collected, Recycled and Temporarily Stored in 2022

| Container Type | Collected (tonnes) | Recycled (tonnes) | Temporarily stored (tonnes) | Processor | Management process |
|-------------------------|--------------------|-------------------|-----------------------------|---|---|
| Metal | 81.0 ¹⁵ | 81.0 | - | DR Metal Recycling, NB Nova 4 Metals, NS Aim Metal, NB Copal Metal, QC | Mixed with other scrap metal and sold as a commodity that is eventually sent for smelting |
| Plastic (HDPE 2) | 5.3 | - | 5.3 | Laurentide Re-sources Atlantic/ Société Laurentide Inc. | Temporary storage |
| Plastic (polypropylene) | 32.8 | - | 32.8 | Laurentide Re-sources Atlantic/ Société Laurentide Inc. | Temporary storage |

Metal containers (paint containers and paint aerosol containers) were managed by scrap metal recyclers, which take empty metal paint containers that have been baled and mixes them with other metals. The bales of scrap metals are then sold as a commodity and eventually end up being recycled at a smelter.

For plastic containers, the standard process is for the primary processor to bale the empty plastic paint containers and send them for recycling to secondary processors and to be sold as a commodity. Secondary processors are contracted by the primary processor, Laurentide. To ensure transparency and adherence to regulatory requirements, Laurentide is contractually obligated to certain end-fates of Program materials. Further to this, the Program periodically requires Laurentide to confirm their secondary processors and end-fates; as well as inspects Laurentide for compliance with regards to their inventory and processes. These inspections and contract reviews make sure that PCA is consistently informed about the management methods applied to containers.

In the 2021 annual report, Product Care reported that 28.8 tonnes of the polypropylene empty plastic containers collected were processed and managed as a commodity for plastics recycling. However, the reported amount was instead placed in inventory due to some challenges with downstream recyclers and market conditions. Before 2021, the program did not store any empty containers; instead, all were recycled. It was anticipated that the problems would be resolved in 2022 but unfortunately have not and the program had to temporarily store the plastics as the Program continues to work with the primary recycler to find a solution. The processor manages the storage of stockpiled materials to ensure they are in compliance with health and safety regulations, and do not pose any environmental risk.

¹⁵ Metal weight for aerosol paint cans is calculated using a conversion factor of 35.5 kg per aerosol drum.

4.3 Management Methods

The following section describes each method the Program used to manage post-consumer paint and the amount of paint managed through each method.

4.3.1 Reuse (PaintShare Program)

The PaintShare Program makes better quality paint returned to collection sites available to the public to take and use at no cost. PaintShare was offered at 27 collection sites in 2022 (see [Appendix 2](#) for a list of sites offering PaintShare). Participating collection sites reported approximately 845 litres of paint given away for reuse in 2022.

The amount of paint taken through the Paint Share Program is subject to consumer demand. The accuracy of volumes managed through the Paint Share Program is predicated on users completing the reuse tracking form. PaintShare volumes are estimated by assuming that each container is 75% full on average.

4.3.2 Recycling

At the Laurentide Re-resources facility, paint containers are removed from collection bins, inspected, opened, sorted by type, colour and quality, and poured into shipping containers according to management options. Bulked paint of recyclable quality is then transferred to an affiliated processor Peintures Recuperées du Québec (PRQ) in Victoriaville, QC or transferred to other international recyclers. Table 10 provides the quantities of water-based paint and solvent-based paint that were reprocessed and recycled into paint. The diminishing market for solvent-based paint has made it increasingly difficult to recycle. Consequently, while limited amounts of solvent-based paints continue to be recycled, a large portion of the volume is sent for energy recovery.

In 2022, the majority of solvent-based paint was not processed due to changes with the processing equipment and method, and issues with its implementation, therefore it was temporarily stored at the processors facility in Richibucto, NB to be processed in 2023. As a result, no solvent-based paint was recycled in 2022, and a reduced volume of solvent-based paint was sent for energy recovery.

Table 10: Quantity and Type of Paint Recycled in 2022¹⁶

| Type | Litres | Percentage |
|---------------------|-----------------|------------|
| Water-based paint | 193,774 | 100% |
| Solvent-based paint | 0 ¹⁷ | 0% |
| Total | 193,774 | 100% |

¹⁶ Volumes managed through the PaintShare Program are not included in Table 10.

¹⁷ Not all the collected solvent-based paint was processed in 2022. It is anticipated that all the solvent-based paint temporarily stored in 2022 will be processed in 2023. All unprocessed paint is stored at Laurentide facilities until it is processed.

4.3.3 Energy Recovery

Not all solvent-based paint collected is of suitable quality for recycling. In some cases, the paint may be in the form of skins or sludge, of an undesirable colour, contaminated or of the wrong chemistry for paint recycling. In addition, regulations such as the Federal VOC Regulations, require more stringent limits on certain chemical constituents, which tend to be found in higher concentrations in older paints, making it difficult to recycle. Finally, the market for recycled solvent-based paint is significantly smaller than that for water-based products and demand continues to decline.

Due to the high solvent content of solvent-based paints, these products are suitable for energy recovery. Through the process of fuel blending, solvent-based paint collected that is not suitable for paint recycling is used as an alternative energy source in applications such as permitted incinerators. During the reporting period, 4,328¹⁸ litres of solvent-based paint and paint from paint aerosols processed were blended with other fuels and utilized for energy value at licensed facilities.

4.3.4 Landfill

The sorting and bulking of the water-based paint by Laurentide Re-resources generated 61,090 litres of non-recyclable water-based sludge/solid, which were solidified and disposed of at a synthetic-lined landfill cell with leachate collection.

4.3.5 Incineration

No material was incinerated during the reporting period.

Table 11 shows the breakdown of post-consumer paint and empty containers collected that were reused, recycled, recovered for energy or disposed of in an engineered landfill. For post-consumer paint each amount is shown in litres and as a percentage and for empty containers each amount is shown in tonnes and as a percentage.

¹⁸ See footnote 16.

Table 11: Post-Consumer Paint and Empty Paint Containers by Management Method

| Method | Volume (litres) | Percentage |
|--|-----------------|---------------------|
| Post-Consumer Paint (litres) | | |
| Reuse | 845 | 0.3% |
| Recycle | 193,774 | 74.5% |
| Energy Recovery | 4,328 | 1.7% |
| Landfill | 61,090 | 23.5% ¹⁹ |
| Incineration | 0 | 0% |
| Total | 260,037 | 100% |
| Empty Paint Containers (tonnes) | | |
| Reuse | 0 | 0% |
| Recycle | 81 | 68% |
| Energy Recovery | 0 | 0% |
| Landfill | 0 | 0% |
| Incineration | 0 | 0% |
| Temporarily Stored | 38.1 | 32% |
| Total | 119.1 | 100% |

4.4 Location of Processing and Containment Facilities

The following is a list of facilities contracted by the Program to handle and process paint.

| Location Address | Facility Type |
|---|-------------------------------------|
| Hebert's Recycling Inc. 53 Walsh Avenue, Miramichi, NB E1N 3A5 | Containment Facility |
| Laurentide Re-resources Atlantic Inc. 9322 Rue Main, Richibucto, NB E4W 4C7 | Processing and Containment Facility |
| Soci t  Laurentide Inc. 345 Bulstrode Street, Victoriaville, QC G6T 1P7 | Processing and Containment Facility |
| GFL Environmental 17 Jones Court, Sussex NB E4E 2S2 | Processing and Containment Facility |

¹⁹ The amount of paint that can be recycled back into paint is heavily dependent on the quality of the paint coming into the collection systems. Poor quality paint (e.g. previously frozen) cannot be recycled back into paint.

5 Communication and Education

5.1 Promotion and Education

Section 45(1)(h) of the Regulation requires the Program to report on the types of consumer information, educational materials and strategies adopted by the brand owner. In 2022, Product Care implemented a number of different methods to raise consumer awareness of the paint recycling program in New Brunswick. The following sections provide details regarding the communications and public education for the program in 2022.

5.2 Program Awareness

In fall 2022, an online survey was conducted that was representative of New Brunswick's adult population. The survey found that 82% of residents who purchased paint are aware it can be recycled in the province; seven percentage points above the awareness target of 75%. The next consumer awareness study will be conducted in 2024.

5.3 Website

The productcare.org website includes the following bilingual content for the New Brunswick paint recycling program:

- Recycling locator (a searchable map displaying locations of all New Brunswick paint collection sites – see [Appendix 3](#))
- Collection sites' hours of operations and contact information
- Tips for buying the correct amount of paint
- A list of the Program's accepted and non-accepted products
- Annual reports and other program information, including details about environmental handling fees, and safe storage and handling of program products.

Other information on the website, not required by the program plan includes:

- A description of the PaintShare program
- Consumer videos showing the product management approach for paint
- A fillable form for members, retailers and collection sites to order promotional materials, such as rack cards and brochures
- Information about the environmental benefits of paint stewardship

An estimated 587,264 users accessed productcare.org during the 2022 calendar year of which 23,165 sessions were from New Brunswick. Productcare.org and Recycle New Brunswick's website cross-promoted one another with backlinks.

5.4 Program Hotline

Recycle New Brunswick and Product Care continued to operate a toll-free, bilingual "hotline" where consumers obtained information about the Program.

5.5 Television

Television ads were broadcasted on CBC Television (CBAT-DT) from August to October 2022, resulting in more than 4 million impressions.

5.6 Point of Sale (PoS) and Point of Return (PoR) Materials

In 2022, Product Care distributed PoS and PoR materials as requested by retailers and collection sites (see [Appendix 4](#)). The following materials were available for order through the online form:

- Bilingual brochures (English and French)
- Posters

5.7 Digital Advertising

All digital campaigns were set to reach the entire province. In 2022, they achieved a total of more than 6.6 million impressions and more than 30,000 clicks to visit the New Brunswick section of Product Care's website.

| Campaign Type | Description | Duration | Impressions | Video Views | Clicks |
|--------------------------------------|---|----------|-------------|-------------|--------|
| Google Search (EN & FR) | Text ads shown on Google & other search engines | Jan-Dec | 2,411 | - | 412 |
| Google Video (EN) | Skippable video ads displayed across YouTube and Google's video partners | May-Sep | 769,291 | 235,467 | 559 |
| Google Display & Discovery (EN & FR) | Responsive banners displayed across Google display network, Discover, YouTube and Gmail | Feb-Oct | 2,294,612 | - | 14,390 |
| Facebook Ads (EN & FR) | Responsive graphic ads displayed across Facebook and Instagram | Feb-Oct | 1,668,706 | 229,944 | 10,557 |
| TWN Display ads (EN & FR) | Banner ads displayed throughout the Weather Network app | Aug-Oct | 962,973 | - | 2,172 |
| Corus Global (EN) | 15sec pre-roll video | Aug-Oct | 285,081 | 216,577 | 1,206 |
| Programmatic (EN) | Pre-Roll & Display/Native :15sec creative - device agnostic | Aug-Oct | 707,001 | 530,162 | 1,090 |

See [Appendix 5](#) for examples of digital advertising activities.

5.8 Print Advertising

An inside cover print ad was featured in CPCA Insight Trade Publication. An estimate of 1,500 copies were distributed across Canada to industry members. A digital version of the publication is posted on CPCA's website (see [Appendix 6](#)).

5.9 Recycle New Brunswick Partnership

Product Care continued to partner with Recycle New Brunswick in 2022 (see [Appendix 7](#)). The two organizations collaborated by sharing in-market promotional strategies with one another to ensure maximum audience reach, synergies, and to avoid duplication of efforts.

6 Financial Information

In accordance with section 45(1)(l) of the Regulation, the Program's audited financial statements are provided in [Appendix 8](#) of this report detailing the revenues received and the expenditures incurred by the Program.

7 Audit of NB Paint Stewardship Program

In accordance with section 45(1)(j), this annual report was reviewed by an independent auditor. The auditor's report is attached in [Appendix 9](#).

APPENDIX 1 – Brand Owners as of December 31, 2022

| Brand Owner Name | | | |
|------------------|--|-----|--|
| 1. | 1439174 Ontario Ltd (NLS Products) | 2. | 3M Canada Company |
| 3. | Acklands - Grainger Inc. | 4. | Alexandria Moulding |
| 5. | Amazon.com.ca, Inc. | 6. | Avanti Sports Group Inc. |
| 7. | BASF Canada Inc. | 8. | Bass Pro Canada ULC |
| 9. | Behr Process Corp. | 10. | Benjamin Moore & Co. Ltd. |
| 11. | Bestbuy Distributors Ltd | 12. | Canadian Building Restoration Products, Inc |
| 13. | Canadian Tire Corporation, Limited | 14. | Cansel Survey Equipment Inc. |
| 15. | Class C Solutions Group, MSC Industrial Supply LLC | 16. | Cloverdale Paint Inc. |
| 17. | Comfort & Stuff imports Ltd. | 18. | Country Chic Paint Ltd. |
| 19. | CRC Canada Co. | 20. | Denalt Paints Ltd. |
| 21. | Diamond Vogel Paints Inc | 22. | Dover Finishing Products Inc |
| 23. | Ducan Products Inc. | 24. | Dynamic Paint Products Inc. DBA Lancaster Canada |
| 25. | Farrow & Ball Canada Ltd. | 26. | Fastenal Canada Ltd. |
| 27. | Forrest Paint Co. US\$ | 28. | Groupe BMR inc. |
| 29. | Henry Company Canada, Inc. | 30. | Home Depot of Canada Inc. |
| 31. | Home Hardware Stores Limited | 32. | IRL Supplies (2011) Ltd. |
| 33. | John Deere Canada ULC | 34. | Kent Building Supplies |
| 35. | K-G Spray-Pak Inc. | 36. | Kleen-Flo Tumbler Industries Ltd. |
| 37. | Kubota Canada LTD | 38. | Laurentide Re-resources Inc. |
| 39. | Lawson Products, Inc. | 40. | Loop Recycled Products Inc. |
| 41. | LPS Canada - Division of LPS Laboratories | 42. | Michaels Stores Inc. |
| 43. | Modern Sales Co-op | 44. | Motion Industries (Canada), Inc. |
| 45. | Orgill Canada Hardlines ULC | 46. | Peintures MF Inc. |
| 47. | PPG Architectural Coatings Canada Inc. | 48. | Princess Auto Ltd. |
| 49. | Produits de Plancher Finitec Inc. | 50. | RONA Inc. |
| 51. | Rust-Oleum Canada | 52. | Saman Corporation (3777472 Canada Inc.) |
| 53. | Selectone Paints Inc. | 54. | Seymour of Sycamore, Inc. |
| 55. | Sherwin-Williams Canada Inc | 56. | Sika Canada Inc. |
| 57. | Soprema Inc. | 58. | Techniseal |
| 59. | TENAQUIP Limited | 60. | The Sansin Corporation |
| 61. | The Sherwin-Williams Company | 62. | Timber Pro Coatings Ltd. |
| 63. | UAP INC. | 64. | UCP PAINT INC |
| 65. | Wal-Mart Canada Corp. | 66. | Wood Essence Distributing |
| 67. | Würth Canada Limited | | |

APPENDIX 2 – Collection Site Details as of December 31, 2022

| | Collection Site Name | Address | City | Paint Share |
|-----|---|----------------------------|-----------------------------|-------------|
| 1. | Airport General Store | 4105 Loch Lomond Road | Saint John | No |
| 2. | Baie Ste Anne Home Building Centre | 6 Ch Riviere du Portage | Baie Ste Anne | No |
| 3. | Betts Home Hardware Building Centre | 420 Main Street | Doaktown | No |
| 4. | Billy's Bottle Exchange and Salvage | 524 Darlington Drive | Dalhousie | No |
| 5. | BMR D.E Landry (formerly RONA #2125) | 1976 Rue Commerciale | Saint-Francois-de-Madawaska | No |
| 6. | BMR Parent - Saint-Quentin (formerly RONA #7200) | 38 Chemin Labrie | Saint-Quentin | No |
| 7. | BMR Parent - Kedgwick (formerly RONA #7786) | 115 rue Notre-Dame | Kedgwick | No |
| 8. | Boyd Bros. Home Hardware Building Centre | #9 - Route 172 | St. George | No |
| 9. | Brooks Redemption Center | 496 Campbell Settlement Rd | Hartfield | Yes |
| 10. | Caissie Home Hardware Building Centre | 11301 rue Principale | Rogersville | No |
| 11. | Canadian Tire Oromocto | 345 Miramichi Road | Oromocto | No |
| 12. | Caraquet Centre De Renovation Home Hardware | 42 Blv St-Pierre Est. | Caraquet | No |
| 13. | Carpet Ranch / Grange a Tapis | 1263 Rue Principale | Beresford | No |
| 14. | Centre de Remboursement SAMJ | 6418 Route 17 | Saint-Quentin | Yes |
| 15. | Centre Remboursement-Recyclage | 13790 Rte 144 | Rivière-Verte | Yes |
| 16. | Centre De Remboursement Shippagan Les Iles Inc. | 4008 Route 113 | Savoy Landing | No |
| 17. | Centre De Transbordement | 220 rue de L'entreprise | Tracadie | No |
| 18. | Chaleur Regional Service Commission - Redpine Landfill | 1300 Route 360 | Allardville | No |
| 19. | Dupuis Home Hardware Building Centre | 8 Ch Pont Rouge | Memramcook | No |
| 20. | Fredericton Region Solid Waste Commission Landfill | 1775 Alison Blvd | Fredericton | No |
| 21. | Fundy Regional Service Commission - Crane Mountain Landfill | 10 Crane Mountain Road | Saint John | No |
| 22. | Gilbert M Rioux et fils Ltee. | 53 rue Beaulieu | Grand Sault | Yes |
| 23. | Golden Mile Redemption Centre Ltd. | 35 Linton Road | Saint John | Yes |
| 24. | Gorbers Bottle Exch. Ltd. | 216 High Street | Moncton | Yes |
| 25. | Grand Bay Redemption Centre | 301 Highland Road | Grand Bay - Westfield | Yes |
| 26. | Grande-Digue Home Building Centre | 3957 NB-134 | Grande-Digue | No |
| 27. | Hampton Recycling Centre | 401 William Bell Drive | Hampton | No |
| 28. | Hebert's Bottle Exchange & Scrap Metal | 293 Wellington Street | Miramichi | Yes |
| 29. | Hillsborough Recycling Depot | 110 Steeves St. | Hillsborough | Yes |
| 30. | Horsman's Bottle Exchange Inc. | 3493 Route 106 | Salisbury West | Yes |
| 31. | Island Waste and Recycling | 9 Curling Club Road | Grand Manan | No |

| | Collection Site Name | Address | City | Paint Share |
|-----|--|------------------------|---------------------|-------------|
| 32. | J&L Warehousing Inc. | 500 Blvd. de L'Acadie | Edmundston | Yes |
| 33. | Keith's Building Supplies | 169 Route 1 | St. Stephen | No |
| 34. | La Société Cooperative de Lamèque Ltee | 68 rue Principale | Lamèque | No |
| 35. | Maison Du Tapis | 832 Boulides Acadiens | Bertrand | No |
| 36. | Mapleview Redemption Center | 182 Route 385 | Weaver | Yes |
| 37. | Marina Bottle Exchange | 15 C Boom Lane | Atholville | Yes |
| 38. | Northside Redemption Centre | 213 McFarland Street | Fredericton | No |
| 39. | Northwest Regional Service Commission Landfill | 248 Clement Roy Rd. | Rivière -Verte | Yes |
| 40. | Norrad's Express and Redemption Centre Ltd. | 40 Albert Street | Sussex | Yes |
| 41. | Pub's Redemption Centre | 346 Rothesay Ave | Saint John | Yes |
| 42. | Recyclage Chaleur | 571 Rue De L'Industrie | Petit-Rocher | Yes |
| 43. | Recyclage Kent Recycling | 10296 Route 134 | Saint-Louis-de-Kent | Yes |
| 44. | Richibucto Home Hardware Building Centre | 45 Cartier Blvd | Richibucto | No |
| 45. | Roblynn Home Hardware Building Centre | 257 Restigouche Road | Oromocto | No |
| 46. | RONA - Edmundston | 595 Rue Carrier | Edmundston | No |
| 47. | Sainte Antoine Home Building Centre | 4612 Rue Principale | Sainte-Antoine | No |
| 48. | Shediac Redeem Center | 610 Main St | Shediac | Yes |
| 49. | Southwest New Brunswick Service Commission - Hemlock Knoll Landfill | 5749 Route 3 | Lawrence Station | No |
| 50. | Southeast Regional Service Commission - Eco360 Waste Management Facility | 100 Enviro Drive | Berry Mills | No |
| 51. | Southern Valley Transfer Station | 155 Moffatt St | Woodstock | Yes |
| 52. | Southside Redemption Centre | 70 Timothy Avenue | Hanwell | Yes |
| 53. | Tediche Home Hardware Building Centre | 2499 Acadie Road | Cap-Pele | No |
| 54. | Tri-R Redemption Centre | 16 Lewis Street | Oromocto | No |
| 55. | Vail's Bottle Exchange | 522 Main St. | Woodstock | Yes |
| 56. | Valley Redemption Centre | 665 Babin Street | Dieppe | Yes |
| 57. | Valley Redemption Centre - Collishaw | 323 Collishaw St. | Moncton | Yes |
| 58. | Valley Redemption Centre – Toombs | 88 Toombs St. | Moncton | Yes |
| 59. | Valley Redemption Centre - Quispamsis | 1 Market Street | Quispamsis | Yes |
| 60. | Watson's Home Building Centre | 2686 Route 3 | Harvey | No |
| 61. | Wheaton's All in One | 13 Industrial Drive | Sackville | Yes |
| 62. | Wiebe's Home Hardware Building Centre | 3151 Main Street | Centreville | No |

APPENDIX 3 – Recycling Locator Tool

Below is a snapshot of the recycling locator tool found at ProductCare.org:

English

The screenshot shows the English interface of the recycling locator tool. At the top, there is a navigation bar with the ProductCare Recycling logo and menu items: Products, Province, About, Members, Service Partners, and Contact. A red button labeled "Find a Recycling Location" is on the right. Below the navigation bar is a teal header with a location pin icon and the text "Find a Recycling Location". The main content area features a search form with a "Location" dropdown set to "New Brunswick, Canada" and a "What are you looking to recycle?" dropdown set to "Search products". A red "Search" button is to the right. Below the search form is a map of New Brunswick, Canada, with several red location pins. On the left side, there are two result cards. The first card is for "Bett's Home Hardware" (26km), categorized as "RETAIL". It includes the address "420 Main Street, Quabtown, NB, E5C 1E7", a list of "Accepted products" with icons, and a "Get Directions" button. The second card is for "Clark's Bottle Exchange" (61km), categorized as "DEPOT", with the address "137 Liberte Drive, Chipman, NB, E4A 1V8". A "Location Key" at the bottom right of the map identifies the icons: Depot (red house), Retail (red shopping cart), and Event (red star).

French

The screenshot shows the French interface of the recycling locator tool. At the top, there is a navigation bar with the ProductCare Recycling logo and menu items: Produits, Province, A propos, Membres, Partenaires de service, and Nous Joindre. A red button labeled "Trouver un point de dépôt" is on the right. Below the navigation bar is a teal header with a location pin icon and the text "Trouver un site de recyclage". The main content area features a search form with a "Localisation" dropdown set to "Nouveau-Brunswick, Canada" and a "Que cherchez-vous à recycler" dropdown set to "Recherchez les produits". A red "Recherche" button is to the right. Below the search form is a map of New Brunswick, Canada, with several red location pins. On the left side, there are two result cards. The first card is for "Bett's Home Hardware" (26km), categorized as " Détaillant". It includes the address "420 Main Street, Quabtown, NB, E5C 1E7", a list of "Les produits acceptés" with icons, and a "Pour obtenir l'itinéraire" button. The second card is for "Clark's Bottle Exchange" (61km), categorized as "Dépôt", with the address "137 Liberte Drive, Chipman, NB, E4A 1V8". A "Outil de localisation" at the bottom right of the map identifies the icons: Dépôt (red house), Détaillant (red shopping cart), and Événements (red star).

APPENDIX 4 – PoS and PoR Materials

PoS and PoR Poster



✓ Produits de peinture acceptés

- Peintures à l'eau (latex ou acrylique), à l'huile ou laque, d'intérieur ou d'extérieur
- Sous-couches et apprêts (pour métal, bois, etc.)
- Peintures pour maçonnerie, coulis pour remplissage des blocs de construction, revêtements pour terrasses et sols (élastomères inclus)
- Vernis à l'uréthane (à composant unique), huiles de finition pour bois, peintures mélamines, peintures bloques-taches pour plafond, gommes laquées, peintures anti-rouille
- Revêtements pour cloisons sèches et stucco
- Peintures marines et produits de préservation du bois (sauf si homologué en vertu de la Loi sur les produits antiparasitaires)
- Peintures pour piscine (à composant unique)
- Peintures au fini texturé
- Produits scellants ou hydrofuges pour bois, maçonnerie ou chaussée
- Toutes les peintures en aérosol sont acceptées, y compris les peintures résidentielles, industrielles et automobiles
- Conteneurs vides



Peinture résidentielle jusqu'à 25 litres



Peinture en aérosol 680 grammes ou 24 onces



Ce programme est approuvé par Recycle NB
1-888-322-8473
www.recyclenb.com

✗ Produits de peinture non acceptés

- Conteneurs non identifiables ou sans étiquette
- Peintures entreposées dans des contenants en verre ou des contenants en mauvais état (rouillés, avec fuites, mal fermés)
- Brosses, chiffons et rouleaux
- Peintures et apprêts industriels et finis (ex. cuit au four, résistant à la chaleur, etc.)
- Colorants et teintures
- Produits homologués en vertu de la Loi sur les produits antiparasitaires (doit avoir un numéro d'homologation)
- Peintures pour artisanat (sauf aérosols)
- Peintures automobiles (sauf aérosols)
- Peintures en 2 composants contenant un catalyseur ou activateur
- Produits pour toitures à base de goudron ou de bitume
- Peintures de signalisation routière
- Diluants à peinture, décapants et solvants
- Nettoyants pour terrasses
- Produits de calfeutrage, résines époxy, colles et adhésifs
- Autres produits chimiques domestiques

N'oubliez pas la règle « NUD »

- N**achetez que ce dont vous avez besoin
- U**tilisez toute la peinture que vous achetez
- D**éposez vos restes de peinture pour les recycler

*Product Care Recycling contribue à l'économie locale tout en protégeant l'environnement, un contenant à la fois.

Leftover Paint?

Recycle it for free across New Brunswick. To find a recycling location visit productcare.org



productcare.org



✓ Accepted Paint Products

- Interior and exterior water-based (latex, acrylic) and oil-based consumer paint (alkyd, enamel)
- Undercoat and primers (e.g. metal, wood, etc.)
- Masonry paint, block filler, deck and floor coating (including elastomeric)
- Varnish and urethane (single-component), wood finishing oil, melamine, stain, shellac, anti-rust paint, stain blocking paint
- Drywall and stucco paint
- Marine paint and wood preservatives (unless registered under Pest Control Products Act)
- Swimming pool paint (single-component)
- Textured paint
- Wood, masonry, driveway sealer or water repellent (non-tar based or bitumen based)
- All paint aerosols including consumer, industrial and automotive
- Already empty paint and aerosol containers



Maximum container size: 25 litres



Maximum aerosol size: 680 grams or 24 ounces



This program is approved by Recycle NB
1-888-322-8473
www.recyclenb.com

✗ Not Accepted Products

- Unidentifiable or unlabelled containers
- Paint in glass containers or containers with poor integrity (e.g. badly rusted, leaking, bulging, improperly sealed)
- Brushes, rags and rollers
- Non-aerosol industrial paints & finishes (e.g. baked-on, heat resistant, etc.)
- Colorants and Tints
- Products registered as a pesticide under the Pest Control Products Act (has a P.C.P. Registration number on label)
- Non-aerosol craft or automotive paint
- Two-part or component paints containing catalyst or activator
- Roof patch and repair, tar or tar/bitumen-based products
- Traffic or line marking paint
- Paint thinner, resins, mineral spirits or solvents
- Deck cleaners
- Caulking compound, epoxies, glues or adhesives
- Other household chemicals

Always Remember the BUD Rule:

- B**uy no more than you need
- U**se all the paint you buy
- D**rop off the leftovers for recycling

*Product Care Recycling contributes to the local economy while at the same time protecting the environment, one can at a time.

Restes de peinture?

Recyclez-les gratuitement partout au Nouveau-Brunswick. Visitez productcare.org pour trouver un dépôt.



productcare.org/fr



APPENDIX 5 – Digital Advertising Activities

Google Search Ads (EN)*

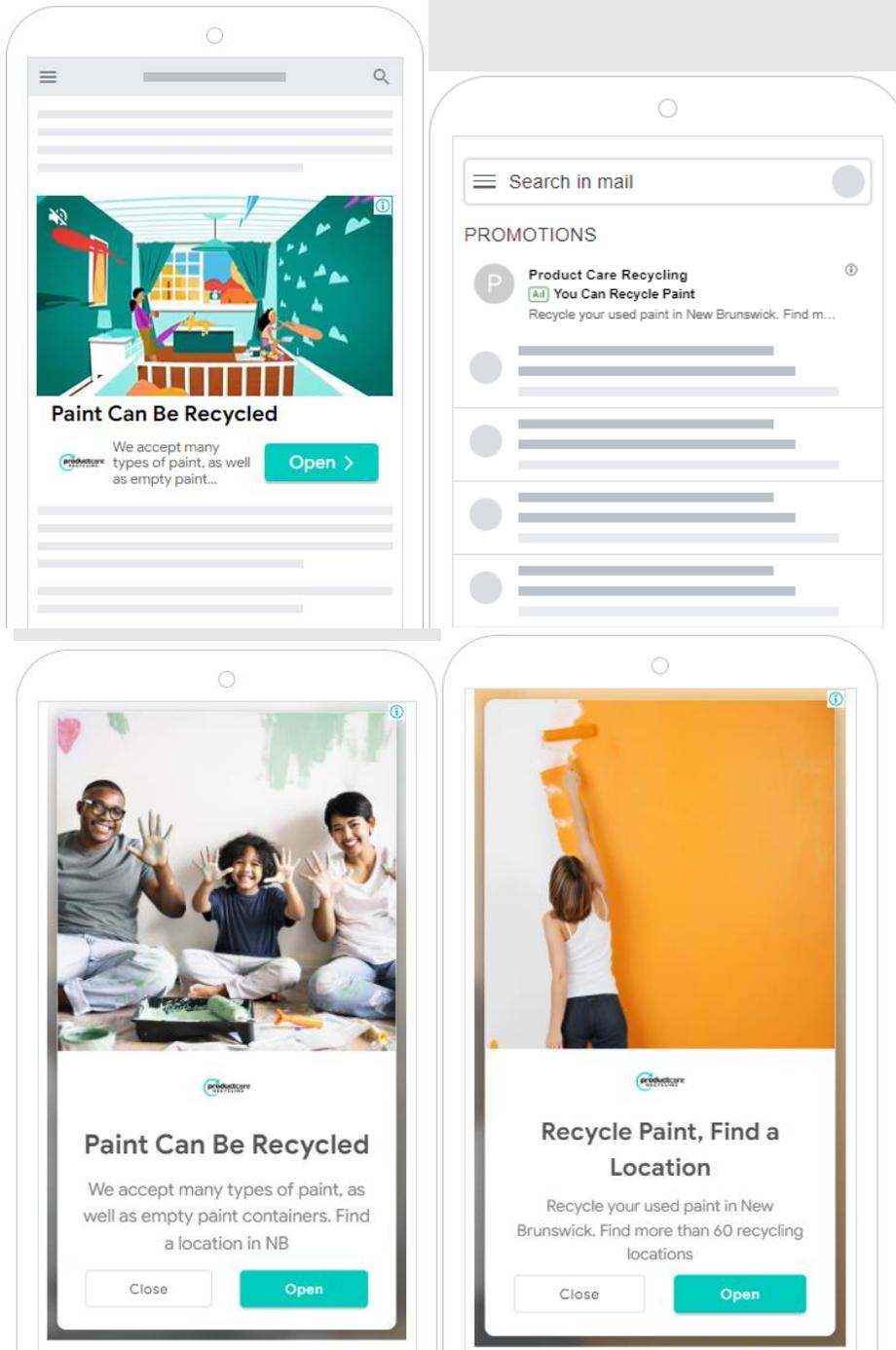
The image displays two mobile device screens side-by-side, each showing a Google Search Ad for paint recycling. The left screen features a headline "Recycle paint in New Brunswick | Find a Recycling Location | Product Care...", a descriptive paragraph, and four links: "Paint Recycling", "Find A Location", "Accepted products", and "Version française". The right screen features a headline "Leftover paint? Recycle it | We Accept Paint and Paint Cans | Product Care...", a descriptive paragraph, a small image of a paint can on a ladder, and the same four links.

Google Search Ads (FR)*

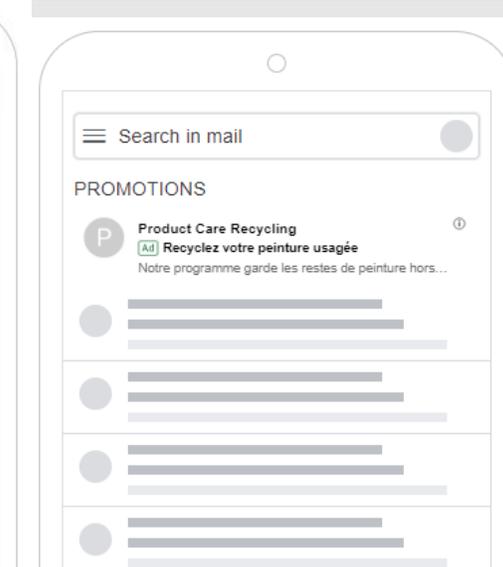
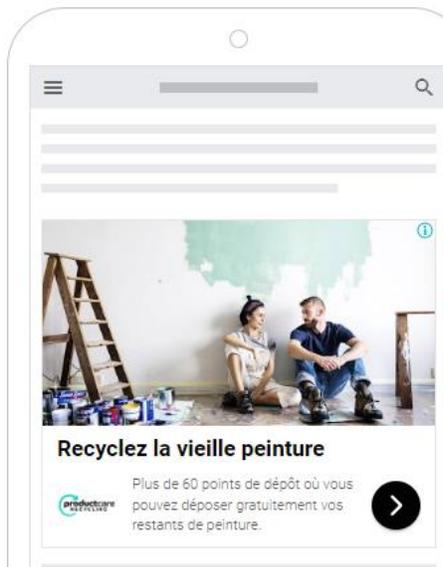
The image displays two mobile device screens side-by-side, each showing a Google Search Ad for paint recycling in French. The left screen features a headline "Donnez vos restes de peinture | Trouver un point de dépôt | Product Care...", a descriptive paragraph, and four links: "English version", "A propos de l'AGRP", "Trouvez un point de dépôt", and "Les produits acceptés". The right screen features a headline "Comment recycler la peinture? | Trouvez un site de recyclage | Product Care...", a descriptive paragraph, a small image of a paint can on a ladder, and the same four links.

**Responsive Search ads work with a mix of elements, including several headlines and descriptions, these are a few examples of how an ad could look like.*

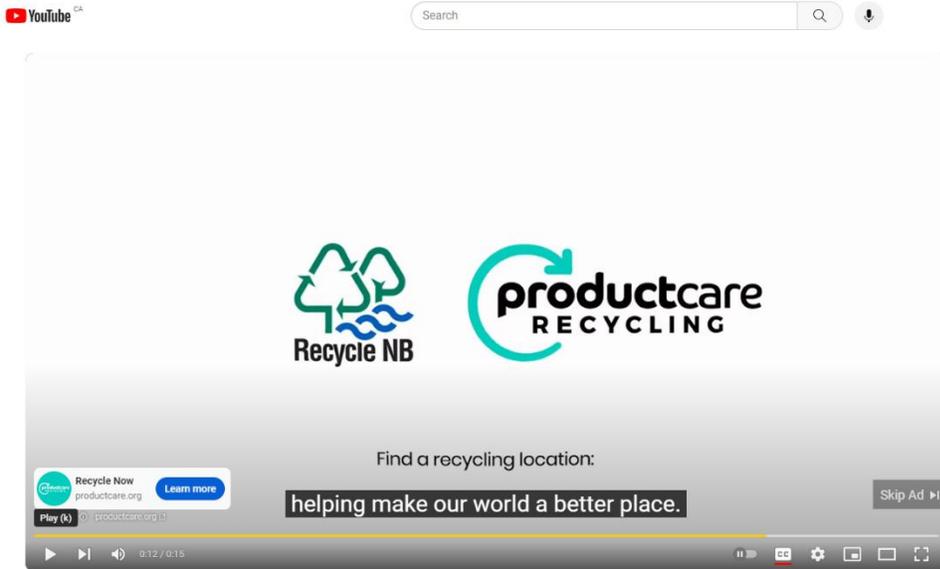
Google Display Responsive Ads (EN)



Google Display Responsive Ads (FR)



Google Video Ads (EN)



Facebook Ads

English

Product Care Recycling Sponsored

Find more than 60 recycling locations in New Brunswick where you can drop off your leftover paint for free.

productcare.org

Leftover Paint? Recycle it Find a Location near you

Learn more

Like Comment Share

Product Care Recycling Sponsored

Find more than 60 recycling locations in New Brunswick where you can drop off your leftover paint for free.

productcare.org

Recycle Paint in New Brunswick

Learn more

Like Comment Share



Product Care Recycling
Sponsored · 🌐



We accept many types of paint, as well as empty paint containers. Find a location in New Brunswick.



productcare.org
Recycle Paint in New Brunswick

[Learn more](#)

Like Comment Share



Product Care Recycling
Sponsored · 🌐



We accept many types of paint, as well as empty paint containers. Find a location in New Brunswick.



productcare.org
Leftover Paint? Recycle it
Find a Location near you

[Learn more](#)

Like Comment Share



Product Care Recycling

Sponsored · 🌐



Find more than 60 recycling locations in New Brunswick where you can drop off your leftover paint for free.



productcare.org

Leftover Paint? Recycle it

Find a Location near you

[Learn more](#)



Like



Comment



Share



Product Care Recycling

Sponsored · 🌐



We accept many types of paint, as well as empty paint containers. Find a location in New Brunswick.



world a better place.

productcare.org

Leftover Paint? Recycle it

Find a Location near you

[Learn more](#)



Like



Comment



Share

French

Product Care Recycling
Sponsored · 🌐

Apprenez comment recycler la vieille peinture avec nos programmes au Nouveau Brunswick.



productcare.org
Recyclage de peinture au Nouveau Brunswick [Learn more](#)

productcare.org
Recyclage de peinture au Nouveau Brunswick [Learn more](#)

👍 Like 💬 Comment ➦ Share

👍 Like 💬 Comment ➦ Share

 **Product Care Recycling**
Sponsored · 

Apprenez comment recycler la vieille peinture avec nos programmes au Nouveau Brunswick.



productcare.org
Recyclage de peinture au Nouveau Brunswick

[Learn more](#)

 Like  Comment  Share

 **Product Care Recycling**
Sponsored · 

Apprenez comment recycler la vieille peinture avec nos programmes au Nouveau Brunswick.



productcare.org
Résidus de peinture? Donnez-les!

[Learn more](#)

 Like  Comment  Share

Product Care Recycling
Sponsored · 🌱

Apprenez comment recycler la vieille peinture avec nos programmes au Nouveau Brunswick.



productcare.org
**Résidus de peinture?
Donnez-les!**

[Learn more](#)

👍 Like 💬 Comment ➦ Share

Product Care Recycling
Sponsored · 🌱

Plus de 60 points de dépôt où vous pouvez déposer gratuitement vos restants de peinture au Nouveau Brunswick.



productcare.org
**Résidus de peinture?
Donnez-les!**

[Learn more](#)

👍 Like 💬 Comment ➦ Share

The Weather Network

English

**Leftover paint?
Recycle it!**

[LEARN HOW](#) ♻️



**productcare
RECYCLING**

**Leftover paint?
Recycle it!**

[LEARN HOW](#) ♻️



**productcare
RECYCLING**



**Leftover paint?
Recycle it!**

[LEARN HOW](#) ♻️

productcare
RECYCLING



**Leftover paint?
Recycle it!**

[LEARN HOW](#) ♻️

productcare
RECYCLING



**Leftover paint?
Recycle it!**

[LEARN HOW](#) ♻️

productcare
RECYCLING



**Leftover
paint stripper?**
Dispose of it safely!

[LEARN HOW](#) ♻️

productcare
RECYCLING

Recyclez vos restes de peinture

Trouvez où >



productcare
RECYCLING

Recyclez vos restes de peinture

Trouvez où >



productcare
RECYCLING

Recyclez votre peinture

Trouvez où >



productcare
RECYCLING

Venez-vous de peindre votre maison?

Recyclez vos restes de peinture gratuitement

Trouvez où >



productcare
RECYCLING

APPENDIX 6 – Print Advertisements

CPCA INSIGHT magazine



Helping Manufacturers & Brand Owners Comply with Provincial Paint Regulations

Product Care provides **convenient** and **efficient** paint waste collection in 8 provinces. Thanks to all the participating return-to-retail collection, **costs are reduced** for all paint producers. To find out more visit productcare.org

| | | | |
|---|--|--|---|
|  Architectural Paint |  All Paint Aerosols |  Empty Paint Containers | |
| British Columbia bcpaintrecycle@productcare.org 1.877.592.2972 ext. 364 | Saskatchewan skpaintrecycle@productcare.org 1.877.592.2972 ext. 226 | Manitoba manitoba@productcare.org 1.877.592.2972 ext. 366 | Ontario ontario@productcare.org 1.877.592.2972 ext. 239 |
| New Brunswick nbpaintrecycle@productcare.org 1.877.592.2972 ext. 233 | Prince Edward Island pepaint@productcare.org 1.877.592.2972 ext. 233 | Novascotia nspaintrecycling@productcare.org 1.877.592.2972 ext. 239 | Newfoundland & Labrador nlpaintrecycle@productcare.org 1.877.592.2972 ext. 233 |

APPENDIX 7 – Partnerships

Recycle New Brunswick Web Content (cross-promotion)



The screenshot shows the Recycle NB website. At the top, there is a red banner with the text "Click here for COVID-19 Information". Below this, the contact information "info@recyclenb.com | 1-888-322-8473" is displayed on the left, and social media icons for Facebook, Instagram, and Twitter, along with language options "EN" and "FR", are on the right. The main navigation menu includes: HOME, ABOUT, WHERE TO RECYCLE, PROGRAMS, RESOURCES, WASTE REDUCTION, MEDIA, RNB ANNIVERSARY, LOGIN, and a search icon. The main content area features a large banner image of various colored paint cans with the text "PAINT RECYCLING PROGRAM" overlaid. Below the banner, there is a section titled "Paint" with a list of links: [About the Program](#), [What Products are Recyclable?](#), [What Products Are Not Recyclable?](#), [Where Do I Recycle Paint?](#), [Why Recycle Paint?](#), [Management Plan](#), and [FAQs](#). To the right of this list is a section titled "Paint Recycling Program" with two paragraphs of text.

Paint

- [About the Program](#)
- [What Products are Recyclable?](#)
- [What Products Are Not Recyclable?](#)
- [Where Do I Recycle Paint?](#)
- [Why Recycle Paint?](#)
- [Management Plan](#)
- [FAQs](#)

Paint Recycling Program

Recycle NB oversees New Brunswick's Paint Stewardship Program. The paint recycling program, in place since 2009, is industry-led and financed. Product Care Association operates the paint recycling program on behalf of the paint industry. With more than 60 recycling depots across the province, it is easy to recycle leftover paint products and containers.

Thanks to New Brunswickers' recycling efforts, the paint recycling program collected 268,880 litres of paint in 2015. Approximately 70% of the paint collected was recycled into new paint products. A small percentage was reused through paint exchange and 9% went to energy recovery.

APPENDIX 8 – Audited Financial Statements

**PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM**

**STATEMENT OF REVENUES AND EXPENSES
AND ACCUMULATED SURPLUS**

31 DECEMBER 2022

**PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus**
For the year ended 31 December 2022

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INDEPENDENT AUDITORS' REPORT

To Recycle New Brunswick,

Report on the Audit of the Statement of Revenues and Expenses and Accumulated Surplus

Opinion

As required by the New Brunswick Designated Materials Regulation - Clean Environment Act 45(1)(j), we have audited the Statement of Revenues and Expenses and Accumulated Surplus of the New Brunswick Paint Recycling Program (the “Statement”) as reported by Product Care Association of Canada (the “Association”) for the year ended 31 December 2022 and a summary of significant accounting policies and other explanatory information.

In our opinion, the Statement presents fairly, in all material respects, the revenue and expenses and accumulated surplus of the New Brunswick Paint Recycling Program for the year ended 31 December 2022 in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the Statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter - Restriction on Distribution and Use

This report is prepared on the direction of Product Care Association of Canada’s management and Recycle New Brunswick. As a result, the report may not be suitable for another purpose. Our report is intended solely for Product Care Association of Canada’s management and Recycle New Brunswick, and should not be distributed to other parties.

Responsibilities of Management and Those Charged with Governance for the Statement

Management is responsible for the preparation and fair presentation of the Statement in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of Statement that is free from material misstatement, whether due to fraud or error.

INDEPENDENT AUDITORS' REPORT - Continued

In preparing the Statement, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditors' Responsibilities

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Association to cease to continue as a going concern.

INDEPENDENT AUDITORS' REPORT - Continued

- Evaluate the overall presentation, structure and content of the Statement, including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Rolfe Benson LLP

CHARTERED PROFESSIONAL ACCOUNTANTS

Vancouver, Canada
17 March 2023

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2022

| | 2022 | 2021 |
|--|---------------------|---------------------|
| Revenues | \$ 1,200,646 | \$ 1,354,511 |
| Program expenses | | |
| Processing | 554,188 | 667,218 |
| Transportation | 209,231 | 191,759 |
| Administration (Notes 2(b) & (d)) | 105,344 | 136,997 |
| Collection | 116,620 | 134,334 |
| Regulatory | 82,700 | 81,450 |
| Communications | 76,877 | 46,596 |
| | 1,144,960 | 1,258,354 |
| Excess of revenues over expenses for the year | 55,686 | 96,157 |
| Accumulated surplus - beginning of the year | 1,098,260 | 1,002,103 |
| Accumulated surplus - end of year | \$ 1,153,946 | \$ 1,098,260 |
| Commitment (Note 3) | | |

The accompanying notes are an integral part of this statement of revenues and expenses and accumulated surplus.

PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2022

1. Basis of Presentation

The Statement of Revenues and Expenses and Accumulated Surplus (the “Statement”) only includes the revenues and expenses related to the New Brunswick Paint Recycling Program (the “Program”), a segment of the operations of Product Care Association of Canada (the “Association”).

2. Summary of Significant Accounting Policies

The Statement is prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant accounting policies are detailed as follows:

(a) Revenue Recognition

Environmental Handling Fees are received from members of the Association making sales of designated program materials within the province of New Brunswick. The Association recognizes these fees as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Environmental Handling Fees revenues are recognized as individual members report and remit them as required by the Association’s membership agreement which is at the end of the month following the reporting period that the designated program materials were sold by the member.

Members are obligated to remit Environmental Handling Fees for all products sold from the earlier of the Programs’ start date or the date when member started selling obligated products. If, for any reason, a member omits reporting and remitting Environmental Handling Fees associated with sold program products, the Association will recognize those Environmental Handling Fees as revenue when the amounts are determinable by the Association.

(b) Tangible Capital Assets

Tangible capital assets are recorded at cost. The Association provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rate is as follows:

| | |
|-----------------|---------|
| Depot equipment | 3 years |
|-----------------|---------|

Included in administration expense is \$18,200 (2021 - \$25,334) of amortization expense related to tangible capital assets.

(c) Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses and disclosure of contingencies included in the Statement. Accounts subject to estimates include revenue accruals, expense accruals, amortization, overhead allocation and processing commitments. Actual results could differ from those estimates.

**PRODUCT CARE ASSOCIATION OF CANADA
NEW BRUNSWICK PAINT RECYCLING PROGRAM**
Notes to the Statement of Revenues and Expenses and Accumulated Surplus
For the year ended 31 December 2022

2. Summary of Significant Accounting Policies - continued

(d) General and Administrative Expenses - Overhead Allocation

A portion of the total general and administrative expenses of the Association, net of expense recoveries, has been allocated to the Program. The allocation of general and administrative expenses to the Program is determined using the percentage of program specific operating expenses as compared to total operating expenses for all the Association's programs. Included in administration expense is \$61,031 (2021 - \$75,490) of overhead expense which has been allocated to the Program.

3. Processing Commitment

At year end, the Association had unprocessed program materials on hand related to the Program with an estimated cost to process, transport and recycle of \$69,554 (2021 - \$65,279) which will be incurred in 2023.

APPENDIX 9 – Report of Independent Auditor

New Brunswick Paint Stewardship Program - 2022 Program Review

Prepared by: Kim Hughes, BSc.

Submitted: 21 April, 2023

Executive Summary

2022 New Brunswick Stewardship Program

Product Care Association of Canada (Product Care) successfully delivered a province-wide post-consumer paint recycling program in 2022 that met the regulatory requirements in the *Designated Materials Regulation* 2008-54 and achieved planned program objectives.

In 2022;

- 4,941,453 litres of paint managed by the program was sold in New Brunswick
- 275,107 litres of post-consumer paint was collected
- 62 collection sites operated throughout the province. This network of sites, supported by site visits (54) and communication with the provincial Product Care representative, provide an effective and consistent presence to the public, enabling the paint recycling program
- 257,939 litres of residual paint processed by Laurentide Re-sources Atlantic (Richibucto)
- 1,253 litres of residual aerosol paint processed by GFL Environmental (Sussex)
- 845 litres of paint re-used through the Paint Share Program
- A total of 260,037 litres of post-consumer paint was managed by the program in 2022
- A total of 119.1 tonnes of metal and plastic paint containers were managed by the Program in 2022
- Communication/educational tools continue to be improved on and contribute to program awareness (@ 82%!)
- Design for Environment goals continue to be pursued by Canadian Paint & Coatings Association members. This effort is an integral part of minimizing the environmental impacts associated with consumer paint products before and after paint products enter the recycling stream.

In 2022, Product Care delivered a post-consumer paint products recycling program to New Brunswick residents that met regulatory requirements and planned program objectives (New Brunswick Paint Stewardship Plan 2021-2025).

The independent auditor that undertook the review of the 2022 New Brunswick Paint Stewardship Program has extensive experience in environmental management and sustainability consulting (40+ years), including significant knowledge relating to sustainability, stewardship, waste management and recycling in New Brunswick.

The program reviewer has experience specific to regulatory matters, policy development, program (and project) assessment and strategic planning. The reviewer is currently a member of the Board of Directors for two not-for-profit organizations that focus on the delivery of programs to enhance the environmental condition of New Brunswick and the north-eastern North America eco-region (Gulf of Maine).

Introduction

This report represents the results of an independent assessment of the performance of the New Brunswick Paint Stewardship Program for 2022. This assessment is an annual requirement under the *Designated Materials Regulation (2008-54)* – Clean Environment Act, to examine and assess program performance of designated materials (paint) with respect to achieving stewardship goals with for paint products sold in New Brunswick in 2022.

Stewardship programs in Canada continue to migrate towards the Extended Producer Responsibility (EPR) model where the end-of-life product management rests with the producers of the product and the management of the product follows a user-pay model. Product Care has been successfully implementing the model in New Brunswick since 2009. The 2022 Stewardship Program demonstrates responsible management after product use, describing the hierarchy of management processes (re-use, recycling, energy recovery and environmentally sound disposal) for paint products in the province.

The 2022 program performance review was carried out by reviewing the 2022 Paint Stewardship Program Annual Report and the 2021-2025 New Brunswick Paint Stewardship Plan. The 2022 Program was reviewed through communication with Product Care, RecycleNB, Department of Environment and Local Government, Regional Service Commissions, and with members of the public participating in the paint stewardship initiative.

New Brunswick Paint Stewardship Program

The New Brunswick Paint Stewardship Plan 2021-2025 identifies Product Care as the administrator acting on behalf of the Paint Brand Owners selling or distributing paint products in the province. As stated previously, Product Care has undertaken this role and delivered the Paint Stewardship Program since 2009.

As of December 31, 2022 there were 67 Brand Owners registered in the New Brunswick Paint Stewardship Program. The program was delivered throughout New Brunswick by Product Care, with program support from RecycleNB, through a network of 62 collection sites around the province. These locations provide a consistent and easy-to-access service that enables the collection of used paints and coatings (liquid and aerosol) as well as original containers from consumers of paint products in New Brunswick.

Product Care continues to follow their commitment found in the New Brunswick Paint Stewardship Plan 2021-2025; in order of preferred approach; consumer re-use of paint products when possible, recycle the paint product for future use as paint, disposal in an environmentally responsible manner in a secure landfill facility, lastly, use as a feed stock in energy recovery processes.

Metal and plastic containers are collected and directed to appropriate management facilities.

Evaluation

Collection Network

There were sixty-two (62) collection sites participating in the program in 2022. These sites provide consistent, province-wide access facilitating public access to participate in the program.

As in previous years, the regular collection opportunities were complimented by household hazardous waste collection events organized by Regional Service Commissions that brought waste paint products into the program that was subsequently managed by Product Care.

Ongoing interaction between the provincial Product Care representative and the collection site operators / Regional Service Commissions continues to support and enable the province-wide collection network.

Collection

Program members reported the sale of 4,941,453 litres of program products in New Brunswick from January 1, 2022 to December 31, 2022. The recovery rate for the program in 2022 was 5.6%.

This rate is calculated by dividing the volume of waste paint collected by the volume sold in 2022 ($275,107/4,91,453= 0.056$).

Product Care offers a comprehensive collection and logistics system that enables the paint stewardship program across New Brunswick.

In 2022, Product Care offered the Paint Share service at 27 locations, where better quality paint that has been returned to a retailer can be provided to another consumer at no charge. This resulted in 845 litres of paint product being used as originally intended, not entering into the recycling or waste stream.

Processing and Recycling

The New Brunswick Paint Stewardship Program collected 275,107 litres of post-consumer paint in 2022. The New Brunswick Paint Stewardship Plan 2021-2026 outlines the management processes that Product Care does to enable program success.

The 260,037 litres of paint in the program was managed as follows in 2022;

- re-use 845 litres
- recycle 193,774 litres
- landfill 61,090 litres
- energy recovery 4,328 litres
- incineration 0 litres

Reuse and recycling represents 74.8% of the volume of paint managed in the Paint Stewardship Program (reuse target is 70%). The remainder of the post-consumer used paint was disposed of in engineered landfill sites (61,090 litres) or sent for energy recovery (4,328 litres) in accordance with provincial regulation. No incineration of waste paint took place.

In 2022 the program managed the collection of 81.0 tonnes of metal paint containers and 38.1 tonnes of plastic (HDPE 2 and polypropylene). These products enter the recycling stream and are not being landfilled.

Communications and Education

Product Care continued to advance the paint stewardship program through communication and outreach efforts. It is the opinion of this reviewer that the ongoing collaborative efforts of Product Care and RecycleNB are a critical part maintaining and increasing participation in the stewardship initiative. The challenge associated with bringing new participants into the program is not an easy one! Media presence and educational tools re-enforce the importance of paint recycling efforts through the New Brunswick Paint Stewardship Plan, leading to a “Sustainable New Brunswick”.

The communication and education effort from Product Care includes the site visits (54) undertaken by the provincial representative in 2022. This activity, while a commitment in the Stewardship Plan, is an important part of ensuring that the public interface at collection sites is as good as it can be.

The analysis of web-site visits to the Product Care web-site in the Product Care Annual Report shows the importance of social media sites in sharing information, and helping the program managers (Product Care, RecycleNB) understand the communications aspect of the program better.

Operations

The collaboration between Product Care, RecycleNB, and the Environment and Local Government (ELG) regulator continues to facilitate an ongoing, ever improving program that achieves a part of the provincial waste management strategy. Basically, create less waste, and what is created is managed effectively and responsibly. In brief, the essence of an extended producer responsibility model.

Operationally the paint and coatings industry in Canada and world-wide continues to make steps (and these should be tracked over a timeline, outside the scope of this annual program review) to minimize environmental impacts associated with their products through-out the product life-cycle. This aspect is very important and typically not recognized (or at least shared publicly!).

In New Brunswick, the paint and coatings industry, through Product Care, is managing post-consumer paint products in a manner that achieves program and regulatory expectations, and in doing so contributed to the provincial waste management strategy in a positive way in 2022.

It is worth re-stating the importance of the communication and site visits that Product Care has with the collection network. The collection sites are the entry for the public into the stewardship program (and a determinant on whether they will continue to participate), and they provide the raw data that enables program understanding (metrics/volume).

Program Assessment Summary

The 2022 New Brunswick Paint Stewardship Program met program and regulatory expectations. The collaboration between program partners (Product Care, RecycleNB, and ELG) results in an effective and efficient program that manages paint and post-consumer paint products for the citizens of New Brunswick.

The integration of the results of the “available to collect study” undertaken in 2021 will serve to support program deliverables and understanding in future years.

In 2022, a total of 275,107 liters of post-consumer paint was collected and 119.1 tonnes of metal and plastic containers were collected for processing outside of the regular solid-waste management stream.

As in previous years, the New Brunswick Paint Stewardship Program contributes consistently to the New Brunswick economy and community. While developed with a goal of better managing the environmental condition (waste management and pollution reduction), programs like the New Brunswick Paint Stewardship Program are one piece moving toward sustainability in New Brunswick.

Recommendations

- Product Care continues to invest in communications and educational materials to support the Paint Stewardship Program in New Brunswick
- RecycleNB and ELG should commit resources to inform the public on extended producer responsibility (EPR), noting that is a user-pay (polluter pay) system that enables responsible management of products once the consumer is finished with them.
- Product Care should consider enhancing program awareness at point-of-sale/retail with paint product consumers/users.