



MEDIA RELEASE

Cleanaway Toowoomba lifts the lid on waste reduction initiative *Paintback*[®]

5th February 2018

For immediate use

Cleanaway Toowoomba has signed on to a major national initiative to keep millions of litres of unwanted paint from polluting landfill or being illegally dumped.

Cleanaway Toowoomba is now a *Paintback* collection site able to accept 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 at Cleanaway Toowoomba for no additional charge.

The new *Paintback* collection site at Cleanaway Toowoomba is located at 27-35 Wilkinson Street, Toowoomba and is open Monday to Friday 7:00am to 3pm. 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 75 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 the support of the team at Cleanaway Toowoomba in 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.



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Cleanaway Depot Toowoomba

27-35 Wilkinson Street, Toowoomba, QLD 4350
P: 1300 390 380
07:00am - 3:00pm Mon-Fri

Photo Opportunity Available

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