



**THE ORIGINAL GREEN  
SEAL OF APPROVAL  
SINCE 1989**

# GS-43

## Green Seal™ Standard for Recycled Content Latex Paint, First Edition

### *A Guide for Leadership in Recycled Paint*

Americans generate between 50 and 130 million gallons of leftover paint each year. Recycled paint incorporates unused paint collected from consumers, as well as excess from the original paint manufacturing process, thereby creating value for leftover paint by converting it from a waste product into a useful raw material. Providing paint manufacturers with a third-party certification could increase the demand for recycled paint and save taxpayer dollars spent on waste management.

GS-43, developed in cooperation with the Product Stewardship Institute and the Master Painters Institute, offers manufacturers a way to lead the industry in the development of sustainable products. As consumers continue to demand safer, environmentally preferable products, GS-43 easily identifies recycled paints that meet the highest levels of performance and sustainability.

### **Scope of GS-43**

The standard establishes environmental requirements for recycled-content interior and exterior latex paint, made by consolidation (at least 95% post-consumer material) or by reprocessing/remanufacturing (at least 50% post-consumer).

### **Key Areas Addressed**

GS-43 promotes paint recycling by setting requirements for collection and sorting of used paint, and for evaluating the quality, performance and safety of the recycled paint. It protects air quality, health, and environment by prohibiting harmful chemicals, limiting VOC content, and establishing requirements for labeling and sustainable packaging.

### **Collection and Sorting Requirements**

Paint used for recycling must be received in its original container with a readable label, and must be free of any signs of age, mishandling or contamination. These paints must be latex, and must be filtered before canning. They cannot be solvent-based paints or specialty paints, and must not contain any heavy metals or any of a list of substances prohibited in the standard.

### **Performance Requirements**

Consumer concern over paint performance is one of the greatest impediments to increasing the use of recycled paint. The Master Painters Institute (MPI) worked with Green Seal to ensure that paints that meet GS-43 comply with the MPI performance standards used for virgin paint in any given category. The paint must be tested, at a minimum, for pH, viscosity, fineness of grind, and gloss.

**SUSTAINABILITY  
LEADERSHIP STANDARDS**



**INDEPENDENT  
THIRD-PARTY  
CERTIFICATION**



**SUSTAINABILITY  
RESEARCH &  
LIFE CYCLE ANALYSIS**



**TECHNICAL ASSISTANCE  
FOR INSTITUTIONAL  
GREENING**



## ***Health and Environmental Requirements***

The recycled paint and any tinting or color added must meet minimum VOC levels established by the EPA, and the batch sample tested must be representative. Materials added to the paint in the manufacturing process must meet limits on aromatic compounds and various chemical compounds including but not limited to halomethanes, phthalates, ketones, and heavy metals.

## ***Product Packaging Requirements***

The manufacture and disposal of paint cans and containers can also have an environmental impact. The standard requires that cans and their components must not be fabricated with lead, and must be recyclable where local opportunities exist.

## ***Labeling and Material Safety Sheet Requirements***

The package label and Material Safety Data Sheets must state that the product consists primarily of post-consumer, recyclable latex paints. Labels must discourage improper disposal, and encourage consultation with local authorities for disposal requirements or recycling opportunities.

## ***End-of-Life Material Management Requirements***

Green Seal standards are based on a scientific evaluation of the life cycle of a product. The disposal of product and packaging are important aspects of this cycle. Unused and unusable paint must be disposed of properly. Where possible, leftover paint must be reused and packaging must be recycled.

***This is only a summary of the standard.***

***The full standard is available at: <http://www.greenseal.org/GS43.aspx>***

For more information call (202) 872-6400 or email [greenseal@greenseal.org](mailto:greenseal@greenseal.org).