

cleaning up

In 2004, Resene trialled a recovery programme for unwanted paint and paint packaging on Auckland's North Shore. The idea was to provide homeowners with a way to recycle or dispose of their paint or paint packaging. Thousands of cans of all brands of paint were returned, some empty and many partially full of paint.

After an extensive sorting process, any Resene paint in good condition was returned to the community through groups such as graffiti tag-out trusts, art houses and schools. Some was also used as part of the Paint Hutt City Beautiful project or went for further testing for alternative uses. All metal cans were recycled.

A total of 21,870 litres of paint was returned over the six days of the trial. Of this, 1,970 litres of paint were returned to the community in the original packaging with thousands of other litres of mixed paint being available for other community purposes. Packaging-wise, 10,600 kg was recovered over five days, of which 6,650 kg (63%) was steel and 3,950 kg (37%) was plastic. All the steel packaging was recycled, equating to more than 19,000 cans and lids.

Since then, the project has progressed rapidly, with a permanent service established in Auckland, Waikato and the Bay of Plenty this September. A selected number of Auckland ColorShops – Orewa, Wairau Park, Mt Eden, Manukau City, Henderson, New Lynn, Takanini and Pukekohe – along with Hamilton and Tauranga ColorShops, have been designated as drop-off points. This means you can drop off your unwanted paint cans or paint packaging any time, to any of these stores, to be collected as part of

the PaintWise scheme. A PaintWise mobile truck will collect your left-behinds and return them to a depot in Auckland. All paint brands will be accepted, but if you bring in a non-Resene paint, you'll be asked to pay a small charge (\$1 per 4l can or smaller and \$2.50 per 10l pail) to help pay the recovery and recycling costs. A small PaintWise levy of 15 cents per litre is charged on all retail purchases of Resene paint in PaintWise areas. Resene paint, no matter how old, is free to return.

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Resene sees the initiative as an extension of its environmentally responsible attitude, ensuring that from product formulation and production to responsible recovery and disposal, it is minimising the impact of decorating on the environment. While the service is only available in Auckland, Hamilton and Tauranga at present, the aim is to extend it to other areas in the future.



Resene PaintWise is managed by the Resene Foundation, a non-profit charitable trust. Funding from Resene and all levies and fees received are used by the Foundation to help cover the considerable costs of the PaintWise service.

Resene PaintWise was awarded the 2005 ARC Environmental Business Leadership award and an Award for Excellence at the recent Environmentally Preferable Packaging Awards.



to think green, think about...

buying only the paint you need

Save waste by avoiding buying too much. Measure up the area you plan to paint and use the coverage recommendations on the side of the paint can to check how much you need or ask Resene ColorShop staff for assistance.

If you find you have paint left at the end of the job, you have probably applied it too thinly, in which case the best idea is to add an extra coat to give the surface full protection.

buying good-quality paint

Buying lower quality paint, while cheaper in the short run, is a false economy. It will break down more quickly, so you'll need to repaint earlier. It is more economic to spend a little more on your paint and get a longer life from it than to try to save a few dollars and take years off the paint finish. Of course, fewer repaints also means a smaller burden on the environment.

storing paint so it lasts for years

Brushes or rollers can transfer contamination from the surface you are painting back into the paint. So tip as much paint as you need for the job into a separate paint

pot and use this for painting. Then, properly stored, paint can last for years. Cover the top of the paint can with plastic wrap, place the lid on securely and store it upside down. The paint will create a tight seal around the lid and will remain fresh. Store away from extreme heat or cold and out of reach of children.

recycling the empty paint can

Once you've used up your paint, recycle the empty steel paint can. Simply allow the contents to dry out, then bring it to a PaintWise-designated ColorShop if there is one in your area. Otherwise, check with your council whether it will accept empty cans in your kerbside recycling collections. Each paint can you recycle is one less that will end up in a landfill.

reusing packaging materials

Clean out paint cans and pails, and reuse them as paint pots or buckets. When washing them out, use inside drains (not the stormwater drains) or rinse them onto your lawn.

donating to charity

If you've got way too much leftover paint, donate it to local community groups, schools, art groups and so

Refer to the Resene DIY Info Leaflets on how to calculate the paint you need, how to clean brushes and rollers and how to dispose of leftover paint without polluting the environment, or visit the Resene website for ideas. For more ideas on being PaintWise and the Resene Environmental Choice range, see www.resene.co.nz/paintwise.htm or your local Resene ColorShop.





on. You'll save them money and get the best use out of your paint leftovers. Make sure you donate the paint in its original container, with the contents clearly marked, so the recipient knows what they are receiving and how to handle it. It's best to donate paint as soon as you discover you don't need it.

buying Resene Environmental Choice-approved products

These meet specific conditions endorsed by the Minister for the Environment. Look for the Environmental Choice tick on Resene paint cans.



saving unnecessary washing up

Wrap your brush in plastic wrap or place your roller in a plastic bag when you've finished for the moment. Squeeze out the air and tie the bag securely around the handle of the roller. This will keep the paint fresh while you take a break and will save you repeatedly having to rinse out brushes and rollers. **H**



The Resene PaintWise implementation is supported by the Auckland Regional Council, Auckland City Council, Environment Bay of Plenty, Environment Waikato, Franklin District Council, Manukau City Council, Ministry for the Environment, North Shore City Council, Papakura District Council, Rodney District Council, Tauranga City Council and Waitakere City Council and has been developed with Responsible Resource Recovery.



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