



## Charity **ARTICLE**

# Donations of 500 truckloads of Sanitizer and PPE to COVID affected communities

By **Huzaifa Matawala, The Paint Foundation**

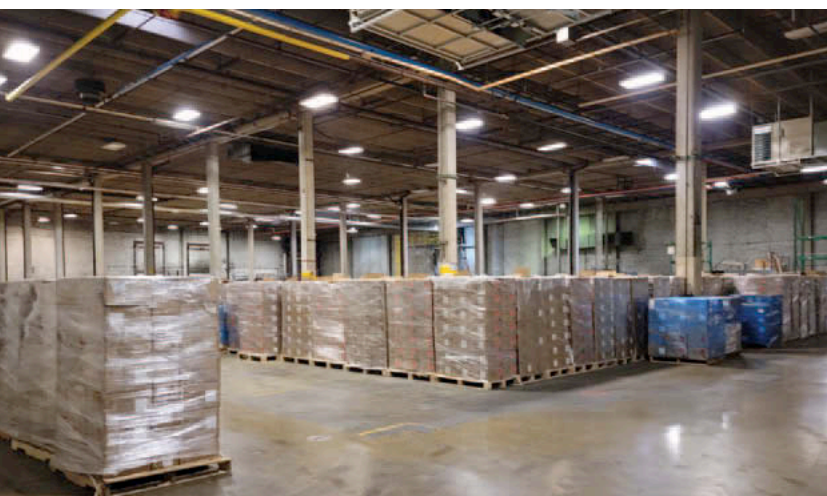
Introducing our paint recycling operation and non-profit foundation, The Paint Foundation. We are proud to have made a significant impact in the community through two key solutions.

Firstly, our efforts in creating donations of essential products worth over US\$30 million have helped to save lives during times of crisis, a truly rewarding achievement.

Secondly, our commitment to keeping hazardous waste away from landfills has had a significant environmental impact, further reinforcing our dedication to sustainability.

### Saving lives

We all play a significant role in life-changing with our efforts all around the year. This time as a non-profit foundation we were able to do a job that was also lifesaving. There couldn't have been a more crucial time than covid and a more significant cause than saving lives.



A time when the world came to a standstill and our assumptions of being self-sufficient and solid was put to test. It was by chance that The Paint Foundation was chosen for the job to move one of the largest inventories of covid-19 PPE as a service to mankind in form of a donation and charity.

Covid-19 brought several changes in our lives. The models of business also changed alongside. Survival

during these 2 years of pandemic challenged businesses, industries, and lifestyles.

Equipment, medicines, masks, face shields, hand sanitizers, disinfectant wipes, and solutions along with several kinds of gowns, gloves, etc were produced at a scale larger than ever. Some places never got enough of it during the beginning, but during the peak of Covid, production of these items accelerated. A situation arose when a lot of covid cleaning items, sanitizers, and PPE goods flooded the market.

### Environmental consequences

While COVID-19 cleaning items have undoubtedly helped protect us from the virus, they have also posed a significant threat to the environment when disposed of improperly. Solvent-based cleaners and ethyl-based sanitizers, when buried in landfills or blended with fuel, can have detrimental effects on the soil's fertility for several years.

At our foundation, we take great care to minimize the volatile organic compounds (VOCs) in our paints, hazardous solvents, and hydrocarbons that can evaporate into the air and pollute the breathable atmosphere surrounding painted surfaces. These pollutants can significantly impact the quality of life and contribute to atmospheric damage when paints are blended with fuel. The production of COVID-19 products also generates a substantial carbon footprint.

Moreover, the production and transportation of these products require a significant amount of water, fuel, and gas, all of which have their own environmental consequences. As an organization, we remain committed to minimizing our impact on the environment and to promoting sustainability in every aspect of our work.

### Paint Recycling and Covid-19 Relief

As a paint recycling operation, we were presented with the challenge of what to do with hundreds of thousands of gallons of COVID-19 PPE products that were no longer needed in one part of the world

### Author Profile

**Huzaifa Matawala** is a 3rd generation paint manufacturer and a modern entrepreneur with presence in India, UAE, Africa & USA. His scholarly articles & presentations are published globally. He founded a US Non-Profit handling environmental & philanthropic projects, with patents in process. He set examples of social & corporate responsibility with [www.thepaintfoundation.com](http://www.thepaintfoundation.com) and [www.regentpaintsusa.com](http://www.regentpaintsusa.com), creating simple business fundamentals & impactful campaigns like 'The Million litres of Paints donation' and the 'truckloads of free sanitiser scheme'. ■



but could become an environmental hazard if not disposed of properly.

While some communities had been able to put the worst of the pandemic behind them, others were still struggling, with shortages of essential COVID-19 products. The Paint Foundation Inc, was able to step in and help, using our network to deliver a quantity equivalent to 500 truckloads of brand new, never-opened PPE items to communities in need.

The delivery of these goods was not without its challenges. We encountered issues with working hours, shortages of trucks and containers, skyrocketing fuel prices, logistics, warehousing shortages, and other unforeseen obstacles. However, with the help of our partners, including churches, non-profits, communities, corporations, food banks, distribution centres, and transporters, we were able to successfully distribute these products to areas of need both in the United States and around the world.

This charity effort, equivalent to over 30 million USD worth of PPE products, was the most significant opportunity we have had in over five decades in the sustainability industry. It is a testament to the power of working together towards a common goal, regardless of industry or background. Through our work in sustainability and charity, we can

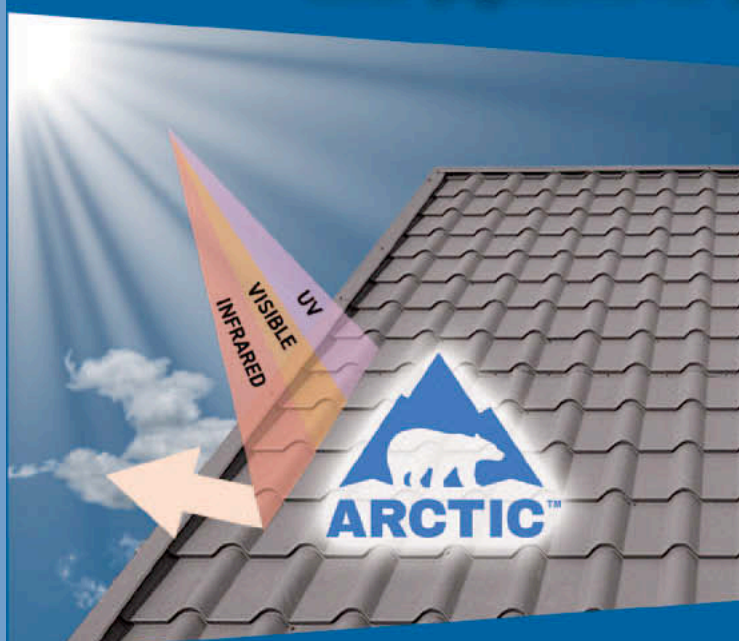
deliver remarkable results, demonstrating that it is possible to prioritize both environmental impact and community well-being.”

There are now new opportunities available for Australian paint companies. We can load shipments directly from the factory door in Australia and transport them in sea containers for reuse as a recycled product in our production batches. The Paint Foundation has begun operations in Australia and has already loaded shipments from the coatings, resin, and ink industries. We specialize in handling both hazardous and non-hazardous shipments, and we have the expertise to convert unsalable, unusable, off-spec, and waste materials into usable products using our proprietary formulations.

Our circular reuse options help coating industries reduce waste and lower their environmental impact through our partnership. By working with The Paint Foundation, Australian factories can enhance their corporate social responsibility and make a meaningful contribution to communities in need. Manufacturers in Australia can aim to become zero-waste corporations and reduce their carbon footprint.

If you are interested in partnering with us for a circular reuse option, please contact [Huzaiifa@thepaintfoundation.com](mailto:Huzaiifa@thepaintfoundation.com) ■

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