



American Coatings
ASSOCIATION

**Testimony
of the
American Coatings Association
in Support of
Raised Bill #828
Joint Committee on the Environment
February 9, 2011**

Chair and members of the Committee – thank you for the opportunity to speak in support of Bill #828 – An Act Establishing a Paint Stewardship Program. I am David Darling, Director of Environmental Affairs with the American Coatings Association (ACA). 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.

ACA and the paint industry are committed to finding a viable solution to the issue of post-consumer paint, which is often the number one product, by volume and cost, coming into Hazardous Household Waste (HHW) programs. This legislation will enable the paint manufacturing industry to develop and implement a post-consumer paint management system for the collection, reuse, recycling, and proper disposal of this paint. As you may be aware, the impetus for the pilot program derives from a several year multi-stakeholder dialogue on the issue, entitled the “Paint Product Stewardship Initiative.” ACA, along with various interested

added to their current price of paint. This assessment will be uniform and will then be passed down through wholesale and retail sales of paint in the state in order to ensure competitive disadvantages, particularly to state manufacturers and retailers do not occur. This assessment will be used to fund paint collection, reuse, recycling and disposal activities – not only in the areas that are now being serviced, but in additional underserved areas of the state as well. Thus, consumers who did not have access to these programs, or who had to pay additional fees for such services will now be entitled to use the program. That means that consumers will now have more places to take left-over paint and that contractors will now have the opportunity to drop off left-over paint for recycling and proper disposal without having to pay a fee at the point of collection. This is very important in a state like CT, which has very few places to drop-off latex paint for recycling and proper disposal – latex paint being 80% of the paint sold today. And this nominal fee will not only cover new paint sold, but all the legacy paint already in consumer basements and garages.

Finally, the assessment will go towards consumer education and outreach for the program as well as administrative costs. Consumer education is paramount in this type of program, as paint is a consumable product. Manufacturers do not produce paint to be thrown away – it is not inherently recyclable – they produce it to be used up and in order to work towards a goal of post-consumer paint waste minimization, the consumer must be engaged. Thus, the bill mandates that consumers be informed that funding for the operation of the paint stewardship program has been added to the purchase price of all architectural paint sold in the state. In addition, to further ensure fairness and consumer protection, the bill specifies that the assessment funding the

ACA has worked with the CT DEP, as well as CT's local waste authorities and HHW programs to gain support for the program and looks forward to working with them upon successful passage of Bill #828. The same legislation passed out of this Committee last year and ACA urges you to again support the legislation and I thank you in advance for your positive consideration of such.