

thank you for joining!
the webinar will begin shortly.

a special thank you to our sponsors:



Advanced Paint Stewardship

December 10, 2018

Product Stewardship Institute

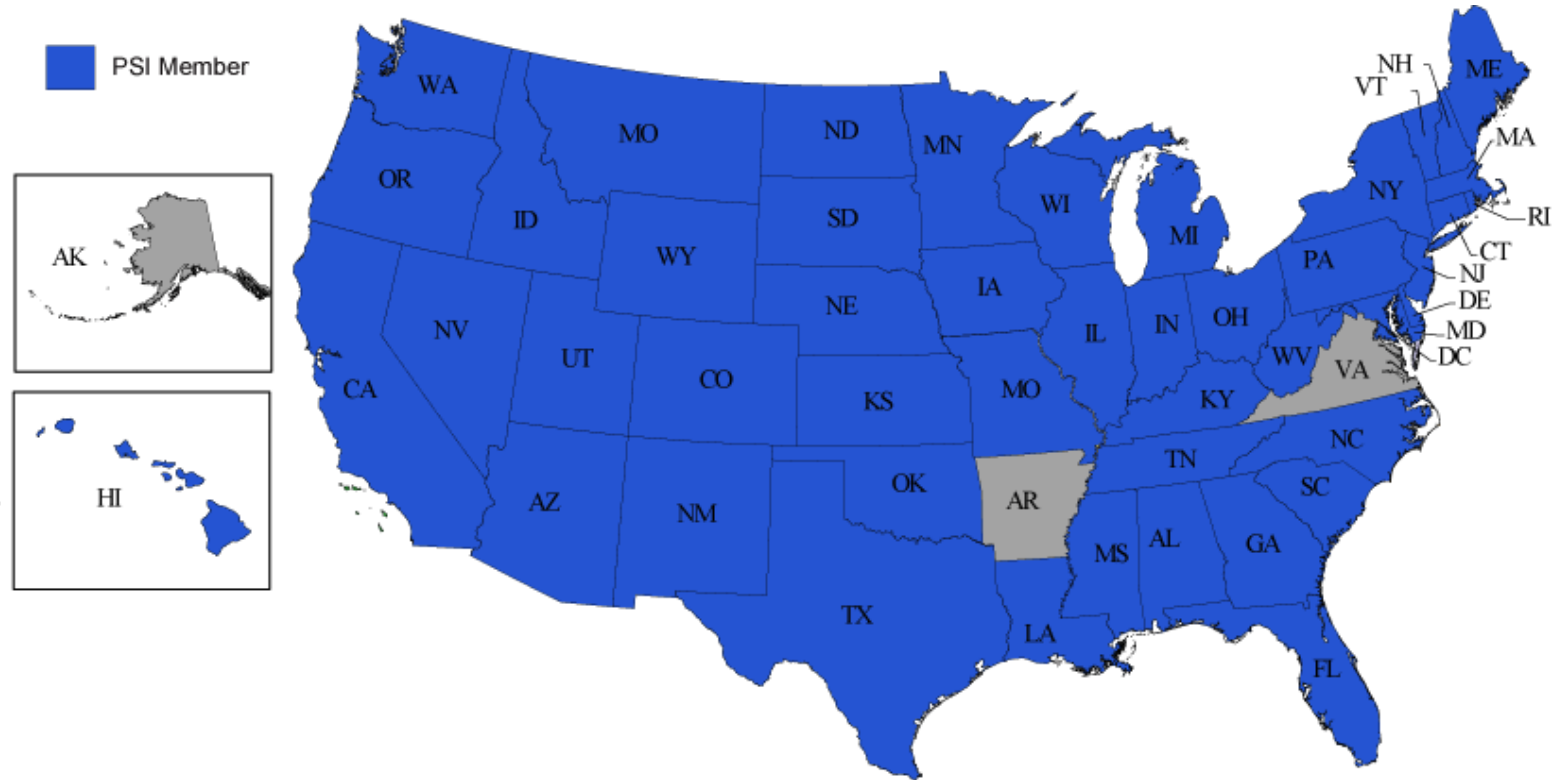


American Coatings
ASSOCIATION



PRODUCT
STEWARDSHIP
INSTITUTE

who is the Product Stewardship Institute?



product categories



paint



pharmaceuticals



textiles



solar panels



HHW



mattresses



packaging



thermostats



phone books



electronics



fluorescent lamps



batteries

product categories



used motor oil



tires



framework



gas cylinders



carpet



radioactive devices



pesticides



auto switches

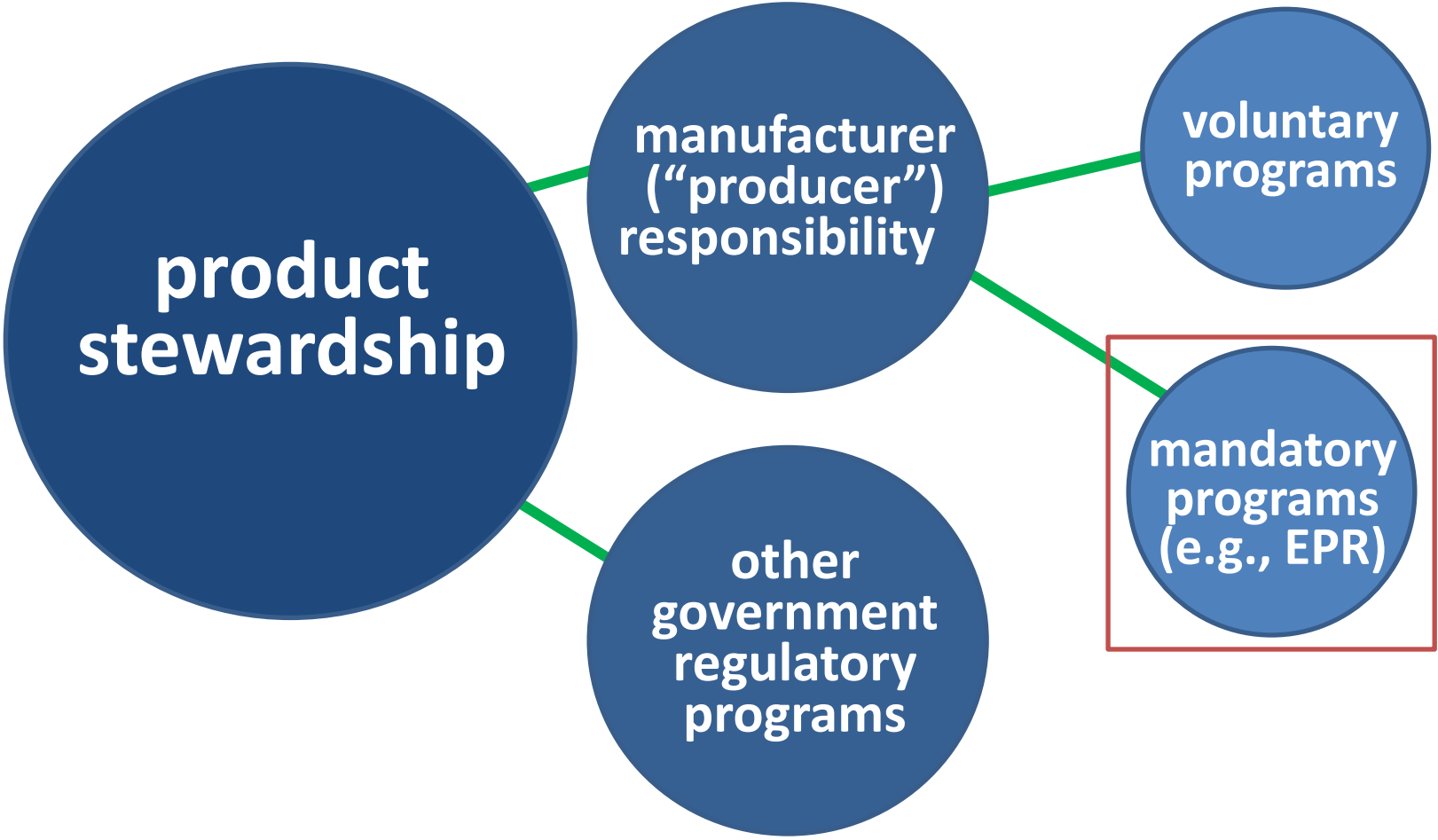


medical sharps



appliances with refrigerants

product stewardship vs. EPR



u.s. state and local epr laws (partial list)

3



5



9



11



13



15



24



28



5 state,
23 local

116* EPR laws

**while bottle bills are highly effective at recovering beverage containers, this count does not include the 10 state bottle bills in the U.S. due to the different ways in which the disparate policies shift responsibility to producers.*

paint stewardship: **first steps**

- **research and reports** (2002, 2003)
- **national dialogue** (since 2003)
- **1st MOU** (April 2005) – 4 meetings/9 months
 - ✓ 8 projects (**\$2M** public, private funding)
- **2nd MOU** (October 2007)
 - ✓ detailed **work plan**, elements of **legislation**

today's key questions

what are the major legislative and regulatory challenges and lessons learned?

how is success measured?

how is collected paint managed?

what are some operational best practices?

what's on the horizon for the program?

please welcome today's
panelists



**Kristin Aldred
Cheek, PhD**
Senior Associate for
Policy and Programs
Product Stewardship
Institute



Heidi McAuliffe
Vice President
American Coatings
Association



**Marjaneh
Zarrehparvar**
Executive Director
PaintCare



Fred Gabriel
Director of
Operations
PaintCare



Brett Rodgers
Director of
Communications
PaintCare

today's moderator:



Scott Cassel

Chief Executive Officer and Founder

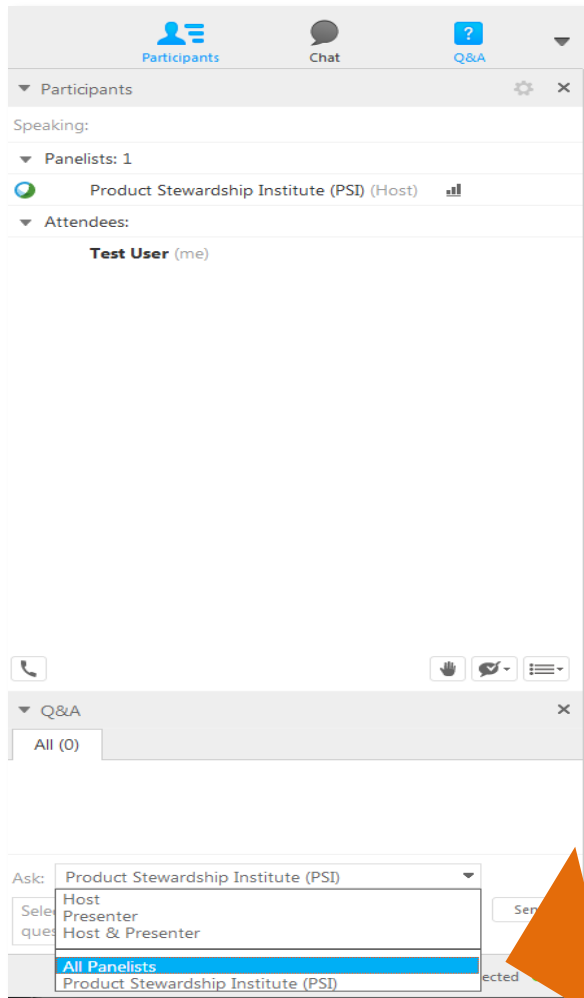
Product Stewardship Institute

United States

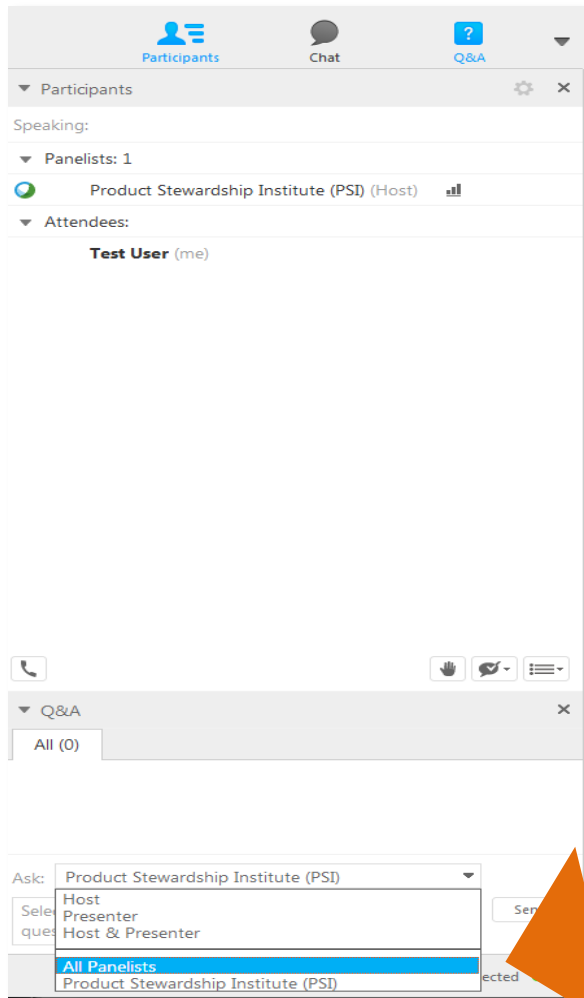


webinar
logistics!





how to ask
**technical
questions**
(e.g., “how do I...?”)



how to ask
**content-related
questions**
(e.g., “what does the
speaker mean by...?”)

please welcome our 1st
speaker:



Kristin Aldred Cheek, PhD
Senior Associate for Policy
and Programs
Product Stewardship Institute



9.9 to 10.4%
of paint sold is
discarded



**78 million
gallons of
leftover** paint
each year



program evaluations & studies

paint stewardship program evaluations & studies

2012: Oregon evaluation

HHW programs, retailers, & contractors

2014: HHW program evaluation

California, Connecticut, Oregon, Rhode Island, & Vermont

2015: California evaluation

HHW programs, retailers, & contractors

2016: Connecticut evaluation

HHW programs, retailers, contractors, transfer station drop-off sites, large-volume pickup users)

2018: Minnesota latex recovery and

end-use study *(drafted) collected paint composition; emerging innovations for leftover paint*

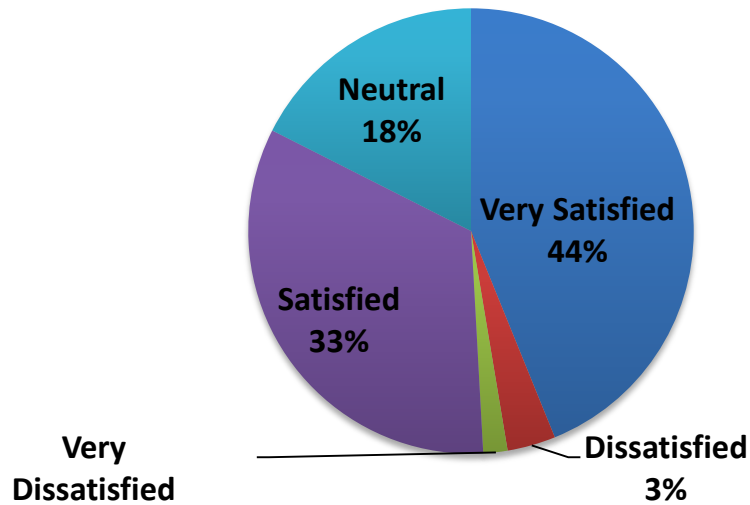
2018: Colorado evaluation *(underway)*

HHW programs, participating retailers, contractors, large-volume pickup users, non-participating retailers

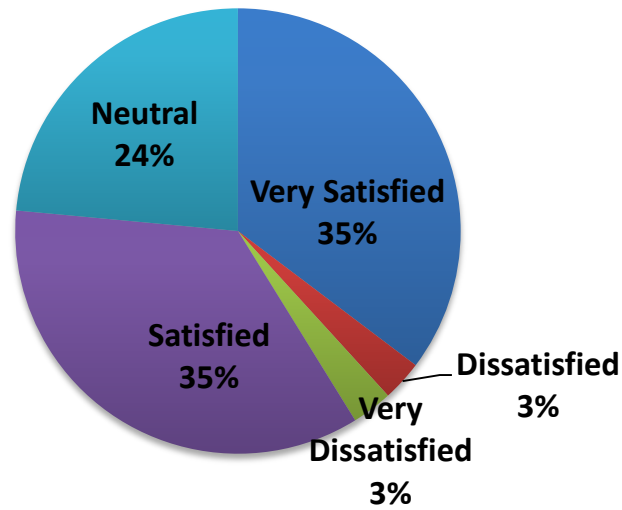
survey findings hhw programs

program satisfaction

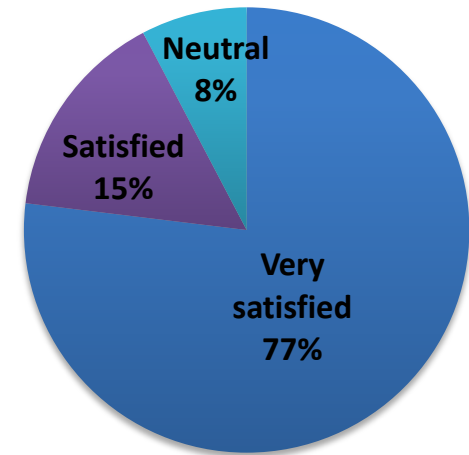
5 states (2014)



CA (2015)



CT (2016)



survey findings hhw programs

paint & non-paint volumes

5 states: **47% increase in paint volumes**; 18% decrease

5 states: **54% no change in non-paint HHW volumes**; 36% increase

cost savings

CA: Average **cost savings of \$169,285 per year** (varies by population size – larger communities saved more, smaller saved less)

survey findings retail drop-off sites

program satisfaction

CA: **85% satisfied or very satisfied.** 88% would recommend other retailers participate

CT: **80% satisfied or very satisfied.** 80% would recommend other retailers participate

ease of participation

CA: **88%** found it **easy or very easy**

CT: **78%** found it **easy or very easy**

benefits

CA: **53%** experienced **increased foot traffic.** 44% indicated customer loyalty increased

CT: **54%** experienced **increased foot traffic.** 30% indicated customer loyalty increased

survey findings **contractors**

program satisfaction

CA: **60% satisfied or very satisfied.**

CT: **56% satisfied or very satisfied.** 69% satisfaction among those that used the program

use of PaintCare

CA: **68% had used the PaintCare program** for excess paint

CT: **81% had used the PaintCare program** for excess paint

response to fees

CA: **43%** use the program but **think fees are still too high**; 31% use the program and think they are fair

CT: **50% found the fee to be fair or very fair** (31% neutral, 13% unfair, 6% very unfair). Among those that had used the program: 61% fair or very fair, 31% neutral, 8% unfair)

survey findings

transfer station drop-off sites

(CT only)

program satisfaction

100% satisfied or very satisfied. 96% would recommend that transfer stations in other states volunteer to be PaintCare drop-off sites

96% indicated that **residents are satisfied or very satisfied**

ease of participation

88% found it **easy or very easy** for staff

96% found it **easy or very easy** for residents

thank you!



Kristin Aldred Cheek, PhD
Senior Associate for Policy
and Programs
Product Stewardship Institute

Program Challenges and Lessons Learned

Presentation Overview

- Legislative Efforts – Heidi McAuliffe
- Program Launch and Maintenance – Marjaneh Zarrehparvar
- Paint Management – Fred Gabriel
- Outreach and Education – Brett Rodgers



please welcome our 2nd
speaker:



Heidi McAuliffe

Vice President

American Coatings
Association

American Coatings Association



- Premier trade association representing manufacturers of paint and coatings for architectural, industrial maintenance, original equipment manufacturer, and specialty coatings and raw material suppliers
- Advocacy on legislative, regulatory and judicial issues impacting the industry
- IRS designation: Non-profit 501(c)(6) organization
 - Works on behalf of membership

Industry Stewardship – Fulfilling the Agreement



○ Agreement

- To develop a nationally coordinated system for the management of postconsumer paint

○ Key Elements

- Industry operated product stewardship organization (PSO)
- Cost effective
- Market-based financing
- Consumer education
- No mandatory retail take-back
- Legislation needed for level-playing field and anti-trust protection
- Begin w/pilot state

Model Paint Stewardship Legislation



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Provides for level-playing field with sustainable financing and consistency across states (nationally coordinated approach)

Implementation Dates

2010: Oregon

2012: California

2013: Connecticut

2014: Rhode Island

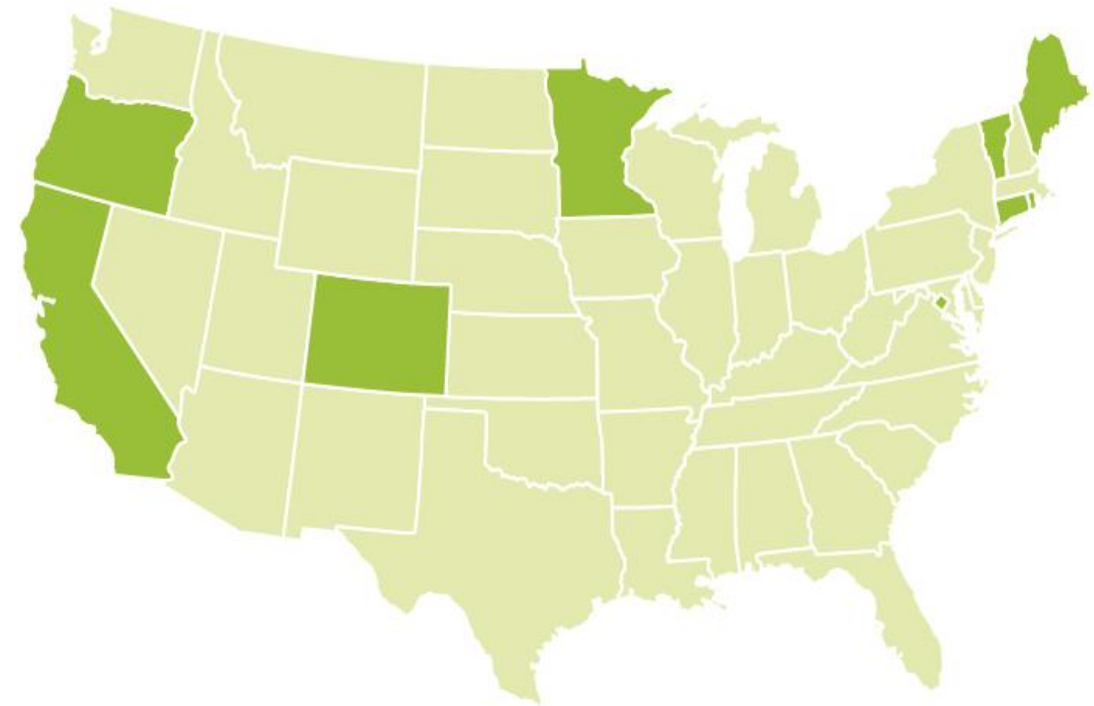
Vermont

Minnesota

2015: Maine

Colorado

2016: District of Columbia



Legislative Efforts – Challenges and Obstacles



New Programs

- Paint fee opposition
- Retail Industry Association
- Need for legislation
- Cross-border issues
- Perception that industry benefits financially

Legislative Challenges



Existing Programs

- Need for reserve
- Balanced fee schedule
- Mission creep
 - Aerosols
 - Market for recycled-content paint
- Cross-border issues

Action Plan to Initiate a New Program



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ASSOCIATION

1. Collect data on existing paint waste management
2. Identify all interested parties
3. Begin outreach and education at HHW/municipal level
4. Evaluate regulatory infrastructure for obstacles
5. Outreach to Oversight Agency and Environment Committee legislators

thank you!



Heidi McAuliffe
Vice President
American Coatings
Association

please welcome our 3rd
speaker:



Marjaneh Zarreparvar
Executive Director
PaintCare

PaintCare Inc.



- Established in 2009 when the first paint stewardship law passed in Oregon
- Created by the American Coatings Association to implement paint management programs in states that pass paint stewardship laws
- Represent all paint manufacturers
- Governed by board of architectural paint manufacturers
- IRS designation: Non-profit 501(c)(3) organization

Challenges in Program Implementation



On-going challenges

- Identifying and educating program partners
- Recruiting and retaining drop-off sites
- Setting the correct budget and fee structure

Past challenges

- Collection site contracts – after 9 programs, we've worked through most of the challenging topics and contract language (e.g., insurance and liability)
- Annual report content – worked with PSI and 6 of 9 programs to develop a model/template report (use it in 7 of 9 programs)

Program Partners



- Oversight agencies (and divisions within them)
- Manufacturers selling paint into the state
- Municipal household hazardous waste programs
- Stewardship councils or other entities and NGOs with a stake in the program (usually represent HHW programs)
- Paint retailers and organizations
- Other potential drop-off sites: transfer stations, recycling facilities, and landfills – public and private
- Network of painting contractors and their state or local associations
- Paint haulers and recyclers/processors
- Advertising agencies

Once we have identified program partners...

- Notify them of their obligations under the program
 - Manufacturers have to register with PaintCare and add fees to their products
 - Retailer have to pass the fee to consumers and provide point-of-sale materials (mandatory in some states)
- Invite them to participate in the program
 - Cost savings for HHW programs and painting contractors
 - Serve as drop-off site (retailers, transfers stations, etc.)
- Solicit services
 - Paint transportation and recycling/processing
 - Advertising and PR

Recruiting and Retaining Retail Drop-Off Sites

- Partner with about 1400 paint retail stores (33% of paint retailers)
- Every store is trained on collection site procedures by PaintCare field staff (and receive a training binder)
- Every store is visited at least two times per year by PaintCare staff to check on operations, restock POS materials, etc.
- Face-to-face contact and personal relationships with store staff are key to building trust and loyalty



Program Budget and PaintCare Fees



- The program is funded through a fee on new paint sales
- Fees differ by state and container size, and currently range from \$0.35 - \$1.99
- Getting the budget and fee amount correct is critical!
 - If too low, the program will have a deficit
 - If too high, the reserves will be larger than needed (and stakeholders will lose trust)
- To set a budget and appropriate fee structure, assumptions are made about:
 - Annual paint sales to determine potential revenue
 - The number and location of drop-off sites
 - The volume of paint that will be collected

thank you!



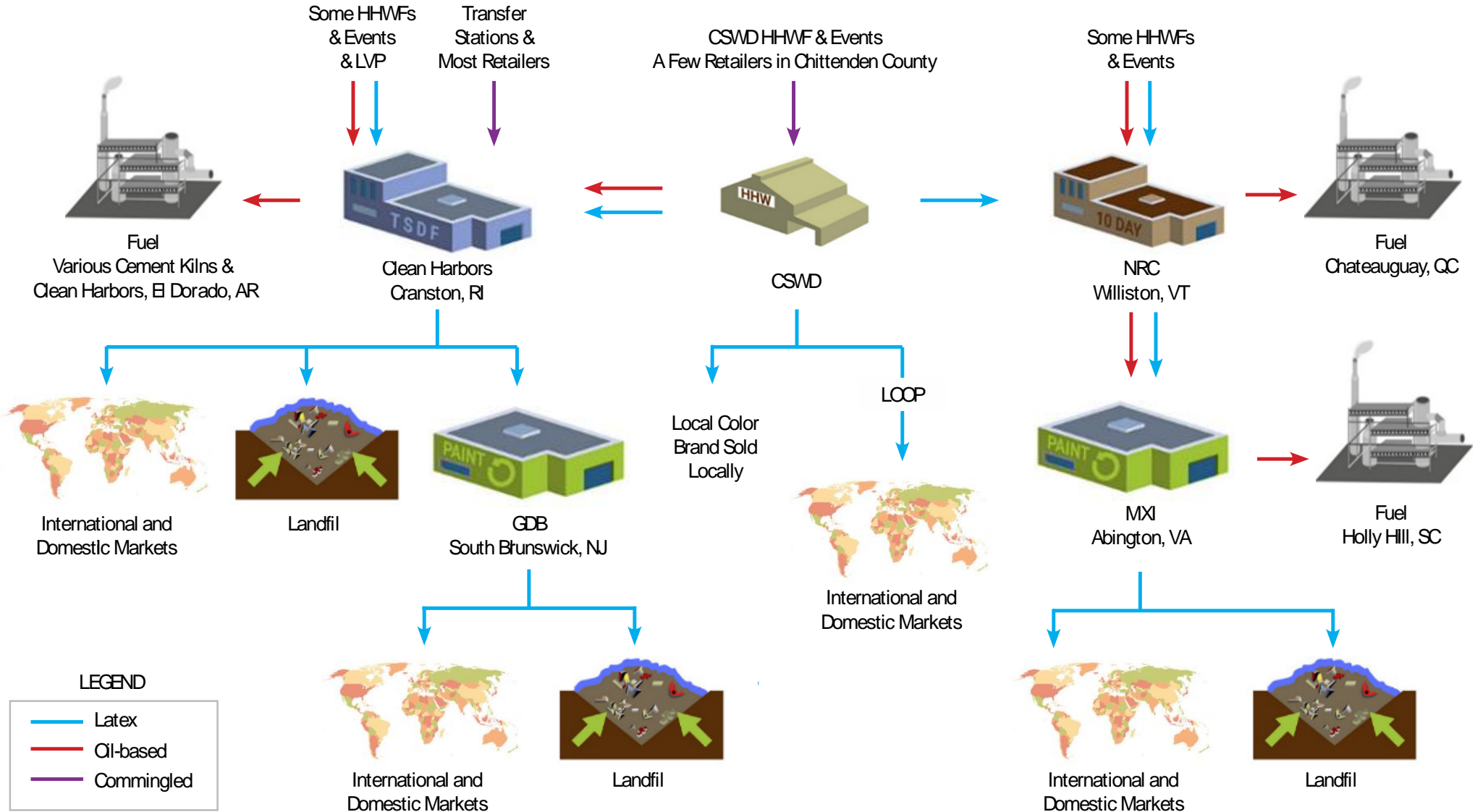
Marjaneh Zarrehparvar
Executive Director
PaintCare

please welcome our 4th
speaker:



Fred Gabriel
Director of Operations
PaintCare

Managing Collected Paint



Upgrades to Operations



Drawing from best practices across all Programs

- Continuously improving on experience with PaintCare for participating sites
- Continuously improving the flow of information between vendors, PaintCare, sites, and stakeholders in all directions
- Continuously driving down operational costs

Evolution of Paint Collection, Hauling, and Processing



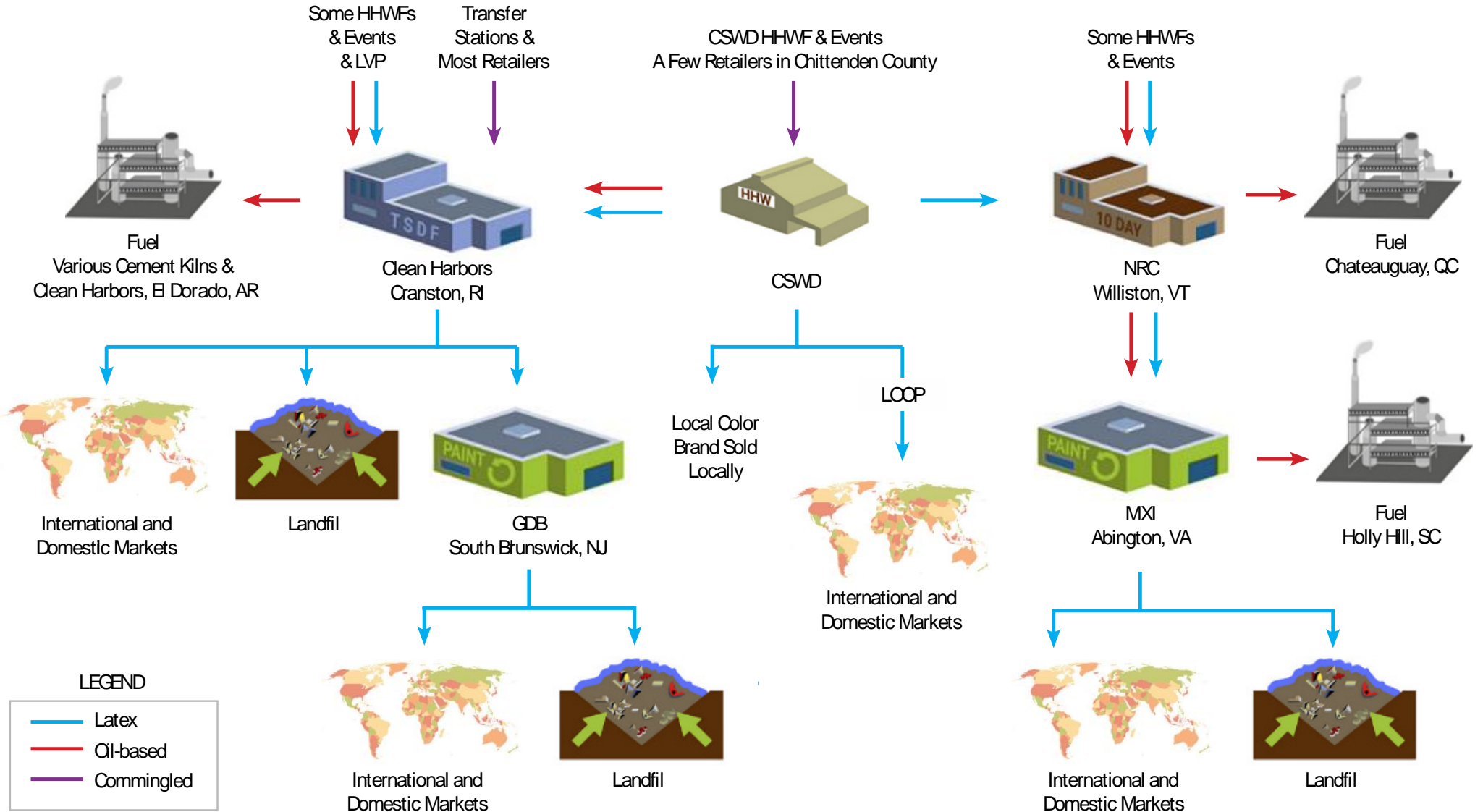
- \$44M – aggregated spending for collection, transportation, and processing during the last reporting cycle
- 92M – aggregated pounds processed during the last reporting cycle (80% latex:20% obp)
- Starting to see processors cross over into the transportation space
- Starting to see service providers cross over into the processing space
- Future – strategic partnerships/joint ventures, more entities providing turnkey solutions

Transportation and Processing RFP



- Currently re-designing our RFP to take advantage of lessons learned and to update some of the terms and conditions
- Hope to take advantage of the increase in interest in our program and expanding capabilities from within the service industry
- Plan to start releasing new RFPs in 2019

Managing Collected Paint

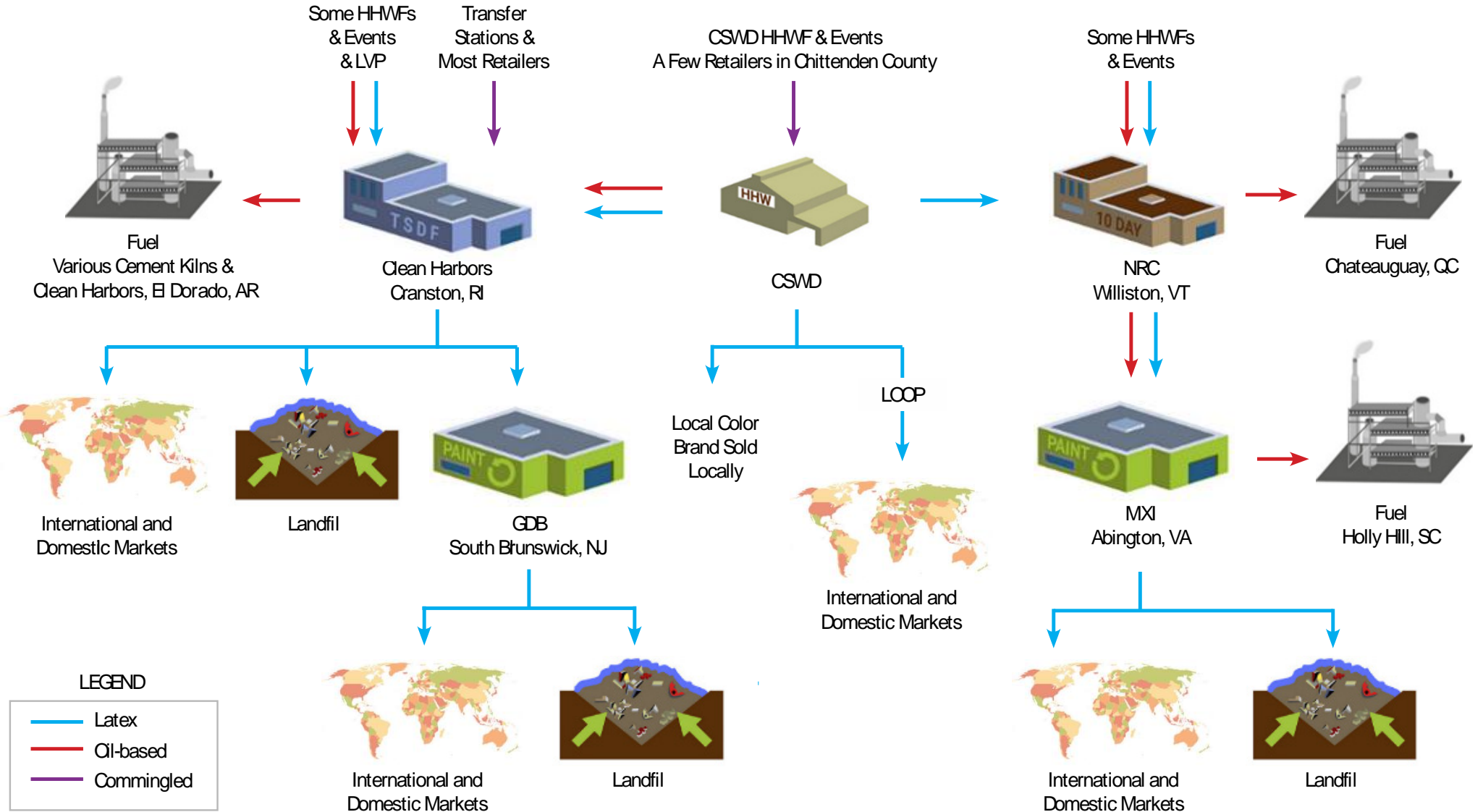


Audit Program



- Implementing in 2019
- Formal Audit Program
 - Auditing transporters
 - Third-party facility reviews of all latex paint recyclers and oil-based paint processors
 - In-house review of material flow and data tracking at all processing facilities

Managing Collected Paint



Grant Competition



- Three separate grants
 - \$100K each from the CA, CO, and CT programs
 - Cost reimbursement model
- Competitive bid process
 - Grantees cannot win more than one of the grants
- Written to include a broad audience of individuals or entities
- Panel of 5 judges scoring proposals individually and independently
 - 2 from ACA, 2 at-large, 1 from within state

Grant Competition



- Focus is on fraction of latex paint not being recycled today
- Focus is on assisting an existing technology to move towards commercialization
- Competition documents will be released on December 14, 2018
- Grant period scheduled to begin June 2019

thank you!



Fred Gabriel
Director of Operations
PaintCare

please welcome our 5th
speaker:



Brett Rodgers
Director of Communications
PaintCare

Outreach and Education

- Point-of sale materials
- Newspaper and other print ads
- Television and radio
- Digital and social media
- Site locator on website
- Billboards, out-of-home
- Contractors ProShows, public events
- Conferences
- Joint outreach



Phased Approach



PRIOR TO LAUNCH

- Notifications to retailers by mail

AT LAUNCH

- Begin fulfillment of point-of-sale materials
- Initial round of PR and general advertising

AFTER LAUNCH

- Ongoing POS fulfillment
- State-wide media coverage
- Multi-channel outreach: print, digital & social, radio, TV & video, direct mail, etc.

Message Platform



PROGRAM REQUIREMENTS >> MESSAGES

- Source Reduction = *Buy Right*
- Reuse = *Use It Up, Give It Away*
- End of Life Options = *Recycle the Rest*

+Evaluation = Consumer Awareness Survey

Point-of-Sale Materials

Recycle with PaintCare

Paint Recycling Program
About the PaintCare Program

PAINTCARE PRODUCTS

- Water-based paints
- Oil-based paints
- Stains
- Primers
- Sealers
- Wood preservatives
- Decking
- Marine paints
- Automotive paints
- Industrial paints
- Specialty paints
- Paints for use on masonry

NON-PAINTCARE PRODUCTS

- Lead-based paint
- Flammable liquids
- Flammable solids
- Compressed gases
- Acidic or alkaline cleaners
- Flammable liquids
- Flammable solids
- Flammable gases
- Flammable dusts
- Flammable fumes
- Flammable mists
- Flammable vapors
- Flammable liquids
- Flammable solids
- Flammable gases
- Flammable dusts
- Flammable fumes
- Flammable vapors

FEES

Less than 1 gallon	\$2.00
1 to 5 gallons	\$3.00
5 to 10 gallons	\$4.00
More than 10 gallons	\$5.00

Recycle with PaintCare

It's easy to recycle your leftover paint, stain and varnish.

Recycle with PaintCare

Find a drop-off site near you: www.paintcare.org

WE CAN HELP RECYCLE YOUR PAINT
www.paintcare.org

Paint Recycling Drop-Off

PaintCare helps make it easier for you to recycle your leftover paint. We'll provide you with a list of drop-off sites near you. We'll also provide you with a list of drop-off sites near you. We'll also provide you with a list of drop-off sites near you.

PAINTCARE PRODUCTS (YOU CAN RECYCLE THESE)

- Water-based paints
- Oil-based paints
- Stains
- Primers
- Sealers
- Wood preservatives
- Decking
- Marine paints
- Automotive paints
- Industrial paints
- Specialty paints
- Paints for use on masonry

NON-PAINTCARE PRODUCTS (YOU CAN'T RECYCLE THESE)

- Lead-based paint
- Flammable liquids
- Flammable solids
- Compressed gases
- Acidic or alkaline cleaners
- Flammable liquids
- Flammable solids
- Flammable gases
- Flammable dusts
- Flammable fumes
- Flammable vapors

RECYCLING FEES

Less than 1 gallon	\$2.00
1 to 5 gallons	\$3.00
5 to 10 gallons	\$4.00
More than 10 gallons	\$5.00

LEARN MORE: Please call a PaintCare program hotline, 800-888-8888 or visit www.paintcare.org

Information for Painting Contractors

PaintCare offers a free pick-up service for large volume paint.

PAINTCARE'S PAINT RECYCLING PROGRAM

PaintCare's paint recycling program is designed to help you recycle your leftover paint. We'll provide you with a list of drop-off sites near you. We'll also provide you with a list of drop-off sites near you.

PAINTCARE'S PAINT RECYCLING PROGRAM

PaintCare's paint recycling program is designed to help you recycle your leftover paint. We'll provide you with a list of drop-off sites near you. We'll also provide you with a list of drop-off sites near you.

Large Volume Pick-Up (LVP) Service

PaintCare offers a free pick-up service for large volume paint.

HOW TO REQUEST A LARGE VOLUME PICK-UP

PaintCare offers a free pick-up service for large volume paint.

PAINTCARE PRODUCTS

- Water-based paints
- Oil-based paints
- Stains
- Primers
- Sealers
- Wood preservatives
- Decking
- Marine paints
- Automotive paints
- Industrial paints
- Specialty paints
- Paints for use on masonry

NON-PAINTCARE PRODUCTS

- Lead-based paint
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- Flammable solids
- Flammable gases
- Flammable dusts
- Flammable fumes
- Flammable vapors

We are a PaintCare Partner

Fees on the sale of paint in Rhode Island help pay for our program.

Recycle with PaintCare

To learn more, please call 888-888-8888 or visit www.paintcare.org

We're a PaintCare Drop-Off Site

WE ACCEPT

- Latex House Paint
- Oil-Based House Paint
- Primer
- Stains
- Sealers
- Varnish and Shellac

WE CAN'T ACCEPT

- Aerosols (Spray Cans)
- Auto and Marine Paints
- 2-Part Paints
- Road Marking Paint
- Industrial Paint
- Toils and Treats
- Thinner and Solvent
- Caulk and Spackles
- Wood Treatment/Preservatives
- Deck Cleaner
- Tack/Adhesive Products

CONTAINERS

- No larger than 5 gallons
- Must not be leaking
- Must have original labels
- Must have secure lids

NO DUMPING

STOP! IT'S ILLEGAL to dump or abandon Paint, Oil, or other Hazardous Waste

THIS AREA MAY BE UNDER VIDEO SURVEILLANCE

Violators Will Be Prosecuted

PaintCare.org



The banner features the PaintCare logo at the top left, with navigation links for states (CA, CO, CT, DC, ME, MN, OR, RI, VT) and a search bar. The main headline reads "Recycle with PaintCare" in a large, stylized font. Below the headline are three paint cans labeled "PAINT", "STAIN", and "VARNISH". To the right of the cans, text explains that PaintCare makes it easy to recycle leftover paint and provides a "Learn More" link. At the bottom, there are three prominent buttons: "Find a Drop-Off Site Near You", "Large Volume Pickup", and "Become a Drop-Off Site". The footer includes the slogan "Paint Smarter" and the tagline "Tips to help in every step of the process".

paintcare® PaintCare States • Products We Accept • Drop-Off Locations • About • Español • Q

CA • CO • CT • DC • ME • MN • OR • RI • VT Type your search here

Recycle with PaintCare

PaintCare makes it easy to recycle leftover, unwanted paint. We operate paint stewardship programs on behalf of paint manufacturers in states that have passed paint stewardship laws.

[Learn More »](#)

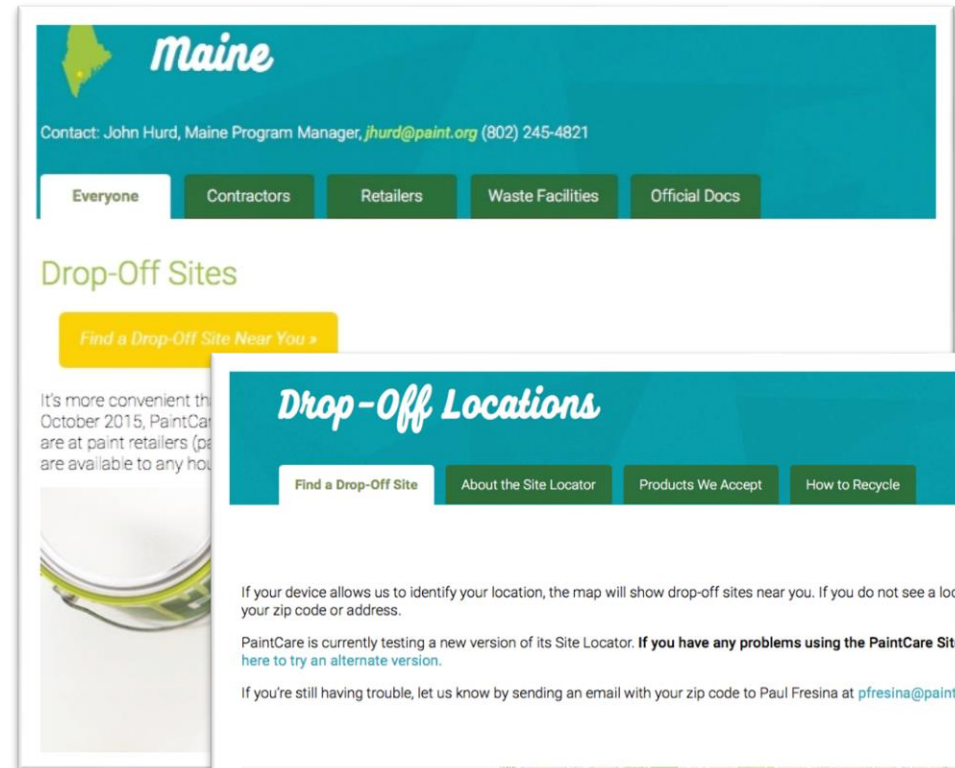
[Find a Drop-Off Site Near You »](#)

[Large Volume Pickup »](#)

[Become a Drop-Off Site »](#)

Paint Smarter

Tips to help in every step of the process



This page is for the state of Maine. It features a teal header with the state name "Maine" and a map icon. Below the header, contact information for John Hurd is provided. A navigation bar includes buttons for "Everyone", "Contractors", "Retailers", "Waste Facilities", and "Official Docs". The main heading is "Drop-Off Sites", with a yellow button to "Find a Drop-Off Site Near You". A text block explains that as of October 2015, drop-off sites are now available at paint retailers. A partial image of a paint can is visible at the bottom left.

Maine

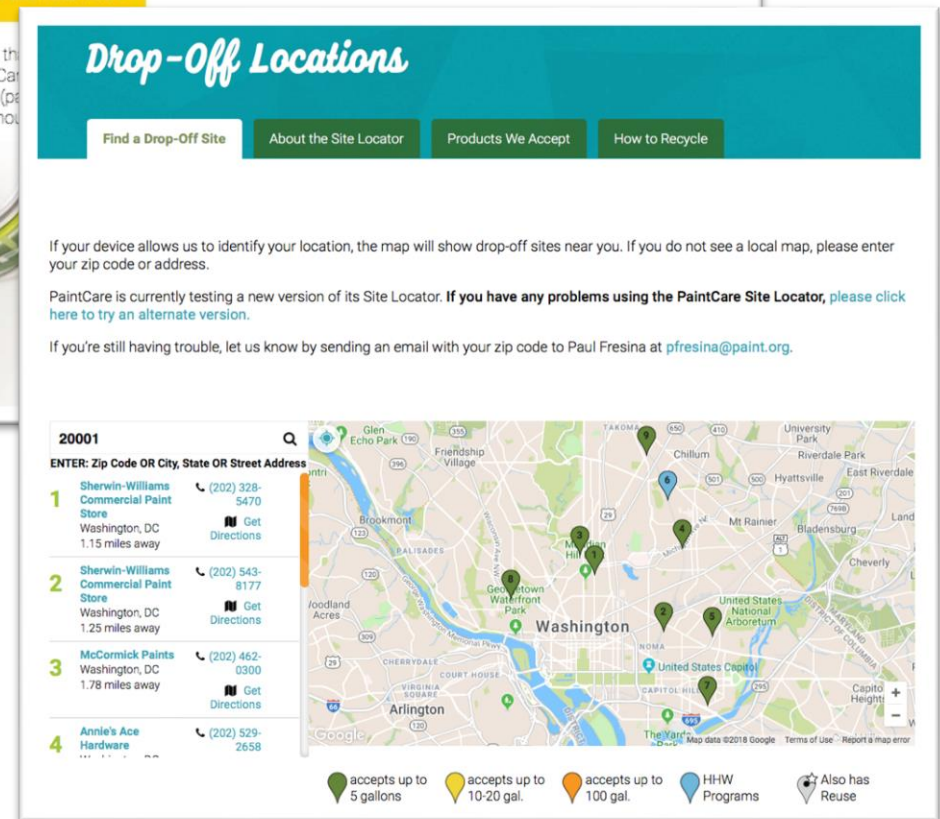

Contact: John Hurd, Maine Program Manager, jhurd@paint.org (802) 245-4821

Everyone Contractors Retailers Waste Facilities Official Docs

Drop-Off Sites

[Find a Drop-Off Site Near You »](#)

It's more convenient than ever. As of October 2015, PaintCare drop-off sites are now available at paint retailers (paint stores are available to any household).



This page is titled "Drop-Off Locations" and features a teal header with navigation buttons for "Find a Drop-Off Site", "About the Site Locator", "Products We Accept", and "How to Recycle". The main content area includes text explaining that the map shows nearby drop-off sites and provides instructions for users. A "PaintCare is currently testing a new version of its Site Locator" notice is present, along with a link to an alternate version. A troubleshooting note suggests emailing Paul Fresina if users are still having trouble. At the bottom, a map of Washington, DC, shows several drop-off sites with color-coded markers. A legend below the map explains the markers: green for up to 5 gallons, yellow for 10-20 gallons, orange for up to 100 gallons, blue for HHW Programs, and a star for sites that also have reuse programs.

Drop-Off Locations

[Find a Drop-Off Site](#) [About the Site Locator](#) [Products We Accept](#) [How to Recycle](#)

If your device allows us to identify your location, the map will show drop-off sites near you. If you do not see a local map, please enter your zip code or address.

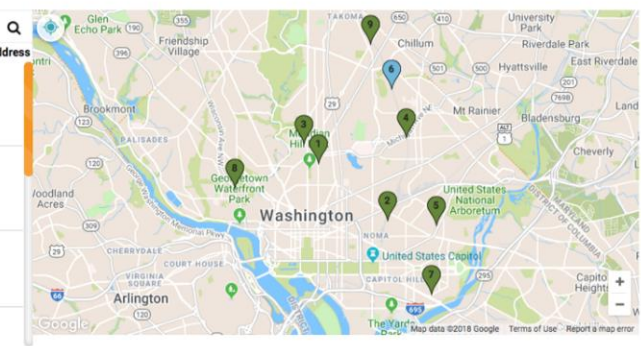
PaintCare is currently testing a new version of its Site Locator. **If you have any problems using the PaintCare Site Locator, please click here to try an alternate version.**

If you're still having trouble, let us know by sending an email with your zip code to Paul Fresina at pfresina@paint.org.

20001

ENTER: Zip Code OR City, State OR Street Address

1	Sherwin-Williams Commercial Paint Store	(202) 328-5470	1.15 miles away	Get Directions
2	Sherwin-Williams Commercial Paint Store	(202) 543-8177	1.25 miles away	Get Directions
3	McCormick Paints	(202) 462-0300	1.78 miles away	Get Directions
4	Annie's Ace Hardware	(202) 529-2658		



accepts up to 5 gallons accepts up to 10-20 gal. accepts up to 100 gal. HHW Programs Also has Reuse

Advertising

Print

There's *more* to painting than choosing the perfect color...



BUY THE RIGHT AMOUNT OF PAINT (PG-1750)
Total Height = 12' + 12' = 24' + 16' = 40'
Total Width = 12' + 12' + 16' = 40'
-2 Windows
-1 Door
-1 Chair

Measure height & width of walls, note color & texture, then get advice from a local paint store.

USE UP LEFTOVERS (PG-4000)
PROTECTS High Gloss White Base Coat
Use up leftover paint by adding pops of color to décor. (e.g., chair, table, accent wall, window frame)

PAINT RECYCLING MADE *easy* 

It's Free!

Do you know where to recycle or dispose of your paint?
There are hundreds of PaintCare sites in California where households and businesses can recycle or dispose of unwanted paint, stain, and varnish all year round, including this site in Susanville.

Billington Ace Hardware
2950 Main Street
(530) 257-4117

TO FIND OTHER DROP-OFF LOCATIONS:
www.paintcare.org • (855) 724-6809

All PaintCare sites accept up to 5 gallons per visit (some take more). Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Sites do not accept aerosols (spray paint) or leaking, unlabeled, and empty containers.

¿Quieres información sobre el reciclaje de pintura en español?
Visite: www.paintcare.org/es.



Digital

 **PaintCare**
Sponsored

Do you know how much paint you really need?



Learn How to Buy Right
Learn how to take some of it... [Learn More](#)

KEEP WHAT YOU NEED.
RECYCLE
the **REST.**

[Learn More](#)



Video for Online/TV



Outreach Team + Agency Support

IN-HOUSE

- Director of Communications
- Project Management
- Graphic Design
- Digital Marketing
- Corporate/Retail Relations
- Webmaster

AGENCIES

CT, DC, ME, MN, RI, VT, DC
Chief (DC)

CA, CO, OR
Civilian (San Diego)

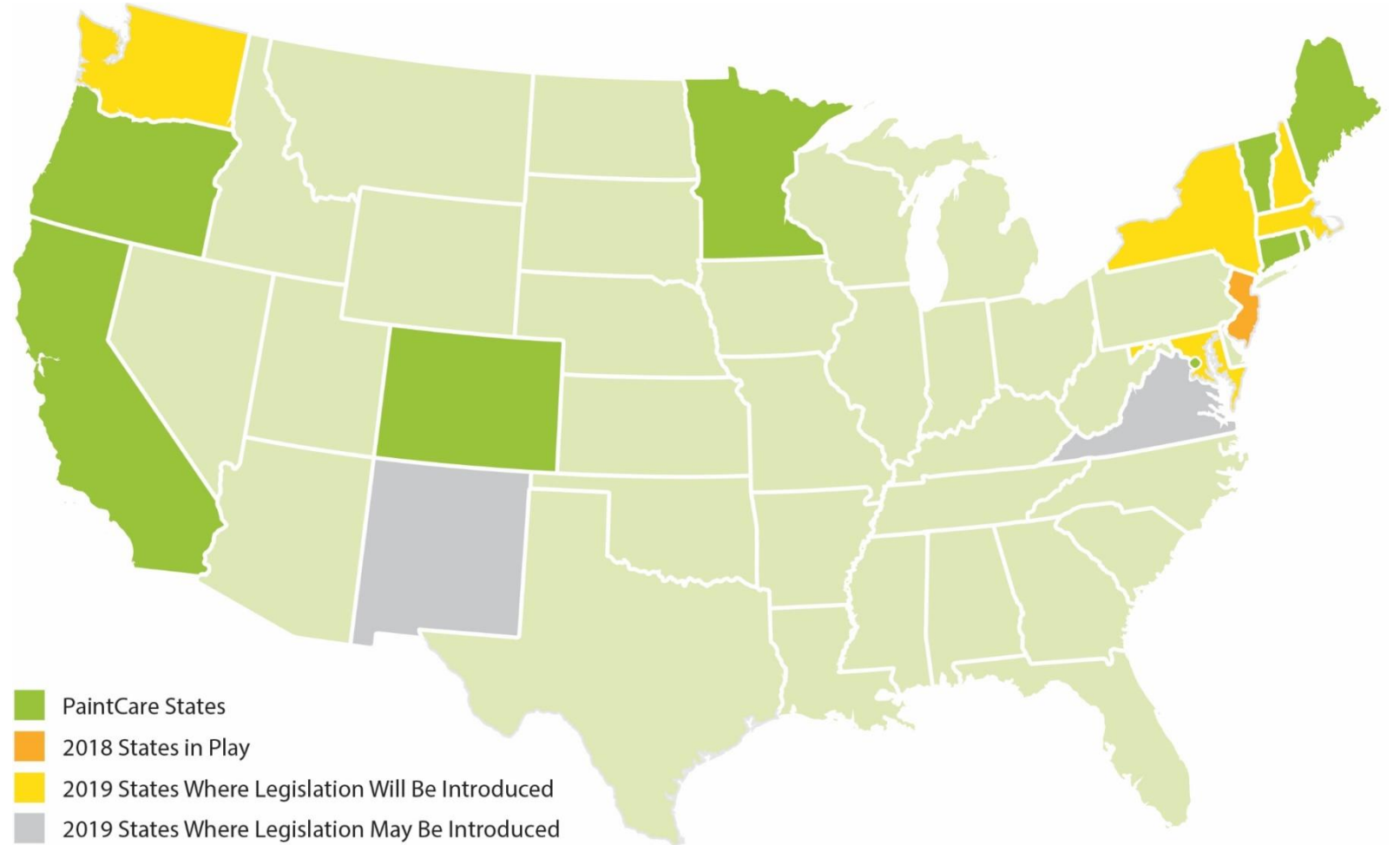
thank you!



Brett Rodgers
Director of Communications
PaintCare

Next States

- New Jersey
- New York
- Maryland
- Massachusetts
- Washington
- Virginia
- New Hampshire
- New Mexico



More Information at PaintCare.org

- Contact information
- Program plans
- Annual reports
- Site locator
- Tips to buy right and use paint up
- Request large volume pick-up
- Review and order outreach materials
- Spanish translation



The screenshot shows the PaintCare.org website homepage. At the top left is the PaintCare logo, a green circle with a white arrow and the text "paintcare®". To the right of the logo is a navigation menu with links: "PaintCare States", "Products We Accept", "Drop-Off Locations", "About", and a search icon. Below this menu is a list of states: "CA • CO • CT • DC • ME • MN • OR • RI • VT". On the far right of the top navigation bar are flags for "English" and "Español". The main content area has a teal background. The headline reads "Recycle with PaintCare" in a large, stylized font. Below the headline is an image of three paint cans: a yellow can labeled "PAINT Flat ONE GALLON", a green can labeled "STAIN WALNUT 605", and a teal can labeled "VARNISH satin ONE GALLON". To the right of the cans is a paragraph of text: "PaintCare makes it easy to recycle leftover, unwanted paint. We operate paint stewardship programs on behalf of paint manufacturers in states that have passed paint stewardship laws." Below this text is a link "Learn More »". At the bottom right are three prominent buttons: a yellow button "Find a Drop-Off Site Near You »", an orange button "Large Volume Pickup »", and a green button "Become a Drop-Off Site »".

questions or
comments?



thank you!



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to access
recordings
of past webinars:

The screenshot shows the Product Stewardship Institute website. At the top left is the PSI logo and the text "PRODUCT STEWARDSHIP INSTITUTE". To the right are links for "Manage Profile" and "Sign Out". Below the logo are social media icons for WordPress, LinkedIn, Twitter, and Facebook, followed by a search bar with the placeholder "Enter search criteria...". A main navigation bar contains links for "What We Do", "Who We Are", "Resources", "Legislation", "Events", "News", and "Blog". A secondary navigation bar includes "Get Involved" and "Contact PSI". A large red arrow points from the top right towards the "Events" menu item. The "Events" dropdown menu is open, listing "Webinars" with sub-items: "2017 New York Textiles Summit", "Annual Meetings", "Stakeholder Meetings", and "2017 PSI Forum". Below the menu are links for "Messages", "Connections", and "Refer a Friend". The "Latest News" section shows a date "2/13/2018" and the text "PS Updates February 13, 2018".

Webinars

More in this Section...

Exploring TreadWright and Tire Sustainability
June 12, 2018 (1 pm - 2:30 pm ET)

The U.S. generates approximately 242 million scrap tires each year. Although there are tire recycling opportunities across North America, more than half the tires diverted from disposal are burned as tire-derived fuel (TDF), which produces energy but is more resource intensive than reuse or recycling scrap tires into new tires and other products, and is a missed opportunity to create additional recycling jobs. TreadWright, a Texas-based company, has developed a superior remolded tire that uses 70 percent recycled material, costs 40 percent less than new tires, and is approved by the U.S. Department of Transportation. These remolded tires support Executive Order 13693, which requires implementation of "opportunities to improve agency

your opinion
matters.



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Paint Stewardship 101



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thank
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