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CPCA Prime Time News



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"The difference between [successful people](#) and really successful people is

that really successful people say no to almost everything,"

– Warren Buffet

[No to opportunities that don't excite them, no to superficial networking events,
no to spending time with the uninspiring, no to overworking,
no to doing all the work, no to giving the steering wheel to anyone else,
and no to people pleasing]

CPCA Connects

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CPCA Regular Publications

CPCA regularly publishes several important publications to ensure members are fully informed of ongoing issues and actions impacting the paint and coatings industry in Canada. These include:

- **Business Management & Marketing News:** monthly newsletter addressing relevant issues for those involved in management, sales and marketing in member companies
- **Regulatory News Alert:** monthly publication detailing comprehensive legislative and regulatory actions at all levels of government
- **Prime Time News:** publicly available monthly newsletter sent to members, important stakeholders and governments to provide a window onto the industry for those with an interest or role in the sector
- **CPCA INSIGHT:** Guide & Directory published annually to report on CPCA's work on behalf of members, key trends in the industry, raising awareness of the issues important for the sector and a guide of CPCA members supporting the important work done to sustain a long-standing and viable Canadian industry
- **Regular Bulletins, Updates, Memoranda and Press Releases:** sent to members regularly to ensure CPCA members are fully informed and can have direct input on actions taken by CPCA's board, technical committees and staff to ensure industry is represented at the table when decisions are made affecting them

FOR MEMBERS ONLY

Don't miss important industry insight in CPCA's comprehensive Regulatory Newsletter published monthly. All past issues of Business Management & Marketing News and Regulatory News Alert are archived in the Members Only section of www.canpaint.com.

Some of the issues covered in Member Only publications:

- Members Updated on Forthcoming WHMIS 2015 Inspections to Ensure Compliance
- Members Updated on Status of WHMIS 2015 Regulatory Amendment to Reinstating Use of Concentration Ranges for CBI Protection on Safety Data Sheets
- CPCA VOC Challenges the Expected Benefits from Emission Reduction Scenario for New Bylaw on Automotive Refinish Coatings in Metro Vancouver
- Members Alerted on Recent VOC Regulatory Developments in the US
- CPCA and ACC's Antimicrobial Exposure Assessment Task Force Assemble More Scientific Evidence and Exposure Data on Paint and Coatings Preservatives
- Members Updated on Government's Consultation Planned Ahead of Final Report to Parliament CEPA Review
- CPCA Comments New Initiatives Related to New Substances Notification Program
- Members Invited to Participate in Next CEPA Industry Coordinating Group Conference & Workshops in October 2018

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CPCA Welcomes Nanophyll & Regent Paints



Nanophyll develops and manufactures smart nanocoating technologies that improve the physical properties of glass, metal, aluminum, concrete, cementitious, and ceramic materials. Nanophyll harnesses the power of nanotechnology into a range of durable, reliable and safe products that are designed specifically for almost all surface. Their environmentally friendly solutions extend the life of assets and are optimized for a wide range of commercial and industrial applications. Enhanced durability, scratch resistance, and easy cleaning are some of the key features that our multi-functional surface nanocoating solutions offer. These specialized cutting-edge technology coatings are the ultimate solution to protect both small and large-scale structures, ranging from roof systems to oil platforms.



With Over 50 yrs of experience in paint manufacturing and recycling in India and UAE, the Matawala Group of Industries formed by Hatim Matawala (founder) and Huzaifa Matawala (CEO) has gone global with the highest technological advancements for their product lines. They provide both franchises and factory outlets in a number of countries. Previously the company was known as the Tollens Gulf, the Oldest Paint Company in UAE, established in 1977 and operating as Matawala in India since 1965. The company has now moved its production and product lines to several continents. The company manufactures paint in its own facilities, which

includes the Associated Paints Industry LLC, Matawala Paint Industry LLC, Matawala Mercantile Private Limited and Regent Paints Inc. They provide products in a number of categories including finishes for wood, metal, auto and special purpose markets. With a proven track record along with the necessary expertise and infrastructure, they help create opportunities for their customers: contractors, dealers, re-packers, industry owners and recyclers.

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CPCA Adhesives and Sealants Advisory Council

Role of the council, please visit [CPCA A&S Advisory Council](#)

President's Message



A new year is off and running in the coatings industry with much on our agenda in Canada. The CPCA board completed a new three-year strategic plan last December and to help implement that plan two new staff members, as noted below, have joined CPCA to provide more value-added services on both public affairs and digital communications. To ensure the strategic planning exercise was successful the board focused on several key areas such as:

- value-added programs, products and services
- stakeholder relations and issue management
- knowledge products and effective communications
- professional development-related events including training courses, seminars and workshops
- engagement that delivers grassroots connectivity with members


Some of the major trends impacting the work of the association include things like continued industry consolidation, skills shortages and related challenges, ongoing regulatory burden, market and regulatory pressures on manufacturing in Canada, sustainability and stewardship, and how to address all in the context of association management and growth.

As well, the association will be launching a new website in the coming weeks to reflect the nature of the work it does, and more importantly, the work of the coatings industry in Canada. The recent economic impact study by Orr & Boss showed real economic contributions made by the coatings industry in Canada. The application of paint and coatings products touches many end-use markets such as construction, automotive, oil & gas, mining, wood furniture, aerospace, machinery, paper, metal containers and general industrial manufacturing industries. In many of these end-use applications coatings are critical to the success of the industry.

Paint and coatings companies have continually invested in R&D generating

- Economic output of \$12.3 billion
- Direct and indirect employment of 87,121
- Induced employment of 125,316
- Contribution to GDP of \$4.65 billion
- Federal and provincial taxes generated of \$1.74 billion
- Estimated total annual wages and salaries of \$2.85 billion
- Wages and salaries are 18 per cent higher than the average for all industries


J. Gary LeRoux
President & CEO

 Canadian Paint
and Coatings Association

Association canadienne
des revêtements de peinture
et du revêtement

CPCA INSIGHT

GUIDE AND DIRECTORY 2017



The word cloud features numerous terms related to the paint and coatings industry, arranged in a circular pattern. Key words include:

- Industrial sustainability**
- Pigments**
- aerospace**
- stewardship**
- standards**
- automotive**
- waterborne**
- architectural**
- innovation**
- adhesives**
- high performance**
- sealants**
- UV-resistant**
- lacquer**
- anti-graffiti**
- low VOC**
- research**
- zero-VOC**
- traffic**
- OEM**
- polymer**
- resins**
- additives**
- solvents**
- primers**
- coatings**
- formulations**
- nanotechnology**
- biomimetic**
- bio-based**
- eco-friendly**
- green building**
- sustainable**
- environmentally friendly**
- low odor**
- fast drying**
- flexible**
- abrasion resistant**
- corrosion resistant**
- weatherable**
- long-lasting**
- easy to apply**
- cost-effective**
- versatile**
- innovative**
- cutting-edge**
- advanced**
- specialty**
- industrial**
- commercial**
- residential**
- marine**
- aviation**
- defense**
- infrastructure**
- construction**
- agriculture**
- energy**
- transportation**
- packaging**
- textiles**
- leather**
- wood**
- masonry**
- concrete**
- metal**
- plastic**
- glass**
- ceramic**
- rubber**
- foam**
- paper**
- ink**
- dye**
- colorant**
- extender**
- filler**
- hardener**
- catalyst**
- retarder**
- accelerator**
- modifier**
- compatibilizer**
- surfactant**
- emulsifier**
- dispersant**
- stabilizer**
- preservative**
- fungicide**
- bactericide**
- vandalism resistant**
- fire retardant**
- flame retardant**
- smoke retardant**
- odorless**
- odor-free**
- low dust**
- low fumes**
- low emissions**
- low volatility**
- low toxicity**
- low hazard**
- low risk**
- low cost**
- low price**
- low margin**
- low profit**
- low return**
- low yield**
- low quality**
- low value**
- low reputation**
- low credibility**
- low trust**
- low loyalty**
- low retention**
- low engagement**
- low interaction**
- low participation**
- low contribution**
- low effort**
- low time**
- low energy**
- low power**
- low speed**
- low accuracy**
- low precision**
- low reliability**
- low durability**
- low longevity**
- low lifespan**
- low life expectancy**
- low survival rate**
- low success rate**
- low completion rate**
- low fulfillment rate**
- low delivery rate**
- low satisfaction rate**
- low approval rate**
- low acceptance rate**
- low adoption rate**
- low penetration rate**
- low market share**
- low competitive advantage**
- low unique selling proposition**
- low brand identity**
- low brand awareness**
- low brand recognition**
- low brand recall**
- low brand equity**
- low brand value**
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- low brand image**
- low brand perception**
- low brand attitude**
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- low brand loyalty**
- low brand commitment**
- low brand advocacy**
- low brand citizenship**
- low brand social responsibility**
- low brand environmental friendliness**
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- low brand transparency**
- low brand accountability**
- low brand integrity**
- low brand honesty**
- low brand sincerity**
- low brand authenticity**
- low brand originality**
- low brand uniqueness**
- low brand distinctiveness**
- low brand memorability**
- low brand simplicity**
- low brand clarity**
- low brand consistency**
- low brand coherence**
- low brand harmony**
- low brand balance**
- low brand proportion**
- low brand scale**
- low brand size**
- low brand weight**
- low brand volume**
- low brand density**
- low brand frequency**
- low brand intensity**
- low brand contrast**
- low brand saturation**
- low brand brightness**
- low brand luminance**
- low brand reflectance**
- low brand transmittance**
- low brand absorbance**
- low brand refractive index**
- low brand refractivity**
- low brand birefringence**
- low brand optical activity**
- low brand optical density**
- low brand optical path difference**
- low brand optical thickness**
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- low brand optical distance**
- low brand optical depth**
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- low brand optical standardization**
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- low brand optical accreditation**
- low brand optical registration**
- low brand optical trademarking**
- low brand optical patenting**
- low brand optical licensing**
- low brand optical franchising**
- low brand optical joint venture**
- low brand optical partnership**
- low brand optical alliance**
- low brand optical consortium**
- low brand optical network**
- low brand optical community**
- low brand optical ecosystem**
- low brand optical environment**
- low brand optical culture**
- low brand optical values**
- low brand optical beliefs**
- low brand optical attitudes**
- low brand optical behaviors**
- low brand optical intentions**
- low brand optical actions**
- low brand optical outcomes**
- low brand optical impacts**
- low brand optical consequences**
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- low brand optical results**
- low brand optical achievements**
- low brand optical successes**
- low brand optical failures**
- low brand optical challenges**
- low brand optical opportunities**
- low brand optical threats**
- low brand optical risks**
- low brand optical uncertainties**
- low brand optical ambiguities**
- low brand optical complexities**
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- low brand optical concerns**
- low brand optical questions**
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- low brand optical solutions**
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- low brand optical procedures**
- low brand optical processes**
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- low brand optical frameworks**
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- low brand optical theories**
- low brand optical hypotheses**
- low brand optical experiments**
- low brand optical observations**
- low brand optical measurements**
- low brand optical calculations**
- low brand optical analyses**
- low brand optical interpretations**
- low brand optical conclusions**
- low brand optical recommendations**
- low brand optical suggestions**
- low brand optical advice**
- low brand optical guidance**
- low brand optical assistance**
- low brand optical help**
- low brand optical aid**
- low brand optical support**
- low brand optical service**
- low brand optical**

CPCA Insight: Guide and Directory 2017 is now available. Get a digital copy of this annual bilingual publication for the Canadian paint and coatings industry today.

Download the electronic version.

**4TH ANNUAL
ISSUE** **CPCA INSIGHT**

Coming May 2018

Featuring:

- Industry news and technological advances
- Comprehensive CPCA directory
- Distribution to a national database, various levels of government and at key industry events

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SAVE THE DATE!

CPCA's 105th Annual Conference and AGM

**Wednesday, May 23rd & Thursday, May 24th, 2018
Toronto Marriott Downtown Eaton Centre Hotel
525 Bay Street, Toronto, Ontario**

CPCA Annual Conferences and AGM

105th Annual Conference and AGM

May 23-24, 2018

Marriott Downtown Eaton Centre Hotel
Toronto, Ontario

Other CPCA Dates to Save

CPCA Coatings Webinar

Spring 2018

CPCA Board of Directors Meeting

March 2018

CPCA Paint and Coatings Working Group Meeting

April 24, 2018

CPCA/AQIP Golf Tournament

July 9, 2018

PCWG Webinar on Enhanced NSN Program

January-February 2018

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Hello, savings.

Canadian Paint and Coatings Association members, use **offer code (BCD) D836600** to always save **up to 25% off base rates** plus, get other sweet deals like dollars off, a free upgrade, or free weekend days.

Book today at budget.com/800members or call **1-800-527-0700**.







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CPCA Report

Save the Date! 105th Annual Conference and AGM

CPCA's 105th annual conference and AGM will be held at the Marriott Downtown Eaton Centre Hotel in Toronto on May 23 and 24, 2018. The annual Chair's Reception and Awards Dinner will be held at the **Hockey Hall of Fame** in honour of the 100th anniversary of the Hall in 2018.

CPCA to Publish Insight 2018

CPCA is developing its next annual publication: Insight: Guide and Directory 2018, which is scheduled for May 2018. [Please consider advertising opportunities and plan for now.](#)

CPCA Hires New Staff

Effective in January, CPCA appointed two new staff members: [Rob Taylor](#) as new Vice President Public Affairs and [Melanie Di Tullio](#) as new Manager Graphic Design & Digital Communication. Both have extensive experience in their respective fields and will allow CPCA to add more value to the membership.

CPCA to Launch New Website

Later this Spring CPCA will launch a new and improved website with a fresh look, new features, and a comprehensive Member's Resource Centre with more added value from an enhanced and expanded functionality exclusively for CPCA members. CPCA will welcome any feedback from its membership and other users, for the public portion of the site, after launch. The goal is to continue adding functionality for members in a world of information overload.

CPCA Is Proud to Support Its Members' Achievement in Fortune World's Most Admired Companies

Three CPCA members are cited in the [top 100 World's Most Admired](#) companies: BASF, DowDupont and PPG Industries. This year's ranking is based on the survey of corporate reputations among executives of 680 companies in 52 industries around the world. The Fortune database is composed of the thousand largest US companies ranked by revenue along with non-US companies in the Fortune's Global 500 database with revenues of US\$ 10 billion or more.

Global Coatings Market Overview

The [CoatingsWorld article](#) by Doug Bohn, Orr and Boss, author of the CPCA Economic Impact Study, predicts positive growth in 2018 for the global coatings market, yet slightly lower than 2017 based on the key indicators of GDP, construction activity, automotive and industrial production that impact the sector.

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Focus on Ottawa

This section features items on Ottawa that may include federal government departments, legislation/regulation, federal officials, Parliament, the federal Cabinet and more. These are items which impact the daily lives of Canadian individuals and businesses, but which may receive little attention beyond Ottawa.

Global Affairs Canada Launches New Website to Assist Businesses Navigate Trade Barriers

The Honourable François-Philippe Champagne, Minister of International Trade, recently [announced](#) the launch of [Register a Trade Barrier](#), a new web page for Canadian exporters dealing with trade barriers. Through this new web page Canadian businesses can now register a trade barrier and then work with the Canadian Trade Commissioner Service and partner departments to address trade barriers affecting their exports or investments abroad.

Oncoming Competitive Challenges Facing Canada from the Perspective of Taxation

Canada [no longer has a business tax advantage](#) over the US. Failure to respond to the resurgence of American competitiveness will further diminish the prospect of sustaining Canadian manufacturing jobs.

Cyber Security 2018: Building Resilience Now and For the Future

According to a recent survey, the average cost of a data breach at Canadian

companies was \$5.78 million. Put simply, no one is safe. This event, scheduled for **March 1-2** in Ottawa, will present a three-part strategy to maximize cyber resilience.

Canadian Employers' Investment in Employee Learning and Development Continues to Rise

The Conference Board of Canada's [Learning and Development Outlook](#) shows that Canadian employers spent, on average, \$889 per employee on learning and development in 2016–17, an increase of \$89 per employee since 2014-15. The average number of hours of learning per employee per year is also rising, increasing from 25 hours in 2010 to 32 hours in 2016–17.

NAFTA: Canada Needs a Proactive Strategy

Feverish speculation grew earlier in January, and although we are still a long distance away from the end of NAFTA, Canada now needs a [three-pronged strategy](#): continue to push for a better NAFTA, deal with the threat of NAFTA termination, and prepare for and minimize the impact of an end of NAFTA scenario.

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Members Urged to Use Educational Materials for MEKO

Please note that all CPCA members are urged to use the educational materials provided for their use to inform customers about the issues related to MEKO in paint. These materials are provided to communicate the information on the Code of Practice for MEKO to company staff, contractors, DIY consumers and the public generally. Please note that this undertaking was required for the industry to secure a voluntary Code of Practice for MEKO instead of a regulation. Health Canada and Environment Canada will be evaluating the status of the effectiveness of the Code in several years, including the effectiveness and use of the educational materials. Based on that assessment a decision will then be made whether or not a regulation is required instead of a Code of Practice.



MEKO

**EDUCATIONAL RESOURCES
NOW AVAILABLE!**

The Canadian Paint and Coatings Association (CPCA) has developed educational communication tools to ensure that all consumers adopt recommended practices with regards to ventilation when using indoor alkyd paint products containing MEKO.

View, download or print copies of the **fact sheet**, **poster** and **video** or share a link to the materials on your social media networks and/or website.

www.canpaint.com/meko-educational-materials

 **CANADIAN PAINT
AND COATINGS
ASSOCIATION**

**ASSOCIATION CANADIENNE
DE L'INDUSTRIE DE LA PEINTURE
ET DU REVÊTEMENT**

Focus on Sustainability

CPCA features information on our industry's ongoing efforts to advance sustainability in all three pillars: environmental, social and economic.

Dow, Others Join Factor10 Circular Economy Project

Dow Chemical, ExxonMobil and 28 other companies will participate in the World Business Council for Sustainable Development's [Factor10 circular economy project](#). The project encourages the adoption of systems that can reduce waste. The worldwide circular economy comprises a potential \$4.5 trillion in additional economic output by 2030. Tactics from improving recycling and recovery, to the adoption of digital products, as well as the development of products-as-a-service businesses, can all help reverse what Accenture concluded has been a "choke" on economic growth due to volatile raw material prices and more expensive disposal costs.

Environmental Product Declaration Verification Granted to PPG Sealant Formulas

[PPG announced environmental product declaration](#) (EPD) verification for 15 formulas from the PPG TOP GUN® architectural sealants product line. PPG Top Gun is one of the first sealants in North America to publish a building and construction sealant EPD that is certified by the global public health organization NSF International. An Environmental Product Declaration (EPD) is a comprehensive, internationally-harmonized report that documents the ways in which a product, throughout its lifecycle, affects the environment. EPDs contribute to the transformation of green building initiatives, such as LEED v4, by enabling purchasing decisions built on science-based environmental information.

Sustainability in the Coatings Industry: 2018 Calls for Commitment, Measurement and Delivery

The coatings industry has played an important part over many years in addressing sustainability issues. [But where are the new initiatives that will help the industry keep the ball rolling?](#)

- Much attention is given to the development and acceptance of Product Category Rules (PCRs) that are key to the measurement of sustainability, such as the new PCR for Architectural Coatings in development at ACA.
- ACA is also developing comprehensive LCA models that conform to appropriate ISO standards and PCRs to highlight the sustainability benefits of biocides/preservatives.
- In Europe, the four-year [Product Environmental Footprint](#) (PEF) Paint Pilot program, led by CEPE and facilitated by the EC, will be completed this month. Four draft PCRs will be published, which can be utilized to evaluate varying grades of architectural paints on their performance from cradle to grave.
- The Beckers Group has developed the Beckers Sustainability Index (BSI) to quantify the sustainability of the products by providing a measure of both the material and the functional sustainability of its products.
- AkzoNobel has opened its most sustainable paint manufacturing plant ever in England that is pioneering a unique process technology system that radically reduces environmental impacts. AkzoNobel Decorative Paints UK has already reduced its carbon footprint by 25 per cent, water usage by 34 per cent and waste by 42 per cent over the last five years. The new plant is forecast to achieve further reductions of 50 per cent carbon and 50 per cent waste compared to the sites that it replaces, and will reuse 100 per cent of wash water and 90 per cent of solvent.

Sustainable Brands to Convene at SB'18 Vancouver

More than [3,000 brand and business leaders](#) will convene June 4 -7 at the Vancouver Convention Centre in Vancouver, British Columbia to focus on how brands are updating their products and services to meet shifting consumer demands in an evolving circular economy.

Sustainability, Resilience and Wellness: Pulse of the Real Estate Industry in 2017

A [recent survey](#) of the real estate and construction industry reveals that sustainability in the built environment continues to grow year after year, despite real or perceived added costs.

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Corporate Member Profile

This monthly feature profiles our valued members and highlights the work they do in the sector and their contributions to economic growth and sustainability. This month EMCO-Inortech is profiled.



Micca Paint Inc. is a Quebec-based company founded in 1985 specializing in the manufacturing of interior and exterior paints and coatings. As president, founder and principal shareholder, Michel Cutrone's 45 years of experience in the paint industry have been invaluable to the growth of the company. Micca Paint began production in an 8,000 square-foot building in Ville St. Laurent. Today, the head office, a 42,000 square-foot clean manufacturing plant, is located in a Laval industrial park in a building specifically constructed for paint fabrication.

Since the beginning, Micca's vision has been to develop new water-based coatings not yet available in the marketplace. Micca acknowledged, ahead of the "green" curve, that zero and low VOC paints, stains and epoxies were the future. Their paint brands offer superior levels of performance for the needs of the residential, commercial and industrial sectors. Micca's products are meeting or exceeding the government regulations related to the protection of the environment. Besides Micca's line of VOC-free paints, all of their latex or acrylic-based products are low in VOC.

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Staff Member Profile

This feature shines a spotlight on the valuable contributions of employees working for member companies. In the spotlight this month are Jean-Baptiste Moranta and Michael Wolfe, who lead EMCO-Inortech throughout CanadaCorporation



Jean-Baptiste Moranta (left) and Michael Wolfe (right) have been working closely together at EMCO-Inortech for the last 12 months and both have very competitive mindsets. JB is an accomplished fencer and competes on a national level. Michael has competed in his fair share of triathlons including those of the Ironman series.

They agree on many issues, namely, placing the customer's needs as the highest of priorities. Both are creative thinkers and are constantly considering new solutions for existing problems. While leaders of the past were often tasked with executing predetermined strategies, increasing efficiency, and improving pre-existing processes, one of the most valuable assets of future leaders is the willingness and ability to create something entirely new – a prime example of how JB and Michael envision the future of EMCO-Inortech.

“We know the world is changing rapidly, we know that change is accelerating, industries are evolving rapidly and there are new opportunities to focus on. Disruptive technologies are ones that can shape the impact of those changes. We plan to work closely with our current and future clients in helping them grow their business both domestically and abroad.”

The best leaders understand the benefits of working together, a dynamic which facilitates better decision-making and the communication of ideas.

Jean-Baptiste Moranta, Born in Valence (France), JB has studied Biochemistry and Business in Lyon. He spent 15 years working for several companies in the Dental industry both in France and Canada where he immigrated in 2003 with his wife and their 3 young children. Never chilly in front of a new challenge, JB has decided to change his career and joined Inortech in 2009 as account manager. His leadership and performances has raised him successively National Sales Manager and V.P. Sales Marketing and Operations.

Michael Wolfe is the General Manager of EMCO's Canadian operations. He is the Business Unit Manager for Specialty Silanes and Silicones and focuses on EMCO's sustainability initiative. He received his Master's degree in Business Administration from Baldwin Wallace University, and began his career in chemical distribution in 1988. Michael is proud to have served as a former president of the Cleveland Coatings Society. Throughout his career, Michael has studied the acceleration of corrosion as compared to that of exterior sites, the effects of various coalescing agents on latex systems, and the application of Inherently Conductive Polymers as a means of preventing the corrosion process, amongst many other endeavors. Michael and his wife Tina reside in Northeast Ohio, where he enjoys spending time with family and friends, participating in endurance sports, and gardening.

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Corporate Member News

Home Hardware Ranks First in Canadian Customer Experience & Receives Most Trusted Award

Leger's [Customer Experience](#) Index recently revealed Canada's top retailers. Home

Hardware ranked first with the top index of 73.1 with the lowest scoring competitive index at 52. Leger polled 400 recent customers over the age of 15. Last December, Home Hardware also received [BrandSpark](#) International's 2017 Most Trusted Award for Canada's major services and retail categories, including brick and mortar and e-commerce.

PPG and U-M Partner to Develop Coatings for Autonomous Vehicles & PPG Opens Industrial Wood Coatings Research and Development Lab

PPG participates in a public-private partnership with the University of Michigan's (U-M's) Mcity, aiming to improve transportation safety, sustainability and accessibility for the benefit of the society. Mcity is the world's first purpose-built proving ground for testing autonomous vehicles, connected-vehicle systems and related technologies and PPG is the first paints and coatings manufacturer to join this partnership.

The new [PPG wood product lab](#) will be dedicated to developing industrial coatings for flooring, kitchen cabinets, millwork, moulding and doors, used in the interior of commercial and residential buildings.

Axalta Coating Systems Unveils New Global Product Names Axalta is introducing [brand names](#) for the principal coating layers supplied to its customers that manufacture light vehicles and automotive plastic parts. The addition of names will make it easier for customers to understand Axalta's product offerings as well as to better differentiate the company's technologies in the marketplace.

Behr Uses Scottish Inspiration for New 2018 Hues

Using existing colors—including those from the 2018 Color Trends palette—Behr put [together a new color palette](#), inspired by the Scottish tradition of Còsagach (pronounced “kosgough”).

Chemetall Becomes BASF's New Global Brand for Innovative Surface Treatment Technologies

A little over a year ago BASF's Coatings division acquired Chemetall, a leading global surface treatment supplier. Being well-known within the industry for its high-quality products and solutions, Chemetall will operate as a [brand of the Surface Treatment global business unit of BASF's Coatings division](#). The new brand image reflects the impressive know-how of BASF in chemistry and coatings applications with Chemetall market-leading expertise in applied surface treatment.

AkzoNobel Receives Triple Recognition as Top Employer

AkzoNobel's has been recognized by the [Top Employers Institute](#), with the company receiving official certification in three of its key markets - Brazil, China and the U.K.

Azelis Companies Win BASF Distributor of the Year Award

Ribelin Sales, an Azelis company, [won two prestigious 2017 BASF Distributor of the Year Awards](#) for outstanding sales of Colors & Effects branded pigments into the Coatings market as well as into Plastics.

Celanese Opens Customer Color & Aesthetics Solution Center at Florence, Kentucky

The [new solution center](#) will support original equipment manufacturers and their tier suppliers in the automotive, consumer electronics, appliance, medical device, toys, kitchen/bath, and other specialty application industries. Celanese color technologists will collaborate closely with industrial designers interested in product innovations for appearance technologies using engineered materials, while customers can also leverage one of the broadest polymer product portfolios in the industry.

Chemours Features New Line of Abrasives at SSPC2018

Chemours introduced a new line of value-priced, [low free-silica blasting abrasives for surface](#) preparation at SSPC2018, held two weeks ago in New Orleans.

Mergers, Acquisitions and Partnerships

Celanese Completes Omni Plastics Acquisition

Celanese will [integrate](#) Omni's thermoplastic compounding product portfolio and production capabilities into Celanese's engineered materials business.

DowDuPont Spin-offs to Occur by Mid-2019

DowDuPont Inc. raised its forecast for cost savings from its push to [divide itself into three companies](#) and updated its timeline to complete the process. Specialty products and agriculture will separate into two different entities.

BASF Completes Sale of Paper Dispersions site in Austria to Synthomer

The [restructuring will strengthen BASF's](#) ability to compete in the market for paper coating dispersions in the long term.

Report: Debt financing Offered for AkzoNobel Specialties Buyers

A syndicate of [five banks is offering €7 billion](#) (\$8.68 billion) in "staple financing" to potential buyers of AkzoNobel's specialty chemicals business, according to a Reuters report.

Hunter Coatings Partners with Milesi Wood Coatings

Hunter Coatings in N.C. has [a new distribution agreement](#) to carry the complete line of Milesi wood coatings.

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Appointments in the Paint and Coatings and Adhesives and Sealants Industry

Please forward any appointments or changes in staffing to [Micheline Foucher](#) at CPCA.

Chromaflo Hires New Territory Sales Manager

[David Hyde is returning to Chromaflo Technologies](#) as territory sales manager for Thermosets and Coatings, in the Southeast region. Hyde was formerly a technical service manager for Coatings Americas at Chromaflo and worked as a regional sales account manager at D.B Becker.

Covestro AG Extends Board of Management Member's Contract

In January, the Supervisory Board of Covestro AG [extended Board of Management member Dr. Klaus Schäfer's contract](#) through the end of 2022. Schäfer has been a member of the Board of Management since 2015. As Chief Technology Officer, he is responsible for production and technology as well as all chemical production sites of the company.

HERO Products Promotes Arnold Yong

[ICTC Holdings Corp. has promoted Arnold Yong](#) to Director, New Business Development Latin America, and Marketing Manager. During his tenure, he has played a major role in the evolution of HERO's growth in the Latin American market area. Yong will continue to work from HERO's facilities in Vancouver.

Paul Ly Acting Head-Environmental & Safety Compliance at Cloverdale Paint

[Ed Linton officially retired on January 26](#) and Paul Ly, Quality and Process Efficiency Manager at Cloverdale Paint will replace Ed, until Cloverdale Paint appoints a new Head of Environmental & Safety Compliance Officer. Ed was an active CPCA EHS committee participant and CPCA thanks him for his work and wishes him a happy retirement.

Green Seal Inc. Names New CEO

The board of directors of eco-labeling organization Green Seal Inc. has appointed [Doug Gatlin as the new Chief Executive Officer](#) (CEO) since January 16.

Akzo Nobel and Mullen Lowe Group Expand Collaboration

Akzo Nobel [announced the appointment of Mullen Lowe Group](#) as the new creative agency partner for its Paints global marketing organization. The new partnership aims to deliver on the growth objectives and business opportunities of Akzo Nobel's professional paints activities globally. Mullen Lowe was appointed last year as the global creative partner for Akzo Nobel consumer paints.

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START TRAINING NOW TO PREPARE FOR GHS

CPCA has partnered with ICC Compliance Center to offer training on GHS* to its members.

Members of CPCA receive 15 per cent off ICC's in-person training classes across Canada for GHS Supervisor Manager and GHS Classification.

Visit CPCA's online store for easy access to ICC's online courses on GHS and other topics. Click [here](#) to start training today!

* CPCA strongly recommends that its members start training their employees as early as possible in the new year prior to the official coming into force of GHS in Canada on June 1, 2015.



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www.canpaint.com/ghs-training

International News

Global Paints and Coatings Market Between 2018-2023 & Global Marine Anti-Fouling Coatings Market Forecast to 2023

Global Aerospace Antimicrobial Coating Market - Forecast to 2022

[North America is estimated to be the largest market for aerospace antimicrobial coatings](#) in 2017. Among the companies mentioned in the report are the following CPCA members: Akzonobel, BASF, PPG Industries and Sherwin-Williams.

Market Research Profiles

- Global Self-Cleaning Photocatalytic Coatings Market, [2017](#)
- Global and Regional Wood Coatings Market, [2018](#)

Contact Adhesives Market Worth US\$4.97B By 2022

This [market is expected to grow](#) at a CAGR of 5.15 per cent between 2017 and 2022. Woodworking should lead this market.

Increasing Demand for Acrylic Adhesives in the Asia-Pacific Region

This [market should grow](#) at a CAGR of 5.9 per cent at the end of 2024.

CoatingsWorld Global Pigments Market Overview

The global organic [pigments market continues to develop](#) in line with the coatings market segments and strongly correlates to regional GDP growth rates in North America. Automotive coatings, effect pigments continue to develop faster than regular color pigments; in industrial coatings, the demand for premium durability and weathering resistance continues to be essential. The ability to respond to these unique customer needs is key for continuous growth within the coatings market.

Economic News

What Can the Paint and Coatings Industry Do with Digitisation and Big Data?

Coatings companies' [corporate processes](#) are still only partially digitized, with very little networking between them around the world. Digital concepts for coatings manufacturing will also be topic at the [EC Technology Forum | Enhancing automation](#) in Berlin, Germany, on March 14 and 15.

CoatingsTech: Are Climate Change and Pollution Impacting Coating Formulation?

The performance of exterior architectural coatings are directly impacted by climate change-influenced weather and high pollution levels in large cities in developed and emerging markets. Do changing weather patterns influence the development of coatings raw materials and final formulations? [CoatingsTech surveyed](#) coating formulators and resin, additive, and pigment manufacturers regarding their perspectives.

Five Sales & Marketing Hacks for Sustainable Coatings Products

The retail specialists at shop4pop are [sharing some promotional hacks](#) designed to help sustainable coatings brands push their products' green credentials and build a loyal customer base of Earth lovers.

Artificial Intelligence, Implementation and Human Resources

The aim of this technological revolution is to increase productivity, efficiency and flexibility. It is believed that [artificial intelligence could drive a 14 per cent increase in global GDP by 2030](#), a \$15.7 trillion potential contribution to the global economy annually. The technological revolution also means a radical change to the corporate value chain. A OECD study concluded that on average 9 per cent of jobs in the 21 OECD countries would be at a high risk of automation and some experts even go so far as to claim that 85 per cent of jobs that workers will be doing in 2030 haven't been invented yet.

Earth to Face a 40 % Shortfall in Water Supply by 2030

Read about the importance of [managing water resources](#) at the global scale.

Index of Consumer Confidence: January 2018

[Canadians are less confident](#) starting 2018 with all regions seeing a decline in the index.



Focus on Architectural

New Canada Mortgage and Housing Corporation Studies Look at Home Prices and Attitudes of Future Homeowners

A new [CMHC study](#) looks at rising home prices in Canada. CMHC also released the 2018 Prospective Home Buyer Survey results, which explores the dynamics of home buying intentions for First-Time Buyers, Previous Owners and Current Owners.

Real Estate Market Forecast/Update 2018 for Toronto, Montreal, Vancouver, Calgary

The [Toronto housing](#) market shrank 18 per cent in 2017 and will cool further in 2018. The forecast for [Calgary](#) and Vancouver is different as it should mirror the positive US Real Estate forecast before long. In the meantime, the Montreal housing market is free of negative constraints and should be booming.



Focus on Industrial & Automotive

Canadian Auto Sales Off to a Strong Start After Record-breaking January
[Auto sales reached 117,300 in January](#), up 5.7 per cent from the same time last year. New light vehicle sales reached an all-time record, increasing 9.1 per cent from December and hitting 73.2 per cent of the market. The prospect of increasing interest rates may have prompted more buyers to lock in a low-interest rate last month.

KPMG: Canada Could be One of the First with Self-driving Vehicles
 Southern Ontario [has a perfect ecosystem](#) to support research and testing.

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Canadian Paint and Coatings Association members save 40% on all shipments with UPS®



In today's ever-changing marketplace, the Canadian Paint and Coatings Association understands your need to save time and money. Let the experts at UPS help by managing your shipping and supply chain needs so that you can focus on your business. You can receive these discounts even if you already have a UPS account. It's free to sign up and there are no minimum shipping requirements.

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VISIT membersbenefitprogram.com/cPCA



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Technical News

Self-stratifying Coatings: a Review

A recent paper discusses various aspects of [self-stratifying coatings](#), such as surface tension, solubility theory and the effect of pigment location.

Effect of the Adhesion of Ag Coatings on Antibacterial Properties

A [new study shows](#) that the adhesion force between metal-based antibacterial coatings and polymer substrate decides the effectiveness and durability of antibacterial performance.

Predicting the Levelling of Commercial Paints

An [innovative measurement and evaluation process](#) developed by Fraunhofer IPA means that for the first time, the properties of any paint can be used to predict its levelling behavior. By using this procedure when developing a paint, the development time can be reduced by 15 per cent on average and EUR 150,000 worth of development cost savings.



Focus on Architectural

CoatingsTech: Novel Acrylic Polymer for Architectural Exterior Paint and Primer in One Coatings Application

This [study focuses on developing a polymer](#) that addresses key needs for paint and primer in one exterior coatings, such as dirt pick-up resistance (DPUR), leaching resistance, early rain resistance, gloss retention, grain crack resistance, adhesion,

efflorescence resistance, and tannin blocking. The polymer is designed to withstand the exterior elements in formulations featuring <25 g/l volatile organic compounds (VOC).

Effectiveness of Commercial Anti-graffiti Treatments in Granites

A [new study shows](#) the efficiency of two chemically different anti-graffiti coatings (sacrificial and permanent anti-graffiti products) on two different compositional and textural granitic stones

Wettability and Bonding Quality of Coatings on Wood Surfaces

A [new study investigates](#) the wettability of two exterior coatings (water-based [acrylic](#) and oil-based alkyd varnishes) on the sanded wood surfaces was measured using a sessile drop contact angle method.



Focus on Industrial & Automotive

New Binder for Lignin-based Paints

Researchers at the Fraunhofer Institute for Manufacturing Technology and Advanced Materials have [succeeded in producing a paint primer](#) on the basis of lignin, which, for example, can be obtained from plant residues. Lignin—next to cellulose—is the most abundant natural product and is a by-product of paper production.

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Webinars, Courses and Publications

Webinars/Summits 2018

2018 GlobalChem Conference & Exhibition
[February 28-March 2](#), Washington, DC

Food Contact USA Conference
[March 8 and 9](#), Washington, DC

EC Technology Forum I Enhancing automation
[March 14-15](#), Berlin, Germany

American Coatings Show and Conference
[April 9-11](#), Indianapolis, Indiana

COSTHA 2018 Annual Forum & Expo
[April 22-25](#), Weston, FL

ACHEMA 2018 Discover the Future of the Process Industry
[June 11-15](#), Frankfurt, Germany

Publications/Courses

Protective Coatings for Offshore Wind Energy Devices
A [new paper](#) reviews 34 commercial coating specifications.

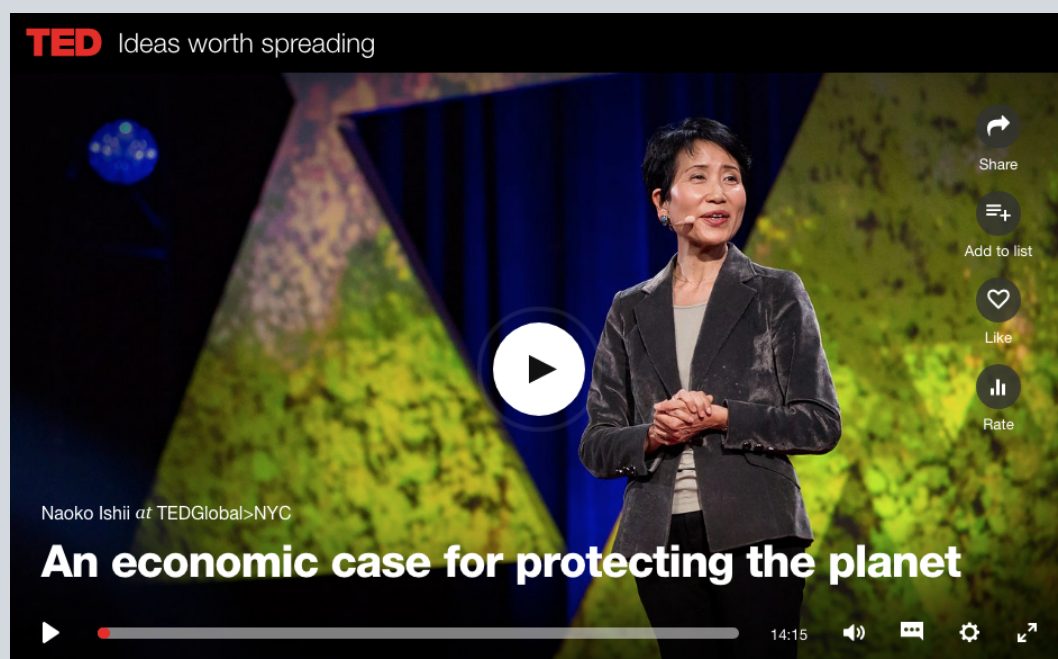
CoatingsWorld 2018 International [Buyer's Guide](#)

Canada's Spotlight on [Global Value Chains](#)

TED Talks

An Economic Case for Protecting the Planet

We all share one planet -- we breathe the same air, drink the same water and depend on the same oceans, forests and biodiversity. Economist Naoko Ishii is on a mission to protect these shared resources, known as the global commons, that are vital for our survival. In an eye-opening talk about the wellness of the planet, Ishii outlines four economic systems we need to change to safeguard the global commons, making the case for a new kind of social contract with the earth.



Register For A Diploma In Coatings Technology



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Training courses are now **online** and will enable members' staffs and partners to get training as needed. Once the training is completed, successful candidates will receive a Diploma in Coatings Technology. This is an opportunity for members to provide necessary skills training to retain effective staffing levels. The three levels of training available via CPCA are shown at right.

Theoretical Concepts

The course is designed to provide the theoretical basics of coatings technology for young people who are just entering the industry, or who have been working in the industry for some time but who want to upgrade their status in the industry by earning a Diploma in Coatings Technology.

Industrial Paint Applicators

In view of the complexity of most industrial coatings, the course is recommended to industrial paint applicators who need to be able to appreciate the composition, performance capabilities and handling of the products they purchase and use.

Sales and Marketing

Designed for those working in a non-technical role such as purchasing of raw materials, production scheduling or sales or marketing, and who may not be interested in the Diploma as such. These candidates do not need to sit for the examinations and may enroll in only one semester to gain expertise in a subject of particular interest to them.

Learn more about our online courses:

Online training for TDG and WHMIS is also available for members and non-members.

CanPaint.com/training-and-education



Have a closer look at online training available through CPCA:

- Diploma in Coatings Technology
- Certification in Transportation of Dangerous Goods (TDG) and Workplace Hazardous Materials Information System (WHMIS)
- Globally Harmonized System of Classification and Labelling of Chemicals (GHS) Training Partnership with ICC Compliance Center

Upcoming Events

There are new upcoming events that may be of interest to the paint and coatings industry. Please consult www.canpaint.com for more information on topics, times and locations.

International Surface Coating Conference & Expo

March 19 - 21, Mexico, Mexico

9th Biocides Symposium

May 3-4, 2018, Berlin, Germany

3rd Canada Woodworking East

October 24-25, St-Hyacinthe, Quebec

PRA's 11th International Woodcoatings Congress

October 23-24, Amsterdam, Netherlands

The Assembly Show

October 23-25, Rosemont, Illinois

DOMOTEX USA (Residential Floor Covering)
February 28 to March 2, 2019, Atlanta, Georgia

Canada Woodworking West
October 2019, Abbotsford, B.C.

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CPCA Partners

Product Care Launches New EHF Reporting System

PCA launched its updated [Environmental Handling Fee](#) (EHF) reporting system on January 29. All historical EHF reports and invoices will be imported into the new system and remain available. The process for submitting EHF reports will remain the same. New features will include the ability to download account statements, as well as an improved system for notifying PCA of remitter relationships between members.

ICG CEPA Conference, October 1-3 2018

CPCA members should plan to attend this event in the [fall of 2018](#). On October 1, members will be able to benefit from 3-4 hands-on workshops. Watch for the final CEPA Conference program and registration form to be released by mid-year.

International Coalition Calling for Reform of IARC's Monographs Program

[The 1-year old Campaign for Accuracy in Public Health Research](#) (CAPHR) Coalition is an education and outreach initiative to promote credible, unbiased, and balanced assessments of science as the basis of policy decisions and help the public and policymakers understand the relevance of public health studies in our daily lives. ACC, CIAC and SOCMA are partners of this coalition.

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CPCA Affinity Program Benefit for Member Companies

CPCA encourages its members to take advantage of savings on personal products via our Affinity Program.

Please contact [CPCA](#) for more information.

Take advantage of your CPCA member benefits.

* Benefits are based on individual circumstances like age of autos, accidents, etc.

CPCA Coatings Technology Scholarship



CPCA annually awards a scholarship to deserving children of staff of member companies, continuing the long-standing tradition of the Toronto Society for Coatings Technology over many years. The award is made by CPCA's Education Committee and granted to high school students who have excelled in their final year and have been accepted for further post-secondary education. Granting the award is based solely on academic achievement.

If you have questions, wish to suggest a story, or if you would like your news published in Prime Time News, please contact the [Editor](#). CPCA reserves the right to choose which stories will be published and to edit material received for length, clarity and style prior to publication.

Editor's Note: All financial information is in Canadian dollars unless otherwise stated.

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