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PRESS RELEASE

**CALIFORNIA SECOND STATE TO PASS PAINT STEWARDSHIP
LEGISLATION**

New Law Creates California Jobs and Saves Local Governments Millions

Sacramento, CA – California local governments have finally received the news they have been waiting for – that California will finally have a paint management program financed and operated by the private sector via a product stewardship non-profit organization run by paint manufacturers called PaintCare - which will save local governments millions each year.

Assemblymember Jared Huffman, the author of AB 1343, heard the plight of local governments who are paying over \$27 million a year to manage unwanted paint. “This cost represents the single largest cost to local governments in the household hazardous waste system,” said Assemblymember Huffman. “This signified a great need for a convenient recycling program that is cost-effective and reduces the financial burden on local governments and protects the environment. I’m pleased this historic legislation will help bring our local governments some relief from a very costly problem.”

AB 1343 had broad support, even from the paint manufacturers. “The paint manufacturers are ready to take-over the management of leftover paint and believe PaintCare can do this more cost effectively than government. The legislation is modeled after successful programs already in place in Canada.” said Alison Keane with the American Coatings Association (ACA).

California is the second state in the U.S. to pass producer responsibility legislation for paint. Product Stewardship, otherwise known as Extended Producer Responsibility (EPR) is a policy approach that shifts the responsibility for waste management costs from solely being the burden of taxpayers and ratepayers to include manufacturers, retailers, and ultimately the users of these products – the consumer.

“Taxpayers and garbage ratepayers have hit their limit and are ready for private sector solutions that are good for the environment and the economy.” said Heidi Sanborn, Executive Director of the California Product Stewardship Council. “We have been working collaboratively with ACA on a project funded by CalRecycle that has established a public education campaign and 20 retail collection locations for paint so we could “work out the kinks” and help PaintCare roll-out this program if the bill became law. We hope we have found a collaborative solution that not only reduces costs, but makes recycling leftover paint more convenient for consumers.”

The California law is based on a model state bill that first passed in Oregon in July 2009. The model is the result of a national agreement facilitated by the Product Stewardship Institute, Inc. (PSI), which convened paint manufacturers, retailers, contractors, recyclers, and government officials to jointly develop an environmentally sound and economically efficient solution to the leftover paint problem.

“This law would not have been possible without the steadfast leadership of the paint industry and the perseverance of other stakeholders,” said Scott Cassel, PSI Executive Director.

Supporters of the bill included Republic Services, Recology, Waste Management, Visions Recycling, Amazon Recycled Paints, Kelly-Moore Paints, Dunn-Edwards Paint, the Sherwin Williams Company and other manufacturers as well as their trade association the American Coatings Association, California League of Cities, Regional Council of Rural Counties, California State Association of Counties, California Retailers Association, California Resource Recovery Association, Solid Waste Association of North America and many more. For more information go to http://www.calpsc.org/policies/state/2010_legislation.html

California Product Stewardship Council (CPSC) educates both the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction. For more information, please go to: www.CalPSC.org.

American Coatings Association (ACA) is a voluntary, nonprofit trade association working to advance the needs of the paint and coatings industry and the professionals who work in it. The organization represents paint and coatings manufacturers, raw materials suppliers, distributors, and technical professionals. ACA serves as an advocate and ally for members on legislative, regulatory, and judicial issues, and provides forums for the advancement and promotion of the industry through educational and professional development services. For more information, please go to: <http://www.paintcare.org/>.

Product Stewardship Institute, Inc. (PSI) is a national non-profit environmental institute with membership from 46 states, over 170 local governments, and more than 60 businesses, organizations, universities, and non-U.S. governments. PSI establishes cooperative agreements to reduce the health and environmental impacts from consumer products. For more information, please visit www.productstewardship.us.