

Metro news release

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MetroPaint recycled latex certified earth-friendly

MetroPaint, the Northwest's only 100% recycled latex paint, has received the first-ever recycled paint certification from Green Seal™, an independent environmental standards certifying organization. Green Seal approval means that MetroPaint 100% Recycled Latex has undergone extensive environmental and performance testing.

In addition, MetroPaint received certification from the Master Painters Institute (MPI), the leading paint performance certification organization in North America. MPI standards for recycled paint are the same as for new paint. However, MPI requires recycled paint to be sampled and tested numerous times to ensure the high standards are met.

"The Green Seal and MPI certifications assure buyers that MetroPaint 100% Recycled Latex is environmentally-friendly and performs as well as new paint," said Jim Quinn, Metro's Hazardous Waste Program Manager. "It's a win-win situation for consumers."

To achieve the Green Seal certification, MetroPaint 100% Recycled Latex had to meet stringent environmental standards, including that it contain at least 95 percent post-consumer content, be filtered to 300 microns or finer, that no harmful ingredients be added, that every batch be tested under strict quality control measures, and that the empty paint cans be recycled.

"MetroPaint completes the environmental loop," said Metro Councilor Rod Park, who chairs Metro's Solid Waste Rate Review Committee. "The program not only makes use of left-over paint that would otherwise end up in the waste stream, it also employs earth-friendly manufacturing and packing standards throughout the process."

In order to earn the Master Painters Institute certification, MetroPaint had to meet the same stringent performance standards that new or "virgin" paint meets. Some of those standards include adhesion, hiding power, ease of application, water resistance, weathering and resistance to biological microorganisms like mold and mildew. MetroPaint met or exceeded all of MPI's standards for both interior and exterior paint.

"These new certifications reflect Metro's commitment to producing the best recycled paint possible," said Park.

Metro regulates solid waste and recycling in Multnomah, Washington and Clackamas counties. Recycling paint is one of the ways the agency reduces both the amount and toxicity of waste.

Metro, the regional government that serves 1.3 million people who live in the 25 cities and three counties of the Portland metropolitan area, provides planning and other services that protect the nature and livability of our region.

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More about MetroPaint

MetroPaint Green Seal certified recycled latex costs less than 1/3 the price of comparable new paint. Depending on the color, it sells for \$6-10 per gallon or \$25-44 per five gallons. Virgin paint averages \$30-35 per gallon. Non-profit organizations receive a further discount.

MetroPaint is available in 16 colors ranging from light shades such as Mountain Snow (white) and Seashell (cream) to darker colors such as Espresso (dark brown) and Barn Red (dark red). The paint is suitable for both interior and exterior applications and can be brushed, rolled or sprayed.

For more information about MetroPaint 100% Recycled Latex, call 503-234-3000 or visit www.metropaint.info