



**REDUCE • REUSE • RECYCLE**

NEWS RELEASE

For Immediate Release: November 9, 2008

## **MMSB Commences Public Consultations for a New Waste Paint Recycling Program**

Industry and public consultations for a proposed new Extended Producer Responsibility (EPR) Waste Paint Recycling Program for the province will commence today and run until Friday, November 27. The Multi-Materials Stewardship Board (MMSB) will engage key stakeholders in the paint industry, including industry stewards, manufacturers, distributors and retailers, to provide input and feedback on the framework for a waste paint recycling program for the province.

“New industry led, financed and operated waste diversion and recycling programs, such as a waste paint recycling program, will bring the province one step closer to achieving the 50 percent waste reduction goal of the Provincial Solid Waste Management Strategy,” said the Honourable Charlene Johnson, Minister of Environment and Conservation. “I am pleased with the research and work that MMSB has undertaken to develop the framework for the program, and I look forward to reviewing the feedback that will result from the consultation process.”

Under an EPR approach, paint producers/manufacturers are typically required, under government regulation, to develop, finance and manage the collection and recycling of their products, either on their own or through a non-government, industry stewardship organization. An EPR approach also maintains high standards for the collection and recycling of paint waste materials from an environmental, economic, social, and health and safety perspective.

Paint producers/manufacturers are also required to:

- collect and recycle their products when they reach their end of useful life;
- provide adequate geographic coverage to all consumers;
- maximize local economic benefits;
- provide proof that the paint waste is being recycled in an approved legal manner and;
- provide proof that new products are being designed to be more environmentally sustainable.

Industry stakeholders have been personally invited to submit to MMSB their comments in writing pertaining to the framework for the EPR Waste Paint Recycling Program. They have also been invited to participate, in person or via teleconference, in a round table discussion that will be held in St. John’s on Friday, November 20.

“The views, attitudes and opinions of key stakeholders, including the paint industry and the citizens of Newfoundland and Labrador are important to the MMSB as we move forward with a new recycling program for waste paint in the province,” said Leigh Puddester, Chair and Chief Executive Officer (CEO) of the MMSB. “I am confident that the consultation process will result in some new and creative ideas that will help shape this new program.”

Other stakeholders, including the general public, are invited to submit in writing their views, comments and opinions pertaining to the discussion document that outlines the proposed framework for an EPR Waste Paint Recycling Program for the province. Written submissions can be made via fax at 709-753-0974, through e-mail at [paint@mmsb.nl.ca](mailto:paint@mmsb.nl.ca) or in writing to MMSB, P.O. Box 8131, Station A, St. John's, NL, A1B 3M9. Written submissions will be accepted until end of business day Friday, November 27.

Copies of the discussion document are available by calling toll-free, 1-800-901-6672, through e-mail at [paint@mmsb.nl.ca](mailto:paint@mmsb.nl.ca) or online at [www.mmsb.nl.ca](http://www.mmsb.nl.ca)

MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. MMSB supports modern waste management practices in the province, with a particular focus on waste diversion, recycling and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

-30-

**Media Contacts:**

Cara Pike  
Director Communications  
MMSB  
Tel: (709) 757-3696  
Email: [cpike@mmsb.nl.ca](mailto:cpike@mmsb.nl.ca)

Melony O'Neill  
Director of Communications  
Department of Environment and Conservation  
Tel: (709) 729-2575  
Email: [moneill@gov.nl.ca](mailto:moneill@gov.nl.ca)