



Interchange 360

A trademark of LPMA

What Happens After Approval?

*Launching Colorado's First
Material-Specific EPR Program*

June 2, 2026

What is Interchange 360?

An industry-created,
member-driven
non-profit, founded to
provide EPR
compliance solutions
for producers of
petroleum and
automotive products.



1. EPR Compliance
2. Cost Savings
3. Simplified Reporting & Fee Structure
4. EPR Guidance
5. Education
6. Sustainability

Program Purpose

Ensure producer **compliance** at a **lower cost** in a program tailored to the industry

Offer sufficient Return Collection Facilities (RCFs) for DIY residents to **return approved materials at no cost**

Promote **responsible environmental handling** through landfill diversion, recycling using eco-friendly methods, and active product stewardship

Support safe **collection, transport, storage, processing**, while ensuring delivery to **responsible end markets**

Program Benefits

- **Lower disposal costs** – diverting these materials reduces trash and hazardous waste fees
- **Cleaner waste streams** – separation improves efficiency and reduces contamination
- **Diversion impact** – keeps problematic materials out of landfills and supports measurable recycling outcomes

Our goal is to design a program that is operationally sustainable, compliant, and genuinely beneficial for facilities.

Why Collection & Recycling is Important in EPR

**Petroleum
Based Products
Need a Separate
Stream**



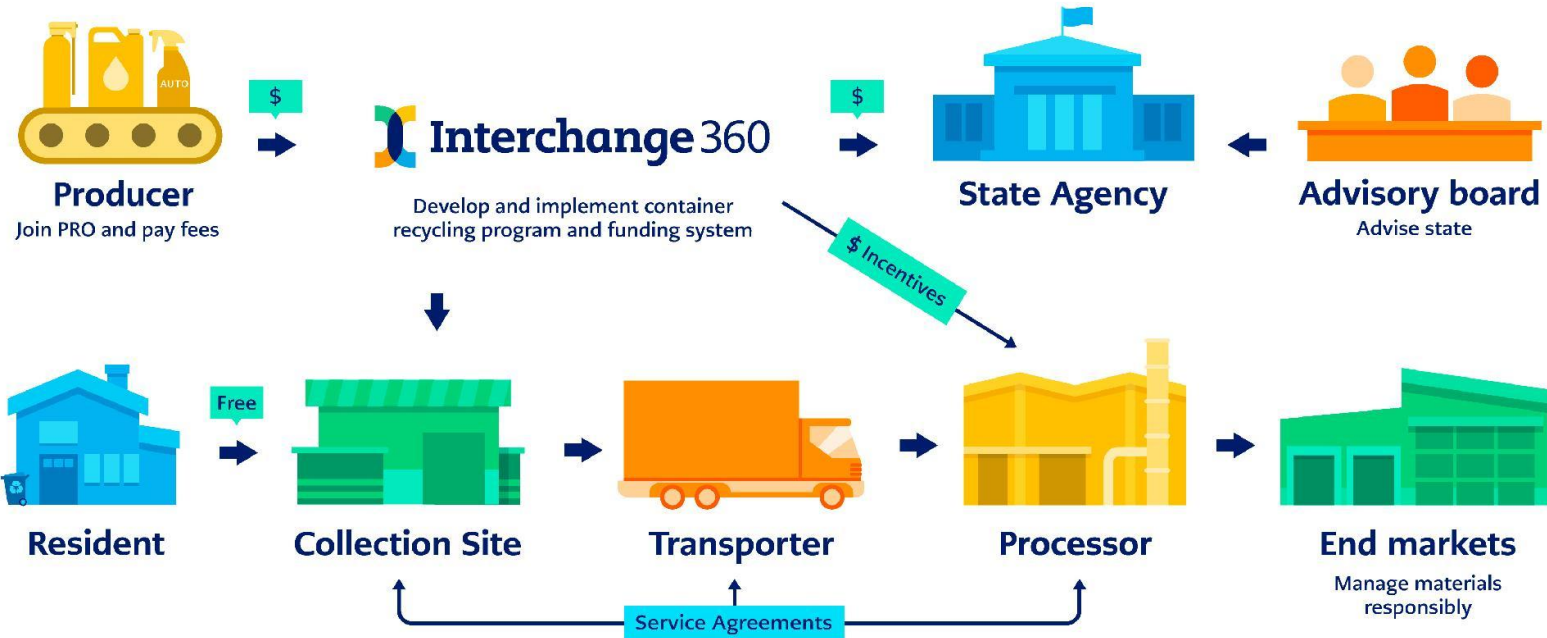
1. Materials cannot be commingled
2. Potential damage to MRF equipment
3. Additional cleaning required = additional cost

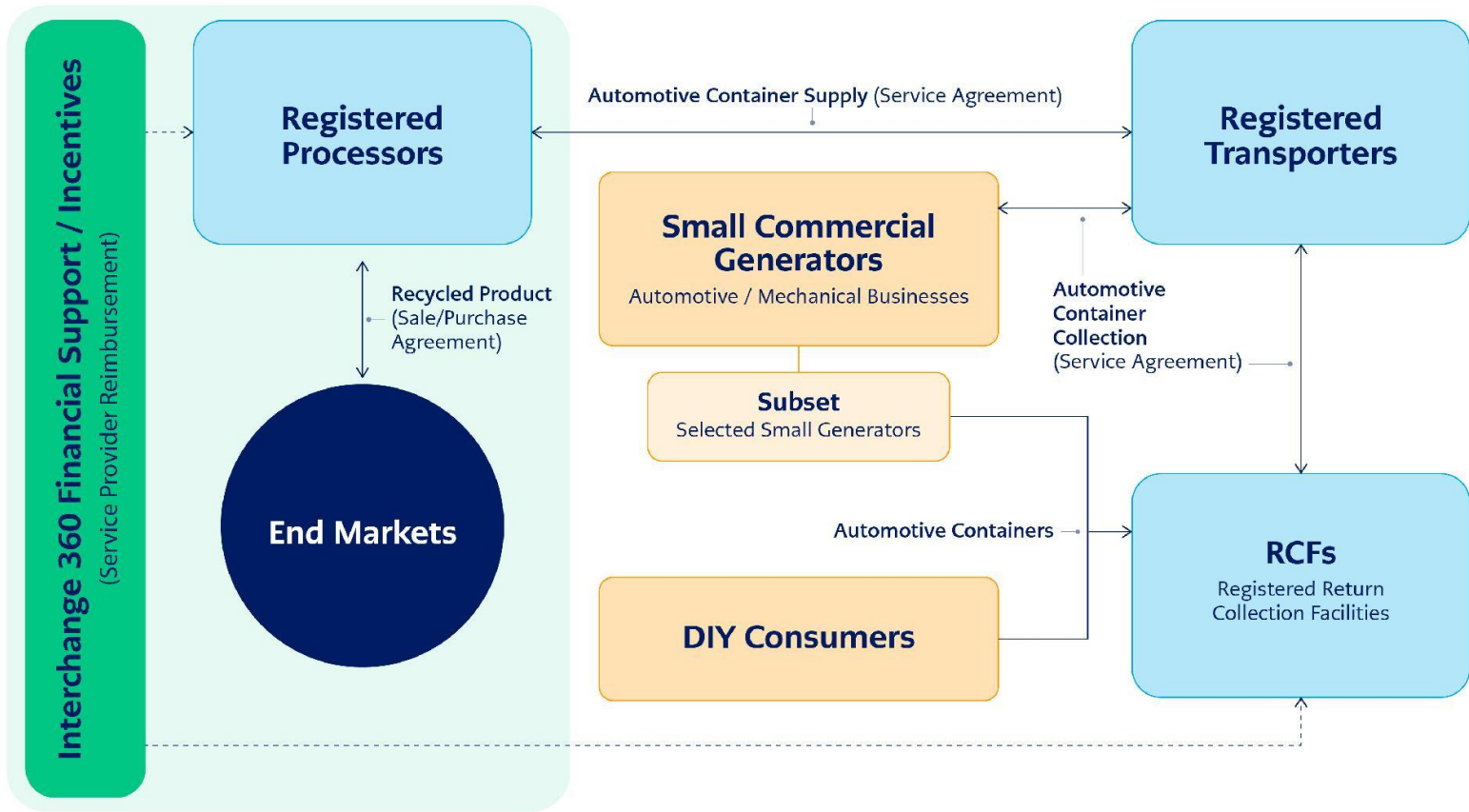


**How the System Works:
Collection, Transportation, & Processing**

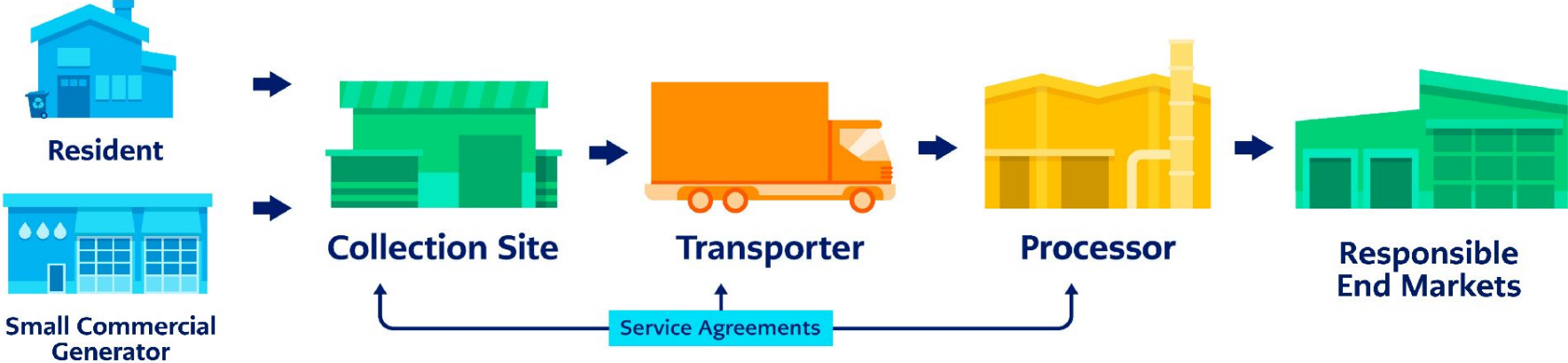
Interchange 360

Key Players and Roles





How Our Materials Flow





Implementation in Colorado

A National First



OUR COLORADO ROADMAP

DECEMBER 31, 2024

LPMA submits initial Individual Program Plan

SEPTEMBER 9, 2025

CDPHE approves LPMA program plan

JUNE 2022

Colorado EPR program for packaging and paper becomes law

MAY 15, 2025

Producer Responsibility Advisory Board Recommends LPMA's program plan for approval by CDPHE

MARCH 11, 2026

Implementation of LPMA Program Plan & Operational Launch

Accepted Products

Containers up to and including 15-gal:

- Oil-based lubricants
- Antifreeze
- Grease
- Engine additives
- Diesel exhaust fluid (DEF)
- Brake fluid
- Fuel system cleaners
- Windshield washer fluid
- Other transportation or mechanical fluids

Container Types:

- Rigid bottle (quart, gallon, etc.)
- Pails (5-gal buckets)
- Multi-layer tubes and cartridges
- Bag-in-box
- Aerosols

Packaging Materials:

- High-Density Polyethylene (HDPE)
- Polypropylene (PP)
- Polyethylene (PE)
- Metal
- Other constituents



Assembling the Colorado Collection Network

Building the network that makes collection possible

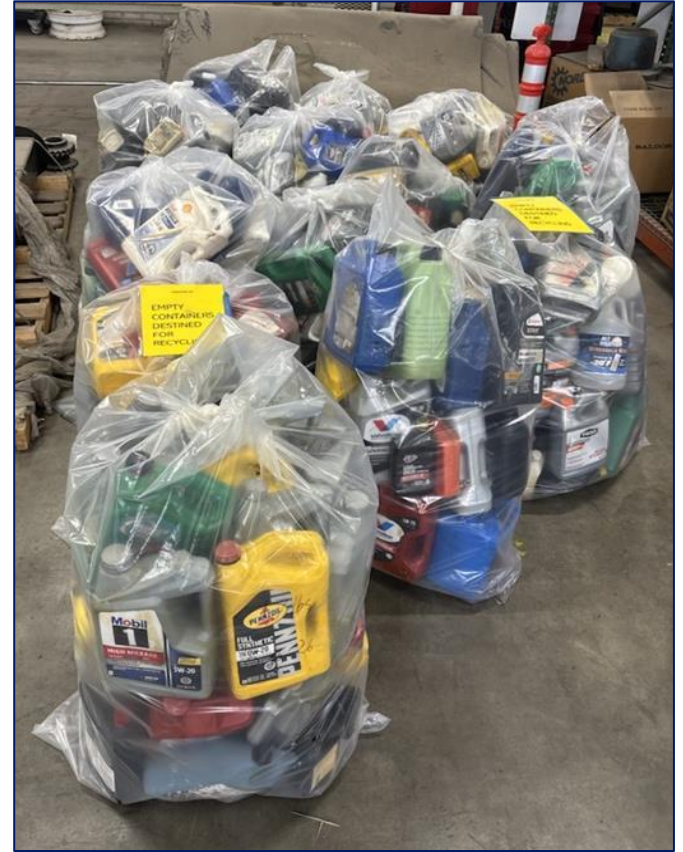


- Stakeholder participation
 - Moving beyond the IPP to recruit collection sites, transporters, and processors
- Focused outreach to existing collection sites
 - HHW programs, municipalities, and lube shops
- Clear expectations and program support
 - Processors & Transporters and RCF Manuals
- Voluntary, partner-driven enrollment
 - Sites choose to participate based on fit, capacity, and readiness

Where We Are Today

Launching on-the-ground program

- Collection operations officially launched in March
- First Registered Collection Facilities (RCFs) came online, marking:
 - The start of active container collection
 - A shift from planning to real-world impact
- Provide infrastructure grants for registered RCFs
- The network continues expanding across the state

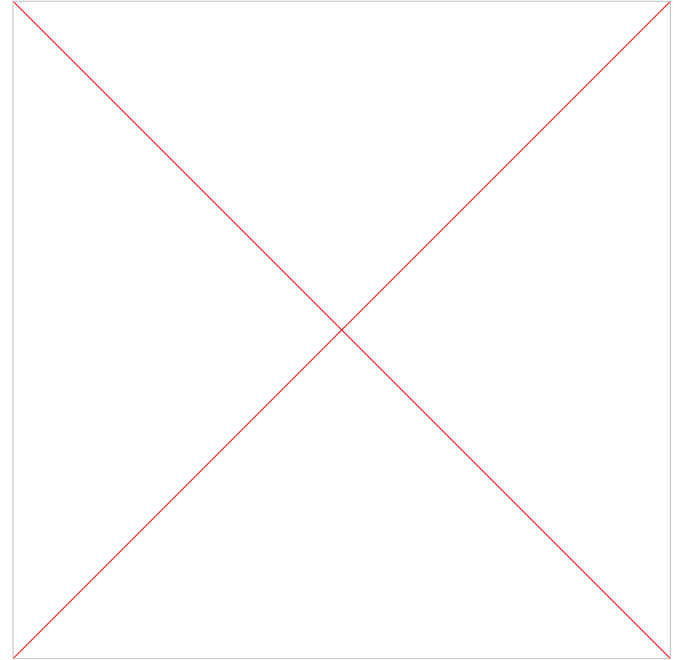


Drop-Off Locations

- AM PM Tune & Lube – Pueblo
- Boulder County HMMF – Boulder
- Mesa County HWC – Grand Junction
- North Weld County HHW – Greeley
- Oilpkup – Pueblo
- Pitkin County Solid Waste Center – Aspen
- South Weld County HHW – Dacono
- Timberline Recycling Center – Fort Collins

At Your Door Collection

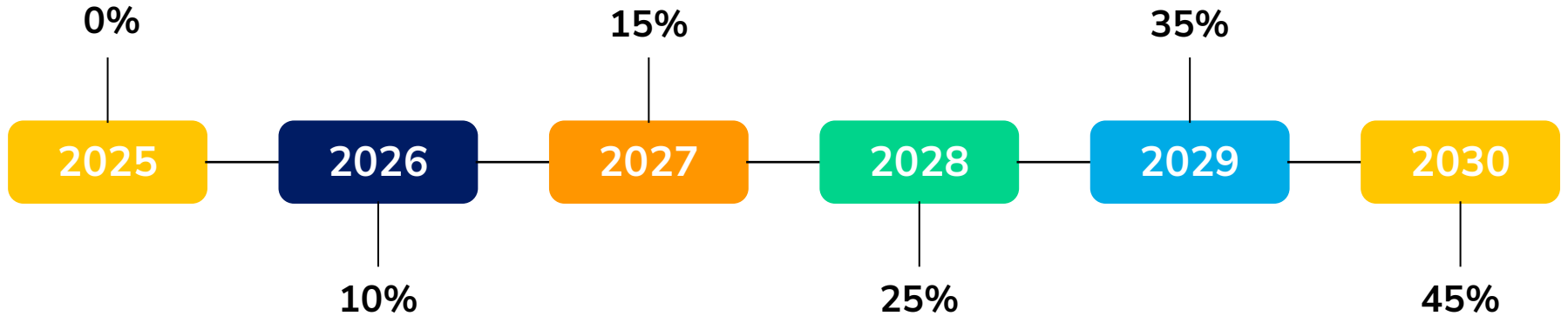
- WM At Your Door Special Collections – Denver



Infrastructure Grants



Ramp Up to Collection Rate Targets

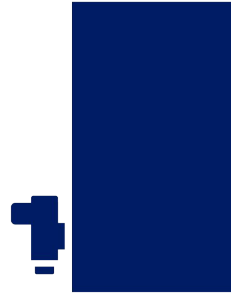


IPP: 44% collection rate by 2030 & 58% collection rate by 2035

Estimated Quantity Available – 4M lbs.



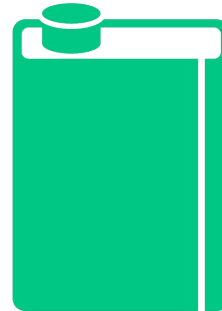
Aerosols:
367,500 lbs.



Bag-in-the-Box:
22,200 lbs.



HDPE:
1,965,000 lbs.

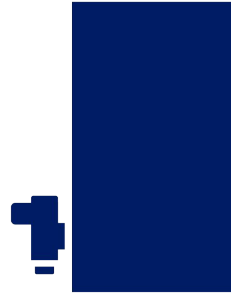


Non-HDPE:
1,760,000 lbs.

Interchange 360 – 44% Collection Rate



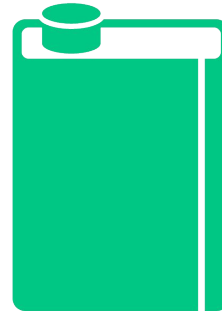
Aerosols:
161,700 lbs.



Bag-in-the-Box:
9,800 lbs.



HDPE:
865,000 lbs.



Non-HDPE:
775,000 lbs.

Collection Sites in Urban Areas

Urban Area	Population	Sites Needed
Denver-Aurora	2,691,349	90
Colorado Springs	638,421	21
Fort Collins	339,256	11
Grand Junction	141,008	5
Greeley	143,554	5
Pueblo	120,020	4
Boulder	120,121	4
Longmont	102,183	3
Castle Rock	92,801	3

Startup Challenges in Launching the Program

- **Building an Entire Collection Network**
 - Recruiting collection sites, transporters, and processors from the ground up
 - No processors in US, long-haul to Canada
 - Ensuring coverage across both urban and rural communities
- **Aligning New Requirements with Existing Operations**
 - Integrating EPR program standards into diverse HHW and retails environments
 - Balancing consistency with the realities of how sites already operate
- **Education & Awareness**
 - Introducing a new program to facilities, local governments, and the public
- **Timing & Coordination**
 - Launching while partnerships are still evolving
 - Storage with infrastructure grant will take weeks or months
 - Working with other PROs to reduce confusion

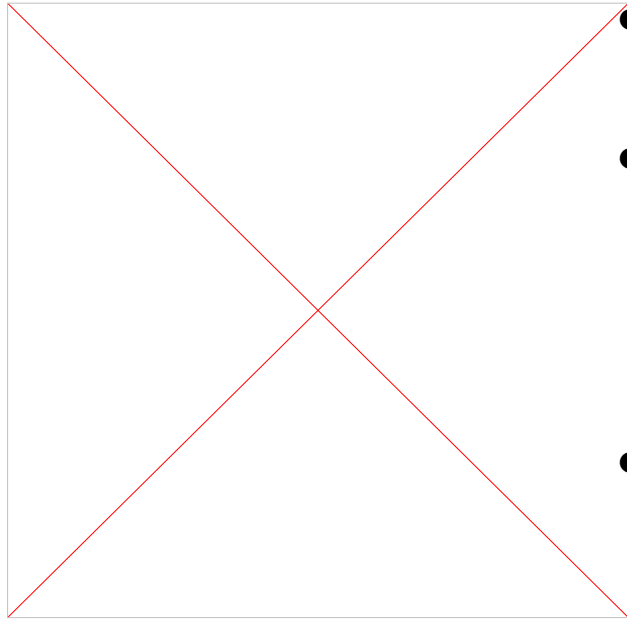
Recruiting the Recycling System

- **Who to recruit**
 - HHW and municipal recycling facilities
 - Retail & automotive service locations
 - Existing transporters and processors with appropriate permits
- **What we need**
 - Coverage across urban and rural areas
 - Facilities comfortable managing residual product
 - Partners aligned with safety and compliance expectations
- **What we offer**
 - Clear guidance through RCF Manual
 - Infrastructure grants and funded services
 - Direct onboarding and technical support



Get Involved Without Operating a Facility

There are many ways to help expand collection and participation



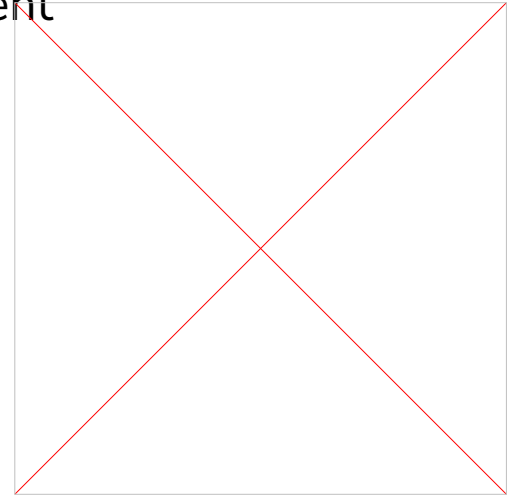
- Help grow the collection network
 - Identify underserved areas or potential new collection sites
- Use your influence to open doors
 - Introduce the program to local governments, partners, and networks
 - Include Interchange 360 in coordination or planning conversations
- Support outreach and participation
 - Encourage participation through contracts, RFPs, or local policies
 - Host collection events



**Communications Strategy
Education & Outreach**

Consumer Education & Outreach Goals

- **Easy drop-off:** Clear guidance on what's accepted and where to take it
- **Find a location fast:** Simple location finder and consistent signage at collection sites
- **Keep out of curbside:** Explain why oily containers need special handling
- **Plain language:** Messaging that works for everyone, statewide
- **Stay engaged:** Timely reminders to keep residents participating



Education & Outreach Phased Roll-Out

Phase	Timing	Messaging Priorities	Channels
Phase 1: Public Education & Awareness Baseline	Jan–May 2026	Build awareness of EPR & program goals; run survey to set baseline awareness	Website, social media, local press, explainer video
Phase 2: Launch Activation	Jun–Dec 2026	Drive traffic to drop-off locations, support HHW events	Digital ads, radio, social media ads, local government/depot collateral, ongoing PR
Phase 3: Community Engagement & Trust Building	Early 2027	Highlight participation & environmental impact	Community spotlights/events, Resident testimonials, influencer content
Phase 4: Reinforcement & Retargeting	Late 2027	Deepen retention, target low-engagement areas	Programmatic retargeting, email updates, event recaps

Awareness Survey Results

Survey Conducted: March 3-18, 2026

57%

OF COLORADANS
HAD AUTOMOTIVE
LUBRICANT CONTAINERS
IN THE PAST YEAR



41%

OF COLORADANS
ARE AWARE AUTOMOTIVE
LUBRICANT CONTAINERS
CAN BE RECYCLED



69%

OF COLORADANS
ADD OR CHANGE
AUTOMOTIVE
LUBRICANT THEMSELVES



Awareness Campaign (Paid Media)

Launches June 15

Potential Channels Include:

- Paid Search Social Media (Facebook/Meta, Instagram)
- YouTube & Online Video Streaming TV / CTV Audio (Radio, Podcasts, NPR)
- Retail & Point-of-Sale Media Out-of-Home (OOH/Geofencing)
- Navigation & Proximity Apps (Waze, Google Maps)
- Creator / Influencer Partnerships
- Community Events & Sponsorships
- Digital Editorial & Newsletters

Awareness Campaign (Earned/Owned Media)

- Press Release and Media Pitches
- Social Media posts
- Interchange360.com/Colorado webpage
- Community Partnerships





Collection Site Support

Website Search Tool

- Customized search tool to help residents easily locate the closest drop off location for our program materials.
- Location details include address, directions, hours and materials accepted.


Find a Recycling Center

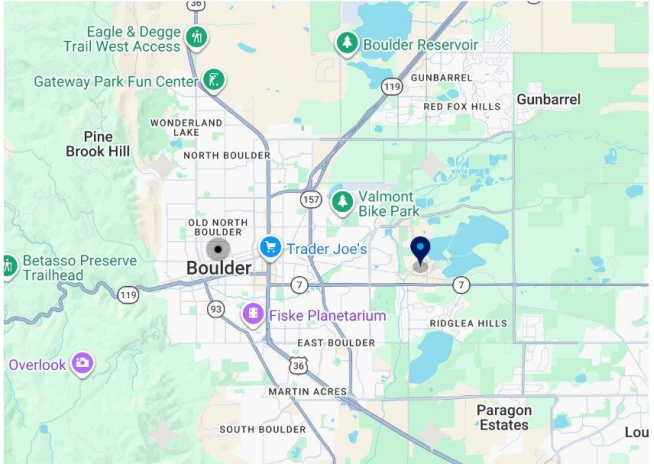
Search by city or zip code.

Locations found within:

3.5 mi
Boulder County Hazardous Materials Management Facility
1901 c 63rd Street
Boulder Colorado 80301
United States

[Directions and Hours](#)





RCF Education & Outreach Toolkit

- RCFs across Colorado can access a free Education & Outreach Toolkit from Interchange 360 to help educate residents on how to recycle automotive and petroleum containers correctly
- Available materials include brochures, mini cards, counter mats, window decals, and container sorting guides. All provided at no cost to registered facilities
- Materials are designed to explain why empty lubricant/automotive containers require separate recycling and reduce curbside contamination
- Custom support is also available, including content for recycling calendars, social media, mailers, signage, and community notices

RCF Education & Outreach Toolkit

Yes, empty auto containers are recyclable in Colorado.



It's safe, easy and no extra charge.



Brochure

What can you recycle here?

Accepted Items with Interchange 360
Containers must be empty, capped, and not leaking.

- Empty motor oil containers
- Empty antifreeze containers
- Empty automotive aerosols
- Empty diesel exhaust fluid (DEF) containers
- Other empty automotive containers

Not Accepted by Interchange 360

- Containers with liquid remaining
- Oil filters (May be accepted onsite thru other programs)
- Gasoline containers
- Household or food packaging

Got questions? Please ask a staff member.

Counter Mat Insert

Empty automotive containers are recyclable.

But don't put them in your curbside recycling bin.

For safety, only Interchange 360 registered locations can help Coloradans recycle automotive containers the right way.



Scan to see what's accepted and how to recycle properly.

interchange360.com



Mini Card (front & back)

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Got questions? Please ask a staff member.

Yes, we accept empty automotive containers.



Interchange 360 Colorado
A trademark of LPMA

Registered Collection Facility

Window Cling

Spanish Versions

**Sí,
los envases
automotrices
vacíos son
reciclables
en Colorado.**



Y ahora es seguro y fácil hacerlo.



Brochure

¿Qué puede reciclar aquí?

Artículos aceptados por Interchange 360
Los envases deben estar vacíos, con tapa y sin fugas.

- Envases de aceite de motor vacíos
- Envases de anticongelante vacíos
- Aerosoles automotrices vacíos
- Envases de fluido de escape diésel (DEF) vacíos
- Otros envases automotrices vacíos

Artículos no aceptados por Interchange 360

- Envases con líquido restante
- Filtros de aceite (pueden ser aceptados en el sitio a través de otros programas)
- Envases de gasolina
- Envases domésticos o de alimentos

¿Tiene preguntas?
Por favor, consulte con un miembro del personal.

Counter Mat Insert

**Los envases
automotrices vacíos
son reciclables**

Pero no los coloque en su bote de reciclaje de la acera.

Por seguridad, solo las ubicaciones registradas de Interchange 360 pueden ayudar a los residentes de Colorado a reciclar envases automotrices de la manera correcta.



Escanee para ver qué artículos se aceptan y cómo reciclarlos correctamente.

interchange360.com



Mini Card
(front & back)

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¿Tiene preguntas?
Por favor, consulte con un miembro del personal.

**Sí, aceptamos
envases automotrices vacíos**



Centro de recolección registrado

Window Cling

Operational Communications

**RETURN COLLECTION FACILITY (RCF)
INFORMATION SHEET**

COLLECTING AUTOMOTIVE CONTAINERS FOR RECYCLING

Colorado's producer-funded program is live. Empty automotive and petroleum product containers must be collected for recycling—not trash or curbside recycling.

Accepted Items with Interchange 360

- Empty motor oil containers
- Empty antifreeze containers
- Empty diesel exhaust fluid (DEF) containers
- Empty automotive aerosols
- Other empty automotive containers

Containers must be empty, capped, and not leaking.

WHAT TO DO AT YOUR FACILITY

- Save empty automotive containers for recycling
- Ensure containers are fully drained, capped, and stored separately from other waste streams
- Plan storage space, update workflows/training, and provide clear signage for customers

HOW MATERIAL MOVES OFF SITE

- Continue working with your existing service providers to coordinate container pick-ups.
- Interchange 360 supports container recycling through approved program partners.

WHY THIS MATTERS

Automotive containers often contain residual oil or fluids. When they enter curbside recycling, they can spoil entire loads, increase disposal costs, and lead to more material going to landfill. Recycling through the approved program helps ensure plastics are recovered. This reduces landfill waste and helps prevent chemicals from leaching into soil and water.

WE'RE HERE TO HELP

Signage, training resources and operational support is available to registered RCFs. Interchange 360 also provides an Education & Outreach Toolkit (consumer-facing materials for drop-off locations) at no cost to registered RCFs.

Toolkit materials include: brochures, information cards, counter mats, vinyl window decal, and container sorting guide.

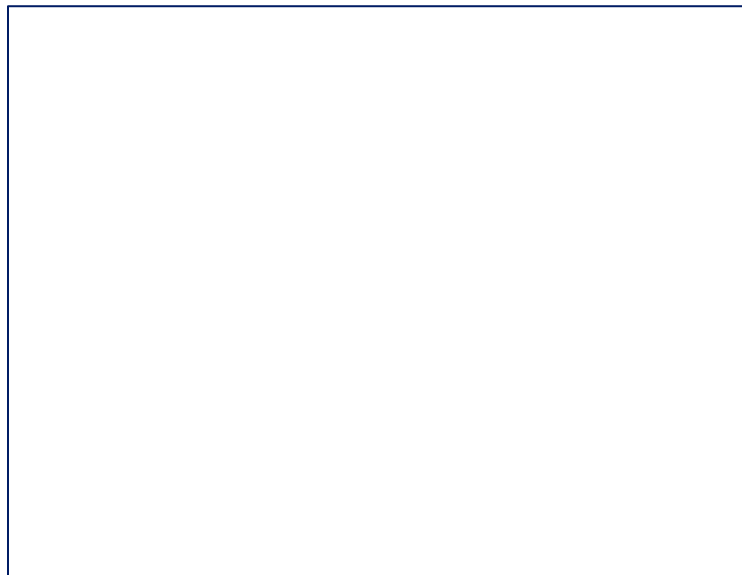
- Drive program participation with targeted information to service providers
- Ensure requirements from regulation and IPP are met
- Meet state-specific awareness, participation, and compliance goals
- Work with CAA on messaging to avoid public confusion
- Engage local governments, NGOs, and retailers as amplifiers

Signage

- Return Collection Facilities have a catalog of signage to select from.
- Custom options are also available.



Collection Site Educational Materials



Visual aids to help staff sort materials to make collection, transport and processing easier.

Health & Safety



- Train all staff that will to receive, drain, and organize containers
- Always have PPE and spill equipment available
- Only allow designated employees or contractors to access the collection storage area when site is not open for public use

Collection Site Training Guide

Handling Empty Containers



If a container is not empty:

- Use help for heavy containers
- Verify contents match label
- Empty into the correct drum/tank
 - Follow site procedures to avoid contamination
- Place empty containers in collection bag

Shipping and labeling:

- Do not overfill bags or drums
- Secure bag contents before pickup
- Call Transporter if no pickup scheduled



Activity:
Put Yourself in the Chain

Activity Overview: Put Yourself in the Chain

Colorado's collection and processing network depends on coordination across regions and roles. In this activity, you'll step into the chain and help identify what it takes to make this program work from the ground up.

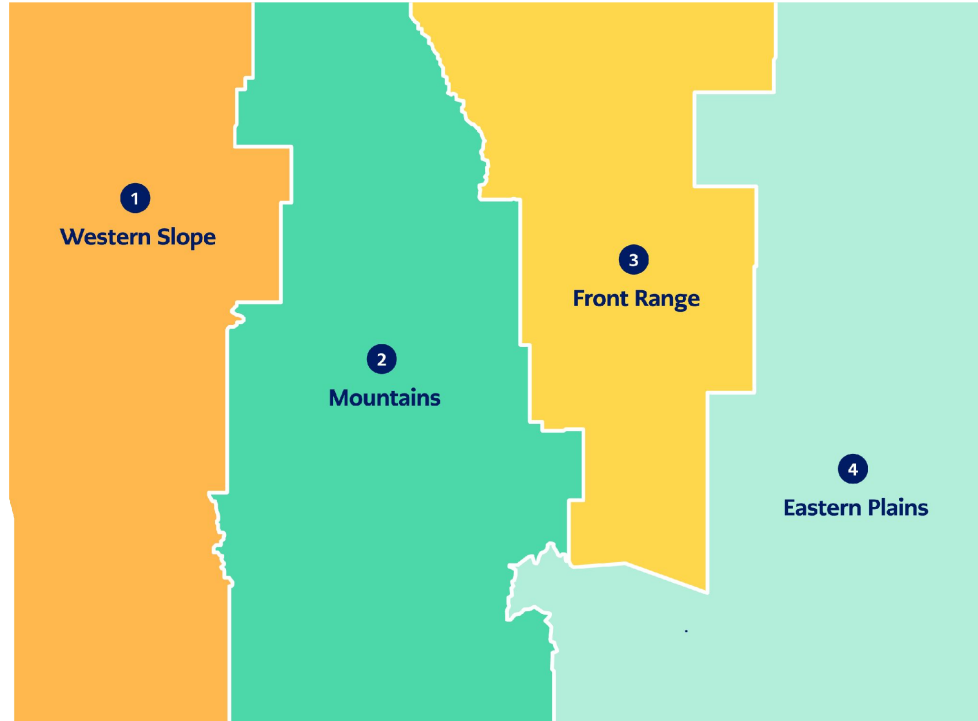
You'll be grouped by region:

- Western Slope | Mountains | Front Range | Eastern Plains

Then choose your role:

- Resident | Collection Site (RCF) | Transporter | Processor

Break into Regional Groups



Within each Region, Assign these Roles:



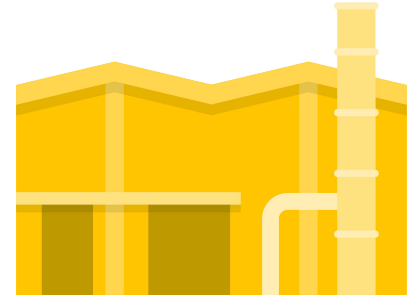
Resident



Collection Site



Transporter



Processor

Each person in your group should choose one role, try to have at least one of each covered.

Within Your Region & Role, Explore:

- What do we need to get started?
- What do we need from others?
- What challenges might we face?
- What lessons apply from other programs?
- What's the most effective way to share with the public?

Activity Guidelines

- Please use the provided worksheets
- Approximately 20 minutes to complete
- Decide your group's spokesperson
- Any questions?

What Did We Learn?

Please share your group's top takeaways:

- One regional gap
- One potential partner, site, or introduction
- One operational challenge
- One public education or resident insight
- One recommended next step

Let's Keep the Conversation Going



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Thank you

