



MEDIA RELEASE

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PAINTBACK PLEASED TO ANNOUNCE PARTNERSHIP WITH SMARTCRETE CRC

The humble household paint is at the heart of an Australian research mission to divert 90 per cent of Australia's unwanted paint out of landfill and vital waterways and into the country's budding circular economy.

"The circular economy revolution isn't going to just come to us – Australia needs to get out there and make it work," Paintback's General Manager of Research and Development Dr Salwan Al-Assafi said.

Paintback is the official product stewardship program for Australian paint, which is supported by paint manufacturers and funded by a 15c-per-litre levy on paint products. It eventually aims to recover 90 per cent of unwanted paint and packaging and transform them for use in Australia's circular economy – where products are re-used or repurposed for other manufacturing or industry processes to keep them circulating instead of being discarded permanently.

"Thanks to Australians, there is already a small local circular economy for paint, but we want to expand it by creating new products, putting them back into circulation and creating new markets for Australia's unwanted paint," Dr Salwan Al-Assafi said.

"We want the humble household paint to become a showcase for the circular economy."

To do this, Paintback has partnered with the Smartcrete CRC. Established in June 2020, SmartCrete CRC has worked to promote scientific and engineering research forging the way for Australia's concrete industry, including developments within the concrete supply chain and associated industries.

Together we're trialling recovered paint products in pedestrian footpaths and researching testing paint components as new additions to concrete.

"SmartCrete CRC is pleased to welcome Paintback Limited as a core partner organisation. Partners such as Paintback will assist us in developing our research portfolio to inform the future sustainability of concrete infrastructure." says Dr Warren South, SmartCrete CRC Chief Executive Officer.

"Australians buy more than 100 million litres of paint every year. About 5 per cent of that is surplus to requirements and needs a safe disposal path. The SmartCrete partnership will help harness innovation to create more sustainable infrastructure while extending the life of unwanted paint" says Ms Karen Gomez, Paintback's chief executive.

Photo Opportunity Available

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