



AMAZON  
select paints

**Web site: [www.amazonpaint.com](http://www.amazonpaint.com)**

**John Segala: [jsegala@amazonpaint.com](mailto:jsegala@amazonpaint.com)**

# Agenda

## How latex paint is recycled

- Paint to Paint
  - Manufacturing recycled content paint
  - Quality, sales, advantages & disadvantages
- What to do with 'non-usable' Paint

# Paint to Paint Recycling

- ✓ The most important step in making a good quality recycled content paint is the sorting.
  - Only good quality paints should be used to make recycled content paint
    - Paint is not usable if it has begun to solidify, has curdled, has soured, has bacteria or rust or is questionable for any reason.

# Recycled Content Paint

- Reusable latex paint is sorted **by color** and poured into totes or drums (e.g. white, off-white green, red, blue, yellow, etc.)
- The appropriate colors of paint are selected to make a batch
- The paint is pumped into a mixing tank.

# Recycled Content Paint

- ✓ The paint is tested for color, gloss, opacity, pH, etc.
  - The paint is adjusted with additives as needed to meet specifications.
- ✓ A biocide and a preservative are added.
- ✓ Finally, the paint is fine filtered, packaged and labeled.
- ✓ Recycled paint generally retails for about 1/2 the price of comparable virgin paint.



# Applications

- Amazon's paint is formulated for interior or exterior applications
- Use anywhere you would use an acrylic wall paint, such as sheetrock, cement block, stucco, and previously painted or primed metal and wood.

# Quality Control

✔ Certified by Green Seal



✔ Approved by Master Painters Institute



# Green Seal



- ✓ Certifies goods and services that meet the highest standards of environmental quality and performance.
- ✓ Green Seal visits site, examines processes, record keeping
  - They must approve any raw materials added to the paint (pigments, etc.)





- Master Painters Institute – MPI
- MPI is the organization that sets standards and does testing for the coatings industry
- MPI also makes site visits
- Recycled content paint samples are tested 3-4 times per year
  - Must meet same spec as virgin paint

# Why Buy Recycled Paint?

- ✔ **High quality:** Same specs as 'virgin' paint
  - High solids content. Applies and covers well.
- ✔ **Environmentally preferable**
  - Resources that would have gone into making a gallon of new, virgin paint are saved.
    - Higher energy savings than steel or glass recycling
  - Keeps leftover paint out of landfills
- ✔ **Priced below comparable virgin paint**

# Challenges in Retailing Recycled Paint

- Distribution is difficult
  - Costly to handle & ship small volumes of paint
  - Boxes of paint shipped via UPS/Fed Ex often damaged in transit
- Shelf space needed to display entire palette of colors because no tinting
- Explaining the product to customers

# Benefits of selling RCP

- ✔ A unique, niche product
- ✔ Appeals to environmentally conscious customers
- ✔ Recycled paint may be specified in government buildings
- ✔ LEED credits available
- ✔ Low price + high quality = great value



# Paint Collection and Sales Go Together

## Great PR potential.

- 'Closing the loop'
  - Surplus paint collected, reprocessed, reused
- Demonstrates environmental responsibility
- Provides a unique service (collection) and a unique product (recycled paint)
- Provides customer convenience

# Amazon Select Paint in an Ace Hardware Store







# Non-Usable Paint

- Amazon makes several other products from paint that is not suitable to be reprocessed into paint.
- Amazon also has an active R&D program to develop new uses for leftover paint.





**Amazon Environmental Factory and Store**  
**7180 West Commerce Circle, Fridley, MN 55432**  
**(763) 572-0800      [www.amazonpaint.com](http://www.amazonpaint.com)**