



New standard developed for recycled-content latex paint

Aug. 10 -- A new national environmental standard for recycled-content latex paint has been developed in an effort to encourage increased use.

"Developing a standard for this product will boost the use of recycled paint, cut local disposal costs, and create value from a material previously considered a waste," said Scott Cassel, executive director of the Product Stewardship Institute.

His group, along with Green Seal Inc., which promotes the use of environmentally preferable products, worked on the standard. Green Seal will evaluate paints, and those meeting the new standard will earn the Green Seal of approval. Paints earning the seal are certified to perform as well as virgin paint and be environmentally beneficial.