



MEDIA RELEASE

NOW YOU CAN! Cleanaway Brooklyn is ready to collect your waste paint.

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For immediate use

Paintback, the national initiative to keep millions of litres of unwanted paint from polluting landfill or being illegally dumped has come to Brooklyn.

Cleanaway Brooklyn is now a Paintback collection site and is accepting unwanted paint and packaging from both trade and DIY painters. Paintback accepts up to 100 litres per vehicle per visit secured in containers of 20 litres or less.

The unique scheme is being funded by a 15c-a-litre levy added to the wholesale price of the major architectural and decorative paint brands, which means people can drop-off their unwanted paint for no additional charge.

Cleanaway Brooklyn is located at 174 Old Geelong Road, Brooklyn. As Paintback is an industry-led initiative, it means waste paint holders from surrounding areas can also use the site.

Australians buy more than 100 million litres of paint each year but around 5% of it ends up as waste, making paint and its packaging one of the biggest source of liquid waste into landfill.

Paintback, which started in May 2016, was developed by the paint industry with the endorsement of Commonwealth, State and Territory governments. It is one of the first schemes of its kind in the world. We currently have over 80 paint-specific collection points nationally.

“We aim to offer a collection service to 85% of the population within five years and to keep more than 45,000 tonnes of paint out of landfill over that period,” said Karen Gomez, the Chief Executive of Paintback Ltd. “We are very pleased to have Cleanaway Brooklyn on board and building our network of collection sites.”

Paintback aims to maximise the inherent value in the waste resources it diverts from landfill. For example the steel and plastic packaging will be recycled. The solvent paint can be used to replace fossil fuels and the water in latex paint can be re-used in industrial processes.

“We also will be undertaking a significant awareness campaign because there is the potential to make a huge difference.”

The industry also will fund research to find better uses for unwanted paint. Uses for waste paints diverted from landfill include replacing fossil fuels in energy consumption. The steel and plastic packaging is also recycled into new products. “The options are limited at the moment, so it is an exciting opportunity to innovate for better environmental outcomes,” Ms Gomez said.

The companies participating in Paintback produce 28 leading brands, including Dulux, Taubmans, Haymes, Resene and Wattyl, and account for more than 90% of all architectural and decorative paint sold in Australia. Other manufacturers will be invited to participate.

[Photo Opportunity Available](#)

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