

Paint Reuse: A Manual for Developing Effective Programs

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- Fulton County Department of Solid Waste, NY
- Eastern Rensselaer County Solid Waste Management Authority, NY
- Gardiner Transfer Station & Recycling Center, NY
- Build it Green! NYC
- Boston Building Resources
- Tillamook County Solid Waste District, OR
- Lincoln County Solid Waste District, OR
- PaintCare

About The New York Product Stewardship Council

Founded in 2009 under the auspices of the New York State Association for Solid Waste Management, and fiscally sponsored by PSI, The New York Product Stewardship Council (NYPSC) aims to shift the waste management system from one focused on government-funded and ratepayer-financed waste diversion to one in which everyone involved in the lifespan of the product (mainly the manufacturer, or producer) takes responsibility for reducing the product's environmental, health, and safety impacts. NYPSC is governed by a board of individuals from local government, environmental nonprofits, and the waste management, engineering, recycling, and electronics industries. Since its inception, NYPSC has built grassroots coalitions to support producer responsibility, reducing waste and associated costs, and promoting sustainable product design.

About The Product Stewardship Institute

The Product Stewardship Institute (PSI) is a national, membership-based nonprofit committed to reducing the health, safety, and environmental impacts of consumer products across their lifecycle with a strong focus on sustainable end-of-life management. Headquartered in Boston, Mass., we take a unique product stewardship approach to solving waste management problems by encouraging product design changes and mediating stakeholder dialogues. With 47 state environmental agency members, hundreds of local government members, and nearly 100 corporate, business, academic, non-U.S. government, and organizational partners, we work to design, implement, evaluate, strengthen, and promote both legislative and voluntary product stewardship initiatives across North America.

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Any opinions, findings, conclusions or recommendations expressed are those of the authors and do not necessarily reflect the views of the New York Department of Environmental Conservation.

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Introduction

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U.S. residents and businesses purchase over 640 million gallons of paint each year, more than 64 million of which go unused. Although paint is highly recoverable, reusable, and recyclable, most leftover latex paint is either dried and sent to landfills, poured down drains (presenting problems for local wastewater treatment systems), sent to hazardous waste haulers, or brought to local household hazardous waste (HHW) programs at high taxpayer/ratepayer expense. In fact, municipalities nationwide report that paint management consumes nearly 50 percent of their HHW budget. Inefficient paint management is a waste of materials, energy, and taxpayer dollars, and does not account for jobs that may be created by reuse and recycling. For all of these reasons, state and local government agencies have identified paint management as a top concern.

Why Reuse Paint?

Convenient paint reuse programs can reduce the environmental and financial costs of leftover paint and decrease waste while providing a valuable service to the community. Reuse is considered one of the most environmentally preferable waste management strategies, topped only by source reduction on the waste management hierarchy. Paint reuse programs provide a low-cost, local alternative to recycling, while establishing infrastructure that may be eligible for compensation under a future producer-funded paint stewardship program in the state.

About This Manual

This paint reuse manual is designed to provide key information about the paint reuse process for local government entities, community groups, transfer stations, and non-profit organizations. It lists necessary equipment and materials, and outlines steps for developing and implementing **two distinct reuse program models**:

- 1) **Direct Reuse**
- 2) **Paint Reprocessing**

The manual draws from existing paint reuse programs across the country to provide case study examples and explore variations between programs using the same reuse model. Read on to discover how your program can serve your community and join a growing network of paint reuse programs across the country.

Model 1: Direct Reuse Paint Collection & Processing

Overview

In a direct paint reuse program, paint is given away or resold in its original container, with minimal additional processing. Direct reuse programs, such as swap sheds, paint exchanges, and resale stores, can provide an outlet for leftover paint that builds on existing infrastructure. In this section, we describe key elements of direct reuse programs, drawing from the experiences of five programs in New York and Massachusetts.

What You Need

1. Space Successful direct reuse programs operate in a variety of spaces, ranging from large warehouses to small office buildings. At a minimum, the space for a reuse program should provide:

- Protection from freezing temperatures. Programs in areas with cold winters should either use an indoor space for winter months, or operate only in summer months.
- Shelves to display collected paint.

2. Personnel While the labor requirements for direct reuse programs are limited, staff or volunteers are needed to:

- Accept paint and ensure it meets the program's requirements (see below).
- Provide service to customers/residents.
- Stir, sort, label, and arrange paint.

Tip: Painting a color sample on top of the paint container will help prevent customers from opening paint cans to check the color.

3. Outreach Promotion is key to the success of a paint reuse program. A successful outreach campaign will clearly describe:

- Location & Hours
- Drop-off Requirements
- Contact Information
- Any costs for dropping off or picking up paint

Tip: Remind residents that leftover liquid paint cannot be disposed of in the garbage.

Setting Up the Program

Direct paint reuse programs vary widely in terms of the products accepted, the schedule for accepting paint, and finances. The following are some of the key decisions when starting a reuse program:

- What products will I accept?**
- What will I do with unwanted products?**
- When will my reuse program be open?**
- How will I manage costs?**

1. Creating Product Guidelines Architectural paint can be divided into three categories: latex or water-based paint, oil-based or alkyd paint, and aerosols. The chart below outlines the considerations for collecting each type of paint. See page 9 for more information on regulations affecting paint reuse programs.

Type of Paint	Labeling Clues	Hazardous Waste in NY	Collection Requirements
Latex	"Water-based," clean up instructions recommend soap and water	No	Spill prevention requirements
Oil-Based	"Alkyd" (not water-based), clean up instructions recommend mineral spirits or turpentine	Yes	Spill and fire prevention requirements; staff hazardous waste training, safety equipment
Aerosol*	"Spray Paint," in a spray can	No (but may be subject to other safety regulations)	Spill and fire prevention requirements

*Note: aerosol paints are not included in the PaintCare program (see p. 11)

In addition to types of paint, programs often delineate conditions under which paint will and will not be accepted. Programs should consider whether they will accept:

- Paint in dented cans or cans with rusted lids
- Open paint containers
- Partially full paint containers
- Stains and other paint or non-paint products

Selecting Products: Sample Acceptance Requirements

	Fulton County DSW	Boston Building Resources	Eastern Rensselaer County SWMA	Gardiner Transfer Station & Recycling Center	Build it Green! NYC
Oil-Based Paint?	No	Yes	At HHW events, but not at facility	No	No
Latex Paint?	Yes	Yes	Yes	Yes	Yes
Spray Paint?	Not generally	Yes	At HHW events, but not at facility	Yes	No
Opened Cans?	Yes (must be at least 1/2 full)	Yes	Yes	Yes (not less than 1/3 gallon unless highly desirable)	Yes (must be at least 3/4 full)
Additional Requirements	No rust, mold or other contaminants, clumps or separation in paint	Cans must be in good condition (less desirable products may be given away for free)	Paint and cans must be in good condition	Paint must have no drying	Cans must be in good condition
Other Products?	Latex stains and primers	Stains, Primers	At HHW events, but not at facility	Latex stains and primers, sealers, brushes	Not generally

2. Managing Unwanted Items Even with an effective outreach campaign, it is highly likely that some residents will attempt to donate unwanted, unusable, items to the paint reuse program (e.g., dried up paint, paint in dented cans). This problem can be mitigated by:

- Clearly outlining which products are and are not accepted in outreach materials,
- Posting signs at the drop-off site that highlight accepted and non-accepted products, and/or
- “Checking-in” residents as they drop off paint.

Depending on the organization’s capacity, a program may:

- Ask the resident to take back the unwanted products,
- Charge residents for the unwanted products and manage them as waste, or
- Manage unwanted products as waste without charging a fee. Some sites may choose to manage unwanted products only in cases where they are brought to the program as part of a larger load of accepted products.

Tip: Set clear policies on what will and will not be accepted or charged to collect as waste. Consistency is important to bringing people in to the program.

3. Selecting Hours Based on space, staff time, and regular operating hours, organizations may choose to operate the reuse program only during select seasons or dates, or throughout the organization’s regular operating hours. Programs may choose to collect paint:

- By appointment only. This allows staff to budget time accordingly for the reuse program, but may restrict the quantity of paint collected.
- During HHW/other waste collection events.
- Seasonally. In colder climates, organizations may choose to operate paint reuse programs only during warmer months, removing the challenge of protecting paint from freezing. To operate seasonally, programs must consider what will be done with any remaining paint at the end of the operating season.
- During select operating hours.
- During all business hours.

4. Managing Costs Once the infrastructure is developed, the only costs for reuse programs are related to staff time and management of products that cannot be sold/given away. Some programs choose to charge residents dropping off paint a nominal fee (e.g., \$2/gallon) to offset these costs.

Reuse Program Operations: Examples

	Fulton County DSW	Boston Building Resources	Eastern Rensselaer County SWMA	Gardiner Transfer Station & Recycling Center	Build it Green! NYC
Type of Program	Paint Exchange	Reuse Store	Paint Exchange	Paint Exchange	Reuse Store
Space Used	Swap shed	Warehouse & Swap Shed	County Solid Waste Management Authority Offices	Office Trailer	Warehouses/ Reuse Centers
Drop-off Fee	None	None	\$2.00/gallon	None	None
Schedule	Summers only; every Saturday morning	All year	Thurs-Sat; by appointment Mon-Wed	Year round, space permitting	All year
Distribution	Given away	Sold & Given away	International donation program	Given away	Sold

Sample Outreach Material:

Latex Paint Exchange

The free Fulton County Latex Paint Exchange runs every Saturday morning during the summer at the Solid Waste Department, 847 Mud Road, Johnstown.

Fulton County residents can drop off good, re-useable Latex Paint, which is opened and checked, then sorted by color. Fulton County residents can take up to 5 gallons a week (as available), at no charge.

Since it began in 2001, this low-cost waste diversion program has taken in and given out 4,440 gallons of latex paint to the community. Over 647 gallons were processed through the Latex Paint Exchange in 2013, the highest yearly amount yet.

The Latex Paint Exchange is open 7:15-11:30 a.m. Saturdays, June through August.




An employee of the Solid Waste Department arranges paint by color at the Latex Paint Exchange.

Old Paint Paint which is no longer useable (both latex and oil) can be saved for the Household Hazardous Waste Drop-Off in August, 2015, when a broad range of items are accepted. Another option for residents is to dry out the paint by mixing it with sawdust, sand, or cat litter, and leaving it in a safe spot with the lid off until it is hardened. Once the paint is dried, the can should be thrown away with regular household garbage (NOT recycling). The lid must be clearly removed so garbage crews are assured there is no liquid paint left in the cans.



Credit: Fulton County Department of Solid Waste, NY



Left: Customers look through paint at the Fulton County Latex Paint Exchange. The program uses a Swap Shed to organize, display, and store paint that is donated by residents. Credit: Fulton County Department of Solid Waste, NY

Above: Paint is displayed on shelves in one section of the Reuse Center at Boston Building Resources. Each can is labeled with the member and non-member price. Credit: Product Stewardship Institute, Inc.

Model 2: Reprocessing Paint Collection & Processing

Overview

In a paint reprocessing program, multiple gallons of leftover paint are consolidated, or bulked, in a larger container and then distributed for reuse. This process allows programs to provide larger quantities of reused paint in a similar color, which may increase the quantity of paint that is successfully sold or given away. Reprocessing programs often strain paint to increase viability but, unlike paint recycling programs, do not otherwise process the consolidated paint. This section reviews key elements of paint reprocessing programs, drawing on two programs based in Oregon.

What You Need

1. Space Reprocessing programs require significantly more space than basic reuse programs to open, consolidate, filter/stir, and store collected paint. Lincoln County Solid Waste District, OR uses a 30'x 40' hut for active paint mixing, and keeps the surrounding area free for forklift movement. **Ventilation is essential during paint mixing.**

2. Large Drums or Containers Paint may be consolidated in 55-gallon drums, international bulking containers (IBCs), or other large containers.

3. Equipment A variety of tools are necessary for mixing, filtering, and distributing paint, including a paint mixing paddle, electric motor, filter, and smaller buckets.

4. Personnel In addition to the personnel needed to collect and sort paint, reprocessing requires staff to pour, stir, and filter paint. Depending on the inflow of paint during a collection time or event, staff may be able to engage in both collection and rebinding processes by pouring, stirring, and filtering the paint during the “down time” between drop-offs.

***Tip:** When selecting personnel, think through the amount of time required for different tasks. One program ended up with more volunteers than necessary because staff could complete multiple tasks in the same timeframe.*

5. Outreach As with direct reuse programs, outreach is fundamental to program success. See page 6 for a sample outreach flyer.

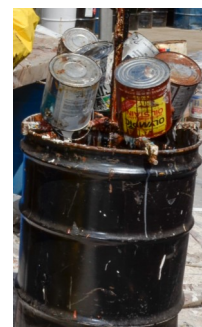
Setting Up the Program

Like direct reuse programs, paint reprocessing programs must consider product selection, operating hours, and cost management. In addition to these decisions, addressed on the previous pages, reprocessing programs must make the following decisions:

1. **What type of container will I use?**
2. **What will my consolidation process be?**
3. **What colors will I blend?**

1. Selecting a Container Many rebinding programs use **55-gallon drums** to consolidate paint. A sample consolidation process using 55-gallon drums is as follows:

- a) Collected paint is visually checked for viability and separated by color.
- b) Paint is poured into the right color drum.
- c) Paint is stirred using a paint mixing paddle and electric motor.
- d) Paint is filtered using a burn barrel.
- e) Drum is elevated and paint is poured into 5-gallon (or smaller) buckets, or sent to an external site for packing.
- f) Paint is labeled as “recycled latex paint.”



Tillamook County, OR uses **275-gallon IBCs** donated by nearby farmers to bulk larger quantities of paint. On account of their size and airtight design, IBCs allow paint from multiple collection events to be added to the same consolidated “batch,” which creates a uniform color of paint that can be stored over time. A sample consolidation process using IBCs is as follows:

- a) Collected paint is checked for viability and separated by color.
- b) Paint is poured through a wire mesh funnel (designed and purchased for this process) into the appropriate IBC color.
- c) When ready to distribute, paint is mixed using a paint mixing paddle and electric motor. Paint is poured from an elevated height into buckets using the spout at the bottom of the container, and labeled as “recycled latex paint.”

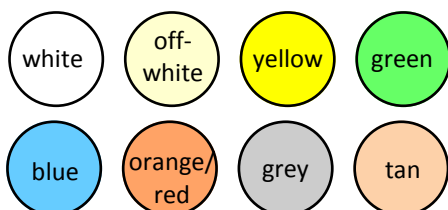


2. Obtaining Equipment A variety of tools are needed for paint reprocessing. See the sidebar to the right for more information on the requisite equipment.

3. Developing a Protocol When implementing a reprocessing program, it is helpful to establish a procedure for collecting, checking, and consolidating paint. This process should consider:

- Number of staff
- Inflow of paint during collection times or events
- Inflow of paint from other collection sites
- Site layout and mobility
- Paint storage and transportation before and after bulking (forklift may be necessary to move large quantities)
- Safety and security measures
- Set up and clean up instructions

4. Choosing Colors One benefit of paint reprocessing is the development of uniform colors for resale or donation. The number of colors developed will depend on the quantity of bulking containers available. One possible color sorting system is:



Many programs report greatest success redistributing white, off-white, and tan paints, and less success with very dark colors.

5. Labeling Paint All reprocessed paint should be labeled as “recycled latex paint.” Additional labeling requirements may vary; confirm with state agencies to ensure compliance.



Paint Reprocessing Resources

Reprocessing leftover paint for reuse requires a variety of tools and resources. Read below for tips on gathering everything you need:

- 55-Gallon Drums:** 55-gallon drums can be purchased for approximately \$50-100 each. Reuse the same drum for multiple batches without contaminating paint by allowing the container to fully dry before adding new paint. If paint will be packed on site, drums should have a tap at the bottom.
- International Bulking Containers (IBCs):** Farmers often use IBC's, and may be willing to make a donation. Used and new IBC's can also be purchased for \$100-250.
- Mixer:** For paint reprocessing, use a paint mixing paddle and electric mixer, both of which can be purchased from a variety of industrial supply companies.
- Filter:** Use a burn barrel to filter paint collected in 55-gallon drums, available from industrial supply companies for \$70-100. For bulking in IBC's use a funnel shaped filter, which can be custom-made to fit the top of the container.
- Five-Gallon Buckets:** Five-gallon buckets with lids for packing paint may be purchased from hardware stores for \$5-10. New buckets may be preferable, as buckets must be clean with a sealable lid. Buy in bulk to cut costs.



Left: Paint reprocessing event in Tillamook, OR. Paint is consolidated in IBCs, which are loaded onto a truck to easily move between events. Credit: Tillamook County, OR

Top: Electric mixer is used to reprocess paint in Lincoln County, OR. Credit: Lincoln County Solid Waste District, OR

Paint Collection & Processing Regulatory Requirements

Overview

State and federal regulations for solid and hazardous wastes may apply to paint reuse programs. The following provides an overview of how programs can address these regulations.

What is regulated? Regulatory requirements may affect reuse program operations in terms of:

- Collection requirements (equipment needed),
- Paint storage conditions (e.g., security, indoor & outdoor storage limitations),
- Length of storage,
- Quantity of paint stored, and
- Recordkeeping and reporting.


When do regulations apply? In New York and all states except California, latex paint is considered non-hazardous waste, and will, therefore, be subject to fewer regulations than oil-based paint, which is considered hazardous waste. The extent of regulations depend on:

- Type of paint collected (oil, latex, and/or aerosol).
- Whether or not opened paint cans are accepted.
- Whether paint is consolidated or reused as is.
- Any other (non-paint) products accepted (e.g., solvents).

General Guidelines While specific requirements will vary between programs, the following guidelines may help with designing a compliant program:

- Set a **paint identification protocol** to ensure products are handled appropriately.
- Establish **worker safety and health precautions** including ventilation, protective clothing, and traffic control.
- Consider **limiting paint from business participants**. Certain requirements may be triggered by exceeding Resource Conservation and Recovery Act (RCRA) thresholds. Determine the limits applicable to your state and type of business, and either address regulatory requirements or limit collections accordingly.
- Create a **spill cleanup plan**.
- Establish **contractual agreements** with workers and any transporters to limit liability.
- Label reused paint as secondhand and have recipients sign a liability waiver.**

Confirming Compliance Although some regulations are uniform across program types, ultimately each program is unique. Paint reuse and collection programs should, therefore, always check with state solid and hazardous waste agencies and local environmental health/hazardous waste regulators to confirm which regulations apply and steps necessary to comply with regulations. New York programs are advised to contact their DEC regional office: see <http://www.dec.ny.gov/about/558.html>

**Fulton County Solid Waste Dept.**
P.O. Box 28, Johnstown, NY 12095 (518) 736-5501

WAIVER FOR PICKING UP LATEX PAINT

Name: _____

Address: _____

Phone: _____ No. of gallons picked up: _____

I am voluntarily taking latex paint from the Fulton County Solid Waste Department's "Latex Paint Exchange Program." I agree to hold harmless the County of Fulton, and the Fulton County Department of Solid Waste, its employees, agents, successors and assigns from any and all claims and liabilities for damages, losses or expenses of any sort arising from the picking up, transporting, handling or use of said latex paint.

I agree and take the latex paint in an "as is" condition and understand that neither Fulton County, nor the Fulton County Department of Solid Waste makes any warranties or representations related to the paint's quality, use or fitness for any purpose whatsoever. Also, I agree to dispose of any excess or unusable paint by any of the following methods:

- 1) Let the paint completely dry and harden in the paint can until it is solid, then place it in the garbage for disposal (lid off) OR
- 2) Mix the remaining paint with sand, kitty litter or dirt until it is no longer in liquid form, then place it in the garbage for disposal OR
- 3) Bring the remainder to the next Household Hazardous Waste Collection Day held by the Fulton County Department of Solid Waste.

Signature _____ Date _____

Waiver Basics

A paint reuse program waiver should, at minimum, state that:

- Recipients understand that paint is being taken "as is."
- Recipients understand that there is no guarantee of paint quality or contents.
- The organization is not liable for any damages resulting from the paint received.

Note that waivers cannot be signed by individuals under the age of 18.

Credit: Fulton County Department of Solid Waste, NY



Distribution: Selling & Donating Reused Paint

Overview

Depending on the program's structure, reused paint can be given away and/or sold. This section reviews two key elements of reused paint distribution: finding a customer base and setting a price range.

1. Finding a Customer Base Consider community resources and needs to identify the best customer base for reused paint. Several community organizations may be particularly interested in free or low cost paint options including:

- a) Theater groups,
- b) Artists,
- c) Housing and community development programs,
- d) Public works organizations, and
- e) Parks and recreations organizations

Reuse programs can reach out directly to target community organizations to better gauge interest in reused paint.

Tip: In smaller towns, coordinate with reuse stores, local government, and community organizations in neighboring communities to donate, sell, or exchange paint.

2. Pricing Paint Programs may choose to differentiate prices for products based on original sale price, condition, and product desirability. One- or five-gallon buckets of paint may sell more easily than smaller quantities of paint, and having multiple gallons in the same color increases chance of sale. The reprocessing programs featured in this guide resell paint for \$24-30 per five-gallon bucket. The direct reuse programs resell paint for \$2-5 per gallon, frequently adjusting price based on the quality of paint available. Boston Building Resources offers a differentiated price structure based on membership to the organization.

Tip: Reuse programs that collect furniture or building materials in addition to paint can remind customers that paint can be used to brighten up old furniture.

Tip: One reuse program helps keep costs low by using reused paint for their organization's in-house projects.



Top: Five-gallon buckets of reprocessed paint are labeled and ready for sale. Credit: Lincoln County Solid Waste District, OR

Middle: Swap shed at Boston Building Resources used to give away excess products, including paint that is not brought into the main store. Credit: Product Stewardship Institute, Inc.

Bottom: Community event in Fulton County using reused paint. Credit: Fulton County Department of Solid Waste, NY

Looking Forward: Preparing for Paint Stewardship Legislation

Overview

In an increasing number of states, Extended Producer Responsibility (EPR) laws for paint have established a manufacturer-operated stewardship program for leftover paint. In states with paint stewardship laws, the national stewardship organization, PaintCare, is required to operate a program to reduce, reuse, recycle, and properly manage post-consumer architectural paint in the state. Adherence to the waste management hierarchy is encouraged to the greatest extent possible; therefore, PaintCare strongly encourages reuse of leftover paint through either direct reuse or paint reprocessing.

Preparing for Legislation

In states with paint stewardship laws, both direct reuse and reprocessing programs that serve as PaintCare drop-off sites may be eligible for financial compensation by PaintCare for providing “Value-Added Services.” Looking ahead to future paint stewardship legislation, programs can do the following to ensure eligibility according to PaintCare’s requirements for reuse programs:

- 1. Require a Waiver.** To be eligible for compensation by PaintCare, reuse programs must have paint recipients sign a waiver explaining that the paint is taken “as is” with no guarantee of quality or contents. See page 9 for more information about reuse program waivers.
- 2. Develop a Paint Management Protocol.** Prior to paint stewardship legislation, it is helpful for reuse programs to have in place a clear protocol for collecting, sorting, and (if relevant) reprocessing leftover paint. In Oregon, for example, all paint reprocessing facilities are required to have a full paint management protocol in place to be eligible for PaintCare program participation. See page 8 for content to include in a paint reprocessing protocol.
- 3. Maintain Records.** Reuse programs are strongly encouraged to develop and use a record-keeping system for the quantities of paint collected, disposed, and given away/sold by the program. PaintCare tracks final disposition of all paint managed through the program, including paint given away or sold for reuse. Record-keeping will, therefore, be necessary for participation in the PaintCare program.

Reuse Under Paint Stewardship Legislation

The PaintCare program encourages paint reuse as a local paint management option that requires minimal processing. The [Paint Stewardship Program Plan for Vermont](#) (2014) includes the following statement regarding paint reuse:

*“The [PaintCare] Program will **implement and support latex paint reuse programs** where possible and provide **monetary compensation to sites that give reuse paint away to the public free of charge**. Paint reuse programs can return good quality paint to the local community without moving the paint through a costly network of transporters and processors. This is also an important opportunity to reduce the environmental impacts of the program. As with other second-hand products, users of “previously owned” latex paint will be **notified that the suitability of the product cannot be guaranteed, and they will be required to sign a waiver form** before taking away paint for reuse from a PaintCare-partnering drop-off site.”*



Paint consolidation at HHW event using 55-gallon drums. These services are eligible for compensation under the state’s paint stewardship law. Credit: Onondaga County Resource Recovery Agency, NY

Pulling it Together: Best Practices for Paint Reuse

Ready to start a reuse program? Looking to revitalize your existing program? Read below for some quick tips to get started.

Develop a Plan

Before starting a reuse program, consider all aspects of basic program operations, as well as procedures for managing challenges that may arise. As you develop your program, consider the following:

- Accepted and non-accepted products
- Process for collecting, sorting, storing, reprocessing (if applicable), and redistributing paint
- Procedure for managing unwanted products
- Outreach methods

Set up your Space

At a minimum, direct paint reuse programs require space for sorting items, displaying products, and storing excess paint. When setting up a space, consider building security (which may be required under state regulations) and protection from the elements. Paint reprocessing requires additional space for the reblending process and storage of large quantities of paint. Consider how to use available space to efficiently move paint between the point of collection and sale/donation.

Establish Product Protocols

Will your program take aerosols? Will it take opened cans? What about cans that are half-full, or less than half-full? Establishing standards ahead of time, incorporating them into outreach, and adhering to all established protocols will reduce the time and money devoted to managing unwanted items.

Reach Out to Residents

Outreach is key to program success. Use local media networks to communicate with residents about the reuse program. Set up painting projects at community events to inform the public about paint reuse while demonstrating the value of reused paint. Ask residents to spread the word to their networks—many successful reuse programs claim that the most successful outreach is through word-of-mouth!

Collaborate

Many reuse programs work regularly with community organizations to spread the word, solicit volunteers, and find outlets for paint donations. Coordination with summer student volunteers can dramatically expand a program's capacity to manage paint during the busiest season. Consider local partnerships to spread the impact of your program as you sell and donate reused paint to the community.



Credit: Boston Building Resources

Learn More About Paint Reuse

- [Guidance Manual for Paint Reuse Programs](#) - Paint Product Stewardship Initiative, 2007
- [Setting Up a Used Latex Paint Collection Site](#) - University of Missouri Extension, 1996
- [Reducing, Reusing, and Recycling Waste Latex Paint in Rural Communities](#) - Northeast Waste Management Officials' Association (NEWMOA), 2013