MEDIA RELEASE

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World first scheme to keep paint out of landfill

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.

A world first program launched today aims to change that situation by offering professional and home painters an easy option for disposing of unwanted paint and packaging correctly. It expects to keep more than 45,000 tonnes out of landfill over the next five years.

Paintback® is the first unified national scheme developed and implemented by the industry.

To fund it, Dulux Group, PPG Industries, Valspar, Haymes Paint and Resene – which produce more than 90% of all architectural and decorative paint sold in Australia – will add 15c-a-litre to the wholesale price of their products. Other manufacturers also will be invited to participate.

Paintback® has ACCC regulatory approval to apply the waste levy and the support of Commonwealth, State and Territory governments. States and Territories have agreed to amend environmental regulations to allow trade painters to use the same scheme as DIY painters.

"The trade currently cannot use government-run schemes, which target households, so to dispose of paint safely they must use commercial disposal services, which can cost as much as $4 a litre," said Karen Gómez, the CEO of Paintback Ltd, which will manage the scheme. "The alternative is stockpiling or illegal dumping."

With Paintback®, there will be no further charge for anyone to dispose of paint at any designated collection point.

About 70 paint-specific collection points will be established over the next two years – starting with 12 in capital cities through a partnership with Cleanaway, which provides the expertise and a significant national footprint to collect and treat the waste paint and packaging. Existing council waste management centres also will be invited to participate.

"We aim to offer a collection service to 85% of the po
"This will be a coordinated, national program, but instead of government running it, the industry will."

"We also will be undertaking an education campaign because there is for the potential to make a huge difference."

Stage one of the roll-out, which begins this week, will establish sites in every State and Territory before end of the year. Stage two will move to major regional centres in 2017.

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 limite
so it is an exciting opportunity to innovate for bette

The five companies launching Paintback® produce 28 leading brands, including Dulux, Taubmans Endure, Haymes, Resene Spacecote and Wattyl.

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FACT SHEET

Australiaës first nationally coordinated waste pain program available to households and commercial painters. It commences from 2 May 2016, funded by a waste levy applied to t he wholesale price of architectural and decorative paint.

Operated by Paintback Ltd, a Not -For-Profit company who receives the ACCC approved 15c per litre waste levy (plus GST) to fund the collection and treatment of waste paint and packaging.

The f oun ding members of Paintback represent over 90% of architectural and decorative paint sold in Australia (by volume). They are DuluxGroup, PPG Industries Australia, Valspar (Australia), Haymes Paints and Resene. Their brands include Dulux, Taubmans, Wattyl, Hayme s and Resene Spacecote.

Paint products eligible for *Paintback* are:

- Interior and exterior architectural paint æwater and solvent based
- Deck coatings and floor paints
- Primers, undercoats and sealers
- Stains and shellacs
- Varnishes and urethanes (single component)
- Wood coatings (containing no pesticides)
- Packaging

Starting with an initial 12 sites across Australia, with a presence in all States and Territories by mid -late 2016, *Paintback* aims to have approximately 70 collection points over the next coupl e of years. *Paintback* has appointed Cleanaway as its collection and waste paint treatment agent, a partnership which provides Cleanawayës expertise and significant national foot waste paint and packaging.

The following is a snap-shot of the *Paintback* participating sites for next 6 months. The following Cleanaway sites will accept waste paint and packaging from 2 May 2016:

State or Territory	Area
Victoria	Dandenong Campbellfield
Queensland	Bohle (Townsville) Narangba Crestmead (Logan/Brisbane)
New South Wales	Kooragang Island (Newcastle) Unanderra (Wollongong) Glendenning
Tasmania	Invermay (Launceston)

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