



Recycled paint scheme celebrates milestone

Resene PaintWise is about to recycle its three millionth pack of paint helping local communities beat graffiti vandalism.

The recycle scheme managed by local Hastings company 3R on behalf of Resene reaches the milestone in May, 11 years after being set up and implemented across the country.

Resene PaintWise manager Trevor Tutt of 3R said the growth in volume of returned paint and paint packaging from both Resene ColorShops and transfer stations around New Zealand had been "exponential".

"With a fully engaged paint manufacturer taking the lead and full industry and community buy-in, we have a very successful paint recycling set-up in New Zealand and we're seeing double-digit growth each year.

"Our aim is to re-use as many materials as possible and reduce the amount of paint and packaging that ends up in landfill."

The programme which has secured Environment Ministry accreditation recovers litres of paint every year reducing the effects on the environment while being used in a productive way.

Resene marketing manager Karen Warman said when they started PaintWise they had no experience of

recycling and it was hard to know if anyone would use the service.

Now 11 years on it has become routine for Kiwis, professional painters and DIYers alike, to return their unused, leftover paint and its packaging to Resene ColorShops for recycling or re-using.

"As well as diverting a huge amount of paint and packaging waste from landfill, we are proud to support teams of volunteers tackling graffiti in their neighbourhoods."

"We're delighted that the recycled paint we're able to donate has helped them build pride in their communities."

Mr Tutt said local councils, sporting clubs or community groups throughout Hawke's Bay use their recycled paint every month for productive activities or to cover up graffiti.

"It is very successful and continuing to grow. There is more and more paint coming back and places like Hastings and Napier are continuing to contribute."

More than 250,000 litres has been donated to communities to cover graffiti and more than 2 million square metres of graffiti has been covered with the help of the Resene PaintWise scheme so far.



MILESTONE: Trevor Tutt from 3R in Hastings manages PaintWise who are reaching a milestone in May recycling their three millionth pot of paint. PHOTO/PAUL TAYLOR