

IT'S IN THE CAN: *PAINTBACK* TRAINING VIDEOS

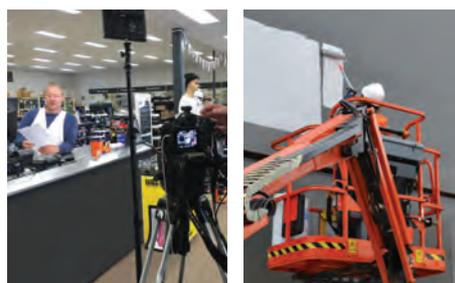
Helping front-line staff understand *Paintback* is an important part of the scheme's communications. We have developed two short training videos for hardware retail, specialty paint stores and trade centres, which are available for all outlets to use.

With a focus on do-it-yourself renovators, the retail video follows Olivia who is renovating her home. The video shows the *Paintback* process, taking unwanted paint to a collection point, reducing waste paint going to landfill. It explains how the levy is applied and the environmental benefits.

The second video, centring on Dan the trade painter, looks at the waste issues commercial painters have. As *Paintback* is a first for trade painters, it also explains the program and the levy. It describes what paint is covered by the scheme, background on Paintback Limited and the maximum amount that can be delivered per trip.

Shot on location around Melbourne, the videos present the *Paintback* story in real settings, from one of the busiest transfer stations at Monash to the idyllic setting of Sunbury; a suburban trade centre and the operations of Mattioli Commercial Painters in Mount Waverly.

For your copies of the training DVD, contact Paintback at work@paintback.com.au.



What happens to the waste paint and packaging?



Households and trade painters take their unwanted paint and packaging to a *Paintback* site located at participating councils.*



The waste paint and packaging is stored at the collection point ready for *Paintback* to pick it up.



Paintback transports it from the collection point for treatment. The packaging and waste liquid are separated.



The containers are recycled. The waste solvent paint is used as an energy source. Water is separated from acrylic paint and recycled, significantly reducing landfill.

* *Paintback* accepts up to 100 litres per visit stowed in containers of 20lt or less.

Paintback's New Website: Coming Soon!

Paintback's website is undergoing a redevelopment both functionally and aesthetically.

Our new website will be more agile, easier to read and navigate, enabling people to find what they need promptly.

It will be live mid to late April prior to the national launch of *Paintback*. Once live, we encourage you to visit and explore the site.

You can find out about which products are covered. Councils can register their interest in becoming a *Paintback* collection point. It will be mobile friendly, making it available to people as they travel around or while working on painting jobs.

We hope you will visit paintback.com.au and acquaint yourself with the new design. While you're there, let us know what you think by emailing us.

More Customer Q&A's

In our last newsletter, we covered some common customer questions. We've developed more Q & As to help frontline staff respond to customer queries.

Why do we need *Paintback*?

Unwanted architectural and decorative paint and left-over packaging is a high volume waste that can be recycled and diverted from landfill.

Paintback is the responsible way for households and trade painters to dispose of waste paint and packaging.

What will happen to the price of the products involved?

To fund the collection and treatment of the waste paint and packaging, a levy of 15 cents (plus GST) per litre will be applied to the wholesale price of eligible products in containers between 1lt and up to 20lt inclusive.

It will be passed through to paint sold to retail and trade channels. Retail, specialty paint stores and trade painters can also pass it on to the consumer.

Where are the *Paintback* collection points?

Paintback is establishing collection points in local council sites. These are purpose built for the safe management and storage of waste paint and packaging. They will accept up to 100lt per visit in containers of 20lt or less.

Waste paint cannot be accepted at retail or trade centre outlets. (Stores will be provided with regular updates on new sites. You can also refer to paintback.com.au for collection sites).

PAINTBACK IS THE WAY TO:

- ✓ Responsibly deal with left-over paint after painting.
- ✓ Declutter your garage, shed or under the house of left-over paint cans.
- ✓ Recycle and reduce waste going to landfill.
- ✓ Avoid landfill fees that may apply to waste paint.

“What a great initiative; I am looking forward to decluttering the shed and finally making space now that my home renovation is over. It makes me feel good to know I am disposing of my waste paint in a responsible way.”
Kim Lewis, Caulfield, Victoria



CONTACT US

If you would like to get in touch with Paintback, you can contact us on:

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