



FACT SHEET

Green Seal Environmental Standard for Recycled-Content Latex Paint

In August 2006, Green Seal, Inc. finalized an environmental standard for recycled-content latex paint. The standard was developed through a multi-stakeholder consensus-based process facilitated by the Product Stewardship Institute, Inc. (PSI) and Green Seal. This initiative is one of 11 projects of the national dialogue on leftover paint management facilitated by PSI.

This standard establishes environmental and performance requirements for recycled content interior and exterior latex paint. The standard does not apply to stains, clear finishes, paints sold in aerosol cans, or oil-based paints. For the purposes of the standard, recycled content latex paints are made by two distinct methods, consolidation and reprocessing. The standard defines consolidated and reprocessed paints as follows:

- **Consolidated Paints.** Paints that contain a minimum of 95% by volume post-consumer paint with a maximum of 5% by volume secondary industrial materials or virgin materials.
- **Reprocessed Paints.** Paints that contain a minimum of 50% by volume post-consumer paint, with a maximum of 50% by volume secondary industrial materials or virgin materials.

These categories are important to differentiate because of the differences in incoming feedstock. Reprocessed paints have higher amounts of known feedstock (with higher levels of virgin or secondary industrial materials), while consolidated paints have fewer amounts of known feedstock (with higher levels of post-consumer material). The less that is known about the feedstock, the more frequent the performance testing to ensure consistency of product quality (see attached matrix).

What Does the Green Seal Certification Tell Paint Buyers?

- The paints provide environmental benefits through their reuse of potential waste materials.
- The paint meets applicable Master Painters Institute (MPI) performance standards, which are the same performance standards used for virgin paint in any given category.
- Volatile organic content (VOC) levels comply with federal and state regulatory VOC content limits.
- If any manufacturer makes lower-VOC recycled paints, Green Seal can certify that claim.

Things Local Governments Should Know About the Standard:

- Paints cannot be "batched" at the point of collection; paint recyclers certified by Green Seal can use only paints received in their original cans with labels intact.
- If you are making a low-end recycled paint on-site, the chances are it will not meet the Green Seal standard. (Even some paints that were batched by a virgin paint manufacturer and returned for customer give-away events did not pass the MPI performance tests.)
- If you do manufacture recycled latex paint and want to have Green Seal certification, requirements include: application, product evaluation, payment of fees, allowing on-site audits, annual monitoring, and meeting all of the criteria of the standard (which includes testing and filtering of every batch of paint).

**Recycled Paint
Master Painters Institute (MPI)
Testing Frequency Matrix**

	Sorted	Non-Sorted
Consolidated	Every 4 months (3 times/year)	Every 3 months (4 times/year)
Reprocessed	Every 6 months (2 times/year)	Every 4 months (3 times/year)

DEFINITIONS

Consolidated Paints: Paints that contain a minimum of 95% by volume post-consumer paint, with a maximum of 5% by volume secondary industrial materials or virgin materials.

Reprocessed Paints: Paints that contain a minimum of 50% by volume post-consumer paint, with a maximum of 50% by volume secondary industrial materials or virgin materials.

Sorted Paints: Blended materials that do not combine “interior only” paints with “exterior only” paints, and may also include “dual-purpose interior/exterior” paints.

Non-Sorted Paints: Blended materials that combine “interior only” paints with “exterior only” paints, and may also include “dual-purpose interior/exterior” paints.