



PRODUCT CARE ASSOCIATION
12337 - 82A Avenue, Surrey, B.C. V3W 0L5
Phone: 604 592-2972 Fax: 604 592-2982
www.productcare.org

July 5, 2007

Mr. Hu Wallis
Director, Environmental Quality Branch
Ministry of Environment
P.O. Box 9341, Station Provincial Government
Victoria, B.C., V8W 9M1

Dear Mr. Wallis:

Re: Product Care Product Stewardship plan- supplementary information

We provide you with the following supplementary information with respect to Product Care's 2006-2011 Product Stewardship plan:

1. Planning Priorities for 2006-2011:

- a) **Collection System- Access:** Product Care commits to the increase in the number of depots and paint plus depots and collection events with an emphasis/priority to service remote areas and areas brought forward during the plan consultation as follows:

	<u>Paint Depots</u>	<u>Paint Plus Depots</u>	<u>Total Number of Depots</u>	<u>One Day Events</u>
2006	60	43	103	14
Target 2007	60	45	105	13
Target 2008	62	47	109	12
Target 2009	64	49	113	12
Target 2010	66	51	117	12
Target 2011	68	52	120	12

b) **Management of Collected Materials**

Target for 2011	<p>Increase volume of paint managed by reuse or recycling by 4% per year to 85% in 2011 (2005= 65%).</p> <p>Maintain policy of no program products going to landfill.</p> <p>Increase number of depots offering “paint exchange” by 4 % per year to 90% (2005=70%).</p>
------------------------	---

c) **Collection of Containers**

Target for 2011	<ul style="list-style-type: none"> • Maintain rate of 100% recycling of metal and #2 plastic paint containers. • Maintain rate of 95% of #5 plastic paint containers and flammables plastics containers managed for energy recovery. • Maintain rate of 100% of plastic and metal gasoline containers being recycled. • Identify options/technology for recycling pesticide container
------------------------	---

d) **Program Performance – Management of program costs**

Target for 2011	
Program Performance	Maintain a minimum 4 % increase per year of total collected volumes for the paint product categories.

2. **Containers:**

With regard to specific non recyclable packaging issues:

- **Flammable products- plastic containers-** current management option is to energy recovery, except for chlorinated plastics which are disposed in landfill. Identified challenges to improving the management options are:
 - unwashed plastic generate gases during processing which are unacceptable to recyclers for health and safety reasons.
 - technology not available to clean the plastic prior to recycling without creating wash water waste that cannot be discharged
 - generally, there has not been enough volume to warrant technology development.

- **Flammable products- #3 chlorinated plastic packaging:** There are no available processors for #3 plastics, and they are not accepted for energy recovery.

- **Pesticide containers:** No recycling solutions have been identified for the volumes managed by Product Care. These containers are not accepted for recycling or for energy recovery due to health, safety and environmental issues regarding residual pesticide presence

3. Education and Awareness:

Copies of educational materials enclosed:

- Retail poster
- Retail brochure
- Paint Container Sticker
- Please refer to content of Product Care website www.productcare.org

Planning priorities and strategies:

Target for 2011	50 % increase in program awareness as measured in consumer survey compared to 2007
Strategy 2007	<p>Ongoing Communications elements</p> <ul style="list-style-type: none"> • Continue to promote paint can stickers to retailers • Identify and participate in Reuse websites • Continue to partner with RCBC for 800-hotline service and other services • Advertise in all available municipal waste calendars (9 municipal calendars in 2006) • Continue to partner with all municipalities willing to distribute consumer program brochures to householders <p>Specific Communications Elements</p> <ul style="list-style-type: none"> • Conduct consumer survey to establish consumer awareness level. • Redesign program poster and consumer brochure and distribute to 4,000 (est'd) BC retailers • Contact a minimum 20 municipalities/brandowners to request website link. • Advertise in 5 Yellow Pages publications
2008	<ul style="list-style-type: none"> • Perform “Ongoing Communications Elements” • place advertisements in 5 additional Yellow Pages publications

2009	<ul style="list-style-type: none"> • Perform “Ongoing Communications Elements” • place advertisements in 5 additional Yellow Pages publications • redistribute program poster and consumer brochure and distribute to 4,000 (est’d) BC retailers
2010	<ul style="list-style-type: none"> • Perform “Ongoing Communications Elements” • place advertisements in 5 additional Yellow Pages publications • Conduct survey to establish consumer awareness level.
2011	<ul style="list-style-type: none"> • Perform “Ongoing Communications Elements” • place advertisements in 5 additional Yellow Pages publications

4. Tools for Impacting Product Life Cycle Management:

By varying eco-fees with the size of a container will a ‘price signal’ is generated for the consumer. In the case of pesticides and flammables, the eco-fee rates vary based on the volume of the product within specified container size ranges. In the case of paint, a relatively lower eco-fee on the larger container size reflects the better utilization (i.e. reduction of left-over paint) by trade painters who generally use that size. This utilization recognition also functions as a tool for product life cycle management.

Planning priorities and strategies

Target for 2011	Participate in available Product Stewardship Institute studies regarding life cycle management of paint and other HHW.
	Review allocation of eco fee rates based on life cycle and other factors every two years beginning in 2007.

5. Targets, Performance Measures and Strategies:

Product Care will continue to track and report recovery rate for the following measures:

<u>Recovery rate of products:</u> litres recovered compared to litres sold in each calendar year
<u>Historical comparison:</u> recovery rate data presented on a year to year comparative basis.

<p><u>Waste audit participation:</u> participate in at least one municipal waste audit annually and report available data regarding program products.</p>

<p><u>Consumer awareness:</u> see Consumer awareness survey strategy</p>
--

6. Consultation:

Please review separate consultation synopsis document.

7. The Dispute Resolution Procedure and Compliance Process:

Compliance: Regarding compliance, Product Care operates under the policy of a ‘level playing field’ requiring fees to be paid to the program for all obligated products sold in British Columbia. Product Care identifies such products by conducting store checks, through its member audit process and information received from other members. The following is the compliance process protocol followed by Product Care in recruiting brand owners of such products:

1. Notification by telephone and/or email advising of the regulatory obligation and inviting the brand owner to join Product Care within a 30 day period.
2. Two formal letters are sent to the brand owner noting the prior contact, referring to the regulatory obligation and advising the brand owner of Product Care’s intention to notify the ministry for enforcement purposes if compliance is not demonstrated (which may be accomplished by joining Product Care Association) within a second 30 day period.
3. A formal letter is issued to the Ministry of Environment advising of the circumstances including the name of the brand owner, the product and location of place of sale, with the request to the Ministry of Environment to investigate and if appropriate conduct enforcement proceedings.

Enquiries: In addition, occasionally Product Care is contacted by consumers with questions relating to products accepted or not accepted by the programs. If these cases cannot be answered by the collection depot they are referred to Product Care staff who resolve the enquiry directly with the consumer.

Dispute Resolution Procedure

Contractors: Product Care contracts with all suppliers to its program using commercial agreements.

- **Collection depots:** All collection depots are contracted to the program using renewable agreements which provide for a cancellation by either party on 30 days notice.
- **Processing:** With Product Care deals with reputable downstream processors and has developed long term relationships. Any disputes arising from collection or processing contracts would be resolved using normal commercial legal procedures.

Other stakeholders: Any complaints received from the general public, or other stakeholders are first dealt with by Product Care staff. If the issue remains unresolved, the matter would be referred to the chairperson of the Product Care board of directors, and finally, if necessary, to the Product Care board of directors.

8. Section 2 Requirements:

The following is a table which lists the directors of Product Care and their sector affiliation:

Product Care Board of Directors 2006-7				
<u>Name</u>	<u>Member</u>	<u>Term</u>	<u>Sector</u>	<u>Province</u>
Owen MacRae, Chair	KG Packaging	2008	Paint	BC
Wink Vogel	Cloverdale Paint	2008	Flammable Liquids	BC
Grant Mills	Mills Paint	2008	Paint	BC
Susan Peterson	ICI Paints	2008	Paint	Ont
Chris McCurdy	SC Johnson	2008	Pesticides	Ont
Doug Thiemann	Home Hardware	2007	Paint	Ont
Dick Glassford, Secretary	General Paint	2007	Paint	BC
Ted Stoner	CPPI	2007	Petroleum Products	Alberta
Paul Morgan, Vice Chair	Recochem	2007	Flammable Liquids	BC
Andrew Horsman	Wal-Mart	2007	Retail	Ont

Yours truly,



Mark Kurschner