



## MEDIA RELEASE

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### **Paintback opens world first recovery facility in Melbourne – Paint Circular Economy Headquarters (PaCE HQ)**

Paintback, together with Hon Colin Brooks, Minister for Industry and Advanced Manufacturing, has today officially opened our world first facility for reclaiming and repurposing unwanted paint and packaging, the Paint Circular Economy Headquarters (PaCE HQ).

This state-of-the-art dedicated facility can process over 19,000 kgs of raw paint per day as well as 3,000 kgs of plastic and 5,000 kgs of metal paint packaging. PaCE HQ is dedicated to end-to-end sorting and separation of paint material from its packaging, turning them into clean re-useable materials all under one roof, along with a significant research and development capability. Paintback has a target of repurposing over 90% of the paint and packaging that it collects.

The activities at PaCE HQ will include:

- the receipt of mixed domestic and trade architectural and decorative paint and packaging
- the sorting and separation of the paint from its packaging, washing and sorting of materials
- sorting of the material streams for reuse as part of the circular economy
- research and development (R&D) into new ways to repurpose unwanted paint materials
- production of new products from reclaimed paint such as Paintback Greyscale

PaCE HQ has been fully funded by Paintback and has injected \$14 million into the Victorian economy. It will bring 30 jobs to Braeside, including 17 new full-time employees based at the plant.

“We are extremely proud to be opening PaCE HQ today; it’s the culmination of years of research and development and hard work by our team and shows that Australia truly is a world leader in circular economy initiatives” John Ferraro, CEO of Paintback said.

“Paintback is a pivotal industry-led initiative committed to diverting unwanted paint and packaging away from landfills and crucial waterways. Since inception in 2016, we have successfully collected and treated over 60 million kilograms of unwanted paint and packaging.”



“We provide an extensive network of cost-free collection points which span over 165 locations across Australia and cover over 85% of the general population.”

“The City of Kingston has been extremely supportive of PaCE HQ and we would like to place our thanks on the record for the warm welcome we have received. Our thanks also go to the paint companies that founded and support Paintback and to our many industry and University partners for their continued support,” he said.

“Paintback, through our experience of using the commercial waste and recycling industry to treat unwanted paint and packaging, has discovered that this industry is not fit for purpose in recycling paint and packaging. The waste industry does not have the correct equipment nor intent to repurpose paint and its packaging to a level that is acceptable in a modern economy based on circular economy principles as is increasingly being regulated by Government. This is the reason PaCE HQ now exists.”

### **Quotes Attributable to Minister for Industry and Advanced Manufacturing Colin Brooks**

*“Victoria is leading the way in advanced recycling and circular economy innovation, and facilities like PaCE HQ show how we can work together to create a cleaner, more sustainable future.*

*“This world-first facility is not just creating new jobs — it’s driving new industries that will power Victoria’s economy for decades to come.”*

### **About Paintback**

Established in 2016, Paintback is an industry-led initiative designed to divert unwanted paint and packaging from ending up in landfill and vital waterways. Paintback is driven by the Australian paint industry and the major companies that supply around 90% of all the architectural and decorative (A&D) paint sold in Australia. Paintback’s founding members are Dulux, Haymes, PPG, Resene and Watty.

As an independent not-for-profit organisation, Paintback is funded through an Australian Competition and Consumer Commission-approved 15 cent plus GST per litre levy on eligible paint products between 1 litre and 20 litres inclusive.

Along with disposing of unwanted paint and its packaging, Paintback is committed to researching new ways to repurpose unwanted paint and materials to develop a true circular economy.

### **Ends**

For further information, please contact **David Brand**, Marketing and Communications Manager, on 0432 510 188 or [dbrand@paintback.com.au](mailto:dbrand@paintback.com.au)