



**MANITOBANS AND THE ENVIRONMENT TO BENEFIT FROM NEW HOUSEHOLD PAINT AND  
FLUORESCENT LAMP PROGRAM LAUNCHING MAY 1, 2012**

(Winnipeg, MB) April 23, 2012 – As Manitoba celebrates Earth Week, Product Care Association and the Province of Manitoba announce the launch of the first phase of the industry-led Manitoba Household Hazardous Waste (HHW) program on May 1, 2012.

“We are very excited to see the launch of phase one of this important new program that will keep leftover paints and fluorescent lights out of our landfills and we commend Product Care for its leadership,” said Gord Mackintosh, Minister of Conservation and Water Stewardship. “It is estimated that approximately 600,000 fluorescent lights and close to nine million litres of paint are sold in Manitoba every year. Now Manitobans will have a reliable, more accessible option to ensure their leftover paint and burnt-out fluorescent lights are disposed of properly.”

The Product Care program will have more than 55 permanent collection sites for paint or fluorescent lights across the province by May 1, many of them located at neighbourhood paint, hardware and home improvement stores. A complete list of collection sites can be found at [www.productcare.org/mb](http://www.productcare.org/mb).

“Product Care is pleased to launch this program in Manitoba with the support of the manufacturers, distributors and retailers of these useful household products. Consumers now have a safe and accessible way to dispose of waste paint or fluorescent lamps,” said Mark Kurschner, President of Product Care Association. “We look forward to expanding the number of collection sites across the province and launching phase two of the Manitoba HHW program, which will include additional product categories such as flammable liquids, pesticides and corrosives.

The first phase of the Manitoba HHW program will accept:

- compact fluorescent light bulbs (CFLs)(residential use only)
- fluorescent light tubes up to 8 feet long (residential use only)
- all household paint (up to 25 litre sizes)
- all types of paint aerosols, (up to 660 g or 24 ounce)

Phase 2, starting October 1, will also include flammable liquids, compressed gas cylinders pesticides, toxic substances and corrosive materials. A complete list of acceptable products is available at [www.productcare.org/mb](http://www.productcare.org/mb).

“We are excited this program is finally coming to the Westman region,” says Ian Broome, director of public works for the City of Brandon. “For years, our spring and fall collection events proved to be too popular, as people would sometimes be forced to wait in line for up to an hour to properly dispose of their household hazardous waste. Having a regular program in place in Westman will alleviate that problem. We fully endorse the program and look forward to providing Brandon and area residents with a regular option for household hazardous waste drop-off and proper disposal.”

Product Care’s HHW program is one of 13 industry-led product stewardship programs approved by Manitoba Conservation and Water Stewardship under the Waste Reduction and Prevention Act. Product Care is a not-for-profit industry association that manages product stewardship programs for household hazardous and waste on behalf of its members across Canada.

As in other product stewardship programs, the Manitoba HHW program is funded by recycling fees paid to Product Care and is audited annually. Some retailers show the recycling fee separately at point of purchase and some may include it in the product price.

Fees for a gallon of paint will be 60 cents, and the fee for a fluorescent tube will be 40 cents. The full list of fee rates for paint products and fluorescent lights can be found on Product Care’s website.

For more information about Product Care, please call 1-888-772-9772 or visit

[www.productcare.org](http://www.productcare.org).

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#### **About Product Care**

Product Care is a not-for-profit industry sponsored association that manages product stewardship programs for household hazardous and special waste on behalf of its members across Canada.

Product Care is not a government organization. It was formed by "brand owners" (manufacturers, distributors and retailers) of the products which are the subject of provincial product stewardship regulations. Under those regulations, the "brand owners" of the regulated products must provide a way for consumers to dispose of their leftover products in an environmentally responsible manner.

Product Care protects the environment by diverting leftover products from landfills and waterways. Each program provides a collection and product management system as well as outreach and education to inform consumers about the safe and responsible way to use, store, recycle and dispose of the products in Product Care programs. Product Care manages or is developing product stewardship programs in a number of Canadian provinces including British Columbia, Saskatchewan, Manitoba, Nova Scotia and New Brunswick.