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CPCA Prime Time News



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"There are only two kinds of businesses in this world: Businesses in crazy competition, and businesses that are one of a kind."

– Peter Thiel, Cofounder of PayPal and Palantir

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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:

- Proposed Federal Amendment to Reinstate the Use of CBI Concentration Ranges in WHMIS 2015 Hazardous Products Regulations Now Being Challenged by Labour Groups: Industry Formally Responds to Health Canada

- CPCA Working with Pest Management Regulatory Agency Officials on "Cluster Analysis" of Paint Preservatives Set for Risk Evaluation in 2018-2022
- CPCA to Work Jointly with Pest Management Regulatory Agency on Compliance with Treated Articles
- CPCA Gathered Information on Copper Compound Uses in Canadian Paint and Adhesives Products
- CPCA Automotive Refinish Council Addresses VOC Emissions Reduction Scenario Expected from Metro Vancouver's Proposed By-law 1086
- Government Publishes Updated Two-year Rolling Plan for Phase 3 of Chemicals Management Plan
- Information Disseminated to Members on Federal Asbestos Regulations Targeting the Import, Manufacture and Sale of Products Containing Asbestos
- Government to Consult Industry in 2018 on Implementation of Aspects of Recommendations from the Parliamentary Environment Standing Committee Report on CEPA Review
- Consultation on First Phase of Transition for Packaging and Printing Paper Management for Ontario Producers

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CPCA Welcomes Baolijia



[Shanghai Baolijia Chemical](#) Co., Ltd. is a professional large-scale manufacturer of all types of emulsions, integrating development and production together. They have four production bases in China, located in Shanghai, Guangdong, Chengdu and Yantai, an advanced R&D team and automated production lines. The company has eight subsidiary corporate and distribution networks across China and its products are sold throughout the entire nation and in Southeast Asian countries. Baolijia's main products include styrene acrylic emulsion, acrylic emulsion, silicone acrylic emulsion, stone-like emulsion, primer emulsion, elastic emulsion, cement system emulsion, emulsion for protective film, textile emulsion and acrylic binder for textile.

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CPCA Adhesives and Sealants Advisory Council

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

President's Message

Many large companies and some SMEs, including CPCA member companies, have sustainability goals and targets and publicly report on them regularly. These goals are put in place for environmental reasons, but they also make good business sense. Efficient use of natural resources, like energy, has been shown



to reduce operating costs in most cases. In recent years with the growing importance of product stewardship, now referred to as the circular economy, companies are also doing what they can to reduce the environmental impact of their products and services all along the supply chain. The big challenge going forward is to scale the efforts over time.

Of course, many initiatives are also driven by customer preferences. While paint and coatings products have been regulated in terms of VOC emissions and the like with impressive movement to water-based products for decorative paint, and increasingly for other categories, regulatory pressures

continue. Other areas on which companies have focused attention are company programs that reduce fuel use, limit real estate footprints, manage water and wastewater more adroitly, all while ensuring customers get the same product performance. These approaches now drive competition in the marketplace to a large degree. For example, paint and coatings companies develop products that help companies and their customers reduce their environmental footprint, while creating value for the company. These product lines, for example, include:

- Coatings used for communications installations, satellite dishes and radars, which help resist corrosion, abrasion and are self-cleaning in most environments
- Optical fibre coatings make telephone and internet technology possible by protecting glass fibers transmitting telecommunications signals
- Architectural paints are now more durable, last longer and protect valuable assets
- Powder coating for automobiles reduce the number of process steps and reduces energy consumption
- Special anti-fouling marine coatings help decrease a ship's fuel consumption, while protecting the environment from invasive species
- Anti-reflective glass coatings for solar panels are critical for the solar energy market
- Military-specified coatings provide blast mitigation in buildings like embassies and defense installations
- Conductive thermal control coatings play a vital role in aerospace technology minimizing drag in the air and eliminating debris build-up reduces fuel consumption

These and many other products are functional coatings, which help reduce the overall environmental footprint not only for the company, but for consumers using the products.

Some CPCA member companies have attempted to address the challenges of sustainability and focused on the principle of what gets measured, get's done. Many now have regular, annual sustainability reporting as an ongoing part of their business planning. They continue to address challenges of integrating sustainability into the long-term business strategy. The focus on sustainability has been incorporated into their internal decisions related to allocating capital. In some cases this includes supporting public policies that address stewardship, which we have seen in Canada with paint recycling programs in every provincial jurisdiction with close to 30 million kilograms recovered in 2017. The focus on recovery of left over paint continues to be a priority even though in some cases it continues to be a moving target as certain governments continue to redefine the way they provide oversight of such programs.

Some of the ways in which paint and coatings companies address the alignment of sustainability with capital allocation decisions include:

- Setting and updating GHG reduction goals linking it with compensation and sustainable product innovation
- Using life cycle assessment to set business goals to expand product offerings and reduce risks

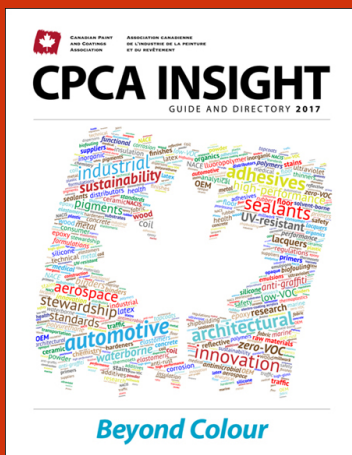
- Setting long-term goals that are consistent with climate science
- Ensuring R&D is aligned with sustainability criteria
- Chief Sustainability Officers (CSO), or those with that function, sign-off with the controller on capital budget requests over a certain level (e.g. \$5 million) which for some larger companies is \$5 million and more, to ensure sustainability is evaluated and included in decision making
- The CSO is one of the decision makers for large internal capital budget requests
- Developing metrics to factor in the social and environmental impact of their suppliers along the supply chain to determine true costs
- Making investments in new environmental research and innovation

Paint and coatings companies, large and small, are doing some or all of the above and taking measures to address their environmental footprint. See the section below in Focus on Sustainability profiling environmental initiatives of two strong SME members in Quebec, Laurentide Re-sources and CanLak, and how they are moving the needle on environmental innovation with support for research and investing in new initiatives. Many companies are making concerted efforts to reduce their environmental footprint, to regularly report on the success of those initiatives and their efforts should be recognized and applauded.



J. Gary LeRoux
President & CEO

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Get More Insight from CPCA's Annual Guide and Directory

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.](#)

The background of the banner is a close-up, artistic shot of a paintbrush with orange paint, set against a dark red background.

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

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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
Winter 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

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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**.







Terms and Conditions: The savings of up to 25% applies to Budget base rates and is applicable only to the time and mileage charges of the rental. Offer does not apply to car group K&A fees, fees (including but not limited to Air Conditioning, Extra Recovery Fee, Concession Recovery Fee, Vehicle License Recovery Fee, Energy Recovery Fee, Tire Management Fee, and Frequent Traveler Fee) and surcharges (including but not limited to Customer Facility Charge and Environmental Fee Recovery Charge) are extra. Please mention BCD D836600 to take advantage of this offer. Offer is available for U.S. and Canadian residents only for rentals at participating locations in the U.S. and Canada. Offer may not be used in conjunction with any other BCD number, promotion or offer. Weekly rates require a minimum five day rental period. Weekend rate available Thursday noon, car must be returned by Monday 11:59 p.m., or higher rate will apply. A Saturday night keep and an advance reservation may be required. Discount valid on rentals checked out no later than December 31, 2018. Offer is subject to vehicle availability at the time of rental and may not be available on some rates at some times, including some online rates at Budget.com. Car rental return restrictions may apply. Offer subject to change without notice. Holiday and other blackout periods may apply. Renter must meet Budget age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. ©2018 Budget Rent A Car System, Inc.

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 to Participate in Next IPPIC Coatings Summit 2019, Shaping the Future of a Dynamic Industry

CPCA will participate in the [most prestigious forum of the industry](#) organized by the International Paint and Printing Ink Council (IPPIC) and Vincentz Network in Paris, France, on January 30 - February 1, 2019, and invite other senior coatings

executives to join this forum to help define industry's challenges and solutions.

CPCA to Partner with RCMA for 2018 International Roof Coatings Conference

The biennial International Roof Coatings Conference, organized by the Roof Coatings Manufacturers Association (RCMA), is the premiere roof coatings industry event, offering education on the latest economic trends, emerging technologies, and research developments for industry professionals involved in roofing, coatings, and building sciences. The [conference](#) is scheduled for July 23-26 at the Fairmont Chicago Millennium Park in Chicago.

CPCA Working with Two Government Agencies on Developing Important Communication Messages for Industry

Over the next several weeks, CPCA will initiate work to assist government departments in developing and reinforcing clear regulatory compliance messages for the industry. Members have been asked for their input and comments in advance of these projects. Further information is available in the [Members Only section](#) of the CPCA website.

Canadian Manufacturing Coalition Writes to Finance Minister Morneau Ahead of Budget 2018

CPCA was among the signatories of a recent CMC letter sent to the Finance Minister urging a range of tax reforms to boost investment and growth in the manufacturing sector. The letter states how manufacturing is a critical driver of innovation, prosperity and jobs in Canada, since it represents 30 per cent of all economic activity, over 25 per cent of employment, directly accounts for 35 per cent of all private-sector R&D, and 75 per cent of all exports. Manufacturing is now at a critical juncture, with capital investment and foreign direct investment having fallen, resulting in weakening productivity and global competitiveness, and fewer new innovations. Business capital investment in 2017 is expected to fall to levels not seen since the great recession a decade ago. In the US, manufacturers invest on average eight times more than an equivalent Canadian company. The combination of actions proposed by CMC should be significant steps to restore balance between Canada and the US for tax and investment purposes for manufacturing.

Explosives Regulatory Division to Pre-consult CPCA and Other Stakeholders on Its Regulatory Amendment Project

The Explosives Regulatory Division (ERD) of Natural Resources Canada administers the Explosives Act and the [Explosives Regulations](#) which will be amended in late spring to further restrict a long list of substances targeted by allied countries, which will include UN number 1261, 1485, 1489, 1495, 1486, 1499, 1498 and others. Some metal powders that are used in the manufacture of homemade explosives and that may also be used in the manufacture of paint and coatings are of concern to ERD. CPCA has sought input from its members and asked ERD for further information on the amendment in order to correctly assess possible implications and reporting requirements for the paint sector. For further information, contact [CPCA](#) or visit the [Members Only section](#) of the CPCA website.

CPCA Participates in Two International Paint and Printing Ink Council Industry Stewardship Committee Meetings

CPCA was updated with a status report on IPPIC's efforts related to the Responsible Mica Initiative (RMI) and continued work on the UN's Lead Paint Alliance and participation in the UNEA3 Meeting in Nairobi to discuss Lead Paint and other concerns. Other efforts include a draft Microplastics Position Paper for paint products and discussions on further involvement and contribution to the Chemicals Management Strategy at the UN (CiP/SAICM). Also included is work by CEPE and ACA along with actions of other paint associations to prevent the carcinogenic classification of Titanium Dioxide in Europe and elsewhere in the world. IPPIC also discussed the potential benefit of endorsing the [UN-Global Impact](#) and Nanotechnology Standards monitoring. ACA/CPCA also reported on their joint biocides efforts and growing concerns that key preservatives might no longer be available for use in paint products in Canada and the US due to differences in current assessment methodology, interpretation of data and regulatory processes. For more about this topic, please visit the [Members Only](#)

[Section.](#)**Titanium Dioxide Update**

ACA (American Coatings Association) and CEPE (European Council of the Paint, Printing Ink and Artists' Colours Industry) continue to actively raise concerns and provide strong evidence on the impact of a cancer hazard classification for titanium dioxide (Cat 2) and the negative international trade implications, which would result from such a classification. Since the beginning, not only is the basis of this new TiO₂ classification on animal studies questionable, but all epidemiological studies concluding no clear association of cancer with TiO₂ have been ignored completely. Industry will soon finalize and submit updated epidemiological information. In parallel, ACA has contacted the US Department of Commerce and International Trade seeking its engagement on this file in an effort to communicate global scale concerns and explore possible exemptions to the CLP. The publication of a draft ATP (Adaptation to Technical and scientific Progress) is expected soon, which will be followed by discussions at CARACAL (Competent Authorities for REACH and CLP) meetings in early spring. Currently, it appears that any potential implementation of this new classification in the EU may not take place before May 2020.

IPPIC Committee Discusses WE&RF White Paper Microplastics in Aquatic Systems: An Assessment of Risk

IPPIC is currently working on the development of a Microplastics Policy Paper and has been gathering new data to be reflected in a proposed draft outline. IPPIC recently discussed findings of the WE&RF white paper, a critical literature review that seeks to identify knowledge gaps in this field. The Water Environment & Reuse Foundation (WE&RF) is a nonprofit foundation that benefits from a combined research portfolio of over \$200 million to conduct research on how to treat and recover beneficial materials from wastewater, stormwater, and seawater. It plays an important role in the translation and dissemination of applied research, technology demonstration, and education in the US and to inform policy makers and the public. The first thing to consider is the term "microbeads" is not equivalent to "microplastics." Microbeads are only one component of microplastics (MPs) and are a different matter as MPs are added to consumer products and, therefore, can be regulated. While microbeads are being phased out of consumer products in the United States and restricted in other jurisdictions like Canada, they will not likely decrease in water due to fibres and breakdown fragments from macro-plastics and that WWTPs, which remove the majority of microplastics captured in sludge via filtration (99% removal). It also finds questionable whether currently existing aquatic toxicity tests assess the potential physical impacts of MPs. No standard methods exist for sampling and quantifying MPs, therefore making it impossible to compare studies or reliably predict exposure, effects, hazard, or risk in improved models. MP sampling methods for smaller MPs (especially for <300-500 micron) should be standardized along with aquatic toxicity tests.

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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.

Canada's Prime Minister Optimistic NAFTA Can be Saved

In a [recent interview with The Canadian Press](#), the prime minister said he still believes there's a good chance negotiations will result in what he calls a "win-win-win." However, with a general election in Mexico and a U.S. congressional vote later this year, time is running out to salvage the 23-year-old accord, which governs more than \$1 trillion in trade. The sixth round of talks between the US, Canada and Mexico to update the

NAFTA is taking place during the week of January 23-28, as a key moment for the trade deal. Negotiators have been making progress in a number of areas such as online commerce, although there are large stumbling blocks on content origins for automobile parts and manufacturing, dairy, and resolving trade disputes. Before the sixth round, only two chapters had been completed out of a new deal that should include nearly 30. Many important US business groups continue to advocate for a revamped accord, including the American Chemistry Council and Major Detroit automakers.

Federal Pre-Budget Consultation Ended January 26

The [pre-consultation focused](#) on four themes: progress for the middle class, economy of tomorrow (fostering of innovation and skills), lifelong learning, and gender equality. The revised budget will be presented in March. Canada's deficit was set to continue dropping over the next five years, from \$19.9 billion to \$12.5 billion in 2022-23, and there is still no budget balance in sight.

[Innovative Solutions Canada Program](#) Partnering with [Eligible Canadian SMEs to facilitate Early Development](#), Testing and Validation of Prototypes as well as Preparing for Commercialization

- If your idea is selected, you could receive up to \$150,000 in support to develop a proof of concept.
- If your proof of concept is approved, you could receive up to \$1 million in support to develop a prototype.
- If the developed innovation solves the Government of Canada's challenge, government could be your first buyer.

Canada Publishes Federal Greening Government Strategy & Details Carbon-pricing Plan

[Published on December 19](#), this strategy aims to respond to climate change by required actions to: 1) reduce GHG emissions with new targets: 80 per cent reduction below 2005 levels by 2050; and 2) increase the resiliency of assets, services, and operations to adapt to the changing climate.

[Carbon pricing](#) is in place in four provinces (Alberta, B.C., Ontario and Quebec), covering more than 80 per cent of the population. The government will continue to engage provincial and territorial governments, Indigenous Peoples, industry, environmental groups, and other stakeholders on the design of the federal carbon pricing system during the winter and spring of 2018. As part of its Greening Strategy, the GHG reduction steps include carbon tax and the implementation of fee systems to be completed by all provinces/territories by September 1. If the fee system is not in line with federal expectations, then federal requirements will prevail.

[Greening government operations](#) will support Canada's sustainability goal with all new buildings needing to be "net-carbon ready" starting at the latest in 2022 and all major building retrofits to be low-carbon. A net zero energy ready building code will be published in 2022. By 2030, 90 per cent of construction renovation and demolition wastes will be diverted.

Canada Committed to More than \$180 million to Support Electric and Alternative Fuel Infrastructure Across Canada and Announced New Redesigned SmartDriver Program for Commercial Truckers

The [coast-to-coast network of electric vehicle fast chargers will be expanded](#) on the national highway system to encourage the transition to electric vehicles and lower-carbon alternatives, which is a necessity for Canada's low-carbon future. This funding will also be deploying natural gas refuelling stations along key freight corridors and establishing hydrogen stations in key metropolitan centres, along with developing enabling codes and standards.

The [Minister of Natural Resources announced](#) a new, redesigned online SmartDriver for Highway Trucking (SDHT) program to help the commercial trucking industry reduce operating costs while decreasing GHG emissions. This flexible training program offers improved tools to prepare drivers for the demands of modern trucking for driving efficiency. With heavy-duty vehicles accounting for 37 per cent of GHG emissions from the transportation sector, fuel-efficient equipment and improved driving practices can help individual drivers reduce their fuel consumption by up to 35 per cent.

SCC CEO John Walter Began Term as ISO President on Jan. 1

Mr. Walter was [elected as the next ISO President](#) at the 39th ISO General Assembly meeting held in 2017. Mr. Walter outlined some of the priorities on which he will concentrate during his term. These include helping ISO achieve the objective of "ISO standards used everywhere," increasing oversight and accountability of Council and of the General Assembly, and creating a Regional Strategy that will be implemented to the benefit of ISO's entire membership.

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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.



From Left to right: Nancy Déziel, General Director of CNETE, Félix Buisson, André Buisson, President of Société Laurentide, and Mario Clermont, Director of Laurentide Re-sources

Société Laurentide Welcomes to Its Research Premises Its Partner the National Center for Electrochemistry and Environmental Technologies (CNETE) and Centre for the Transfer of Technologies of the Shawinigan College (CCTT)

Société Laurentide recently upgraded its research centre and has furthered its already successful ten-year research partnership with the [CNETE](#) by hosting the CNETE during its \$6.7 million expansion project, thereby [creating in Shawinigan a new niche of technological excellence dedicated to coatings and post-consumer paint](#). This synergy between a post-consumer paint manufacturer, a recovery unit, and a national research centre will accelerate current research efforts related to improved reclamation practices for solids obtained from the collection of post-consumer paint residues and their transformation into other types of products, in accordance with the objectives of the circular economy model of the recyclable materials value chain. In addition to the successful production of Boomerang recycled paint, other examples of the successful transformation of post-consumer paint appear very promising, particularly as an additive in concrete preparation, as well as in creating an asphalt restorer made of 99 per cent recycled content. Following a convincing concrete pour in 2017, a whole culture shift will soon begin in the concrete industry driven by demand from municipalities.



Éric Vaillancourt, Vice President of Canlak Inc., announcing the new research project

Canlak, Université Laval Partnership Formed to Advance Ecologically Responsible Wood Finishing

Canlak actively pursued and supported [the opening of this new research program](#) to provide training for at least 21 graduate students and postdoctoral fellows in the chemistry of wood finishing and densification products and in wood densification processes.

PPG Makes Paint Easier for Self-driving Cars to 'See'

In the universe of self-driving vehicles, the popular shades of black and gray present a challenge. Dark surfaces absorb much more light than white ones, the infrared signals emitted from self-driving car sensors don't bounce back as well from dark cars and they are not easy to see. [PPG has developed coatings for dark vehicles](#) that detect light in an under-layer and then reflect the signal back to the sensor before it's absorbed too deeply.

AkzoNobel and Gasunie Looking to Convert Water Into Green Hydrogen Using Sustainable Electricity

AkzoNobel Specialty Chemicals and Gasunie New Energy [have joined forces](#) to investigate the possible large-scale conversion of sustainable electricity into green hydrogen via the electrolysis of water.

ACA Brochures and Video on Sustainability Coatings Protect, Preserve, Provide

[Various informative facts on the sustainability role of coatings](#) have been gathered in many industrial markets that are served by the paint industry, such as for Architectural, Aerospace, Automotive, Marine, Defense, Solar Wind & Energy, Communications, Cool Roofs, Protection and Safety and Infrastructure.

UN Global Compact

This organization represents a [voluntary initiative based on CEO commitments](#) to implement universal sustainability principles and to take steps to support UN goals. The [UN Global Compact](#)'s governance framework was adopted in 2005. The UN Global Compact's General Assembly mandate is to "promote responsible business practices and UN values among the global business community and the UN System." Read more regarding the application process.

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.



On January 1, 2017, EMCO Chemical Distributors Canada Ltd. acquired Inortech Chemie Inc. Terrebonne, Quebec. This acquisition reflects EMCO Chemical Distributors' ongoing commitment to increasing its market position in the specialty chemical

industry. JB and Michael recognize the strengths of both companies and agree that the joining of organizations is a unique model which few specialty chemical distributors in the world can offer.

The purchase of Inortech expands EMCO's range of product offerings and enables the provision of superior support services. The synergies of EMCO Chemical Distributors

Canada and Inortech generate a full-line specialty distributor and a leader in CASE products (coatings, adhesives, sealants and elastomers), as well as in the Ink and Plastic industries. A full application laboratory staffed with highly qualified chemists, along with three manufacturing sites has created a hybrid among suppliers to the CASE, plastic and elastomers industries.

With over 25 years of serving customers in Canada, Inortech is headquartered in Terrebonne, Quebec and is well established in the industry. EMCO was founded in 1971 and has been distributing chemicals and providing packaging services in excess of 40 years. Today, EMCO is ranked as one of the top 10 North American distributors.

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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 Canada Corporation



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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TREAT YOURSELF

Up to 25% off base rates for CPCA members

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Corporate Member News

NSERC/Canlak in Partnership with Laval University Launch an Industrial Research Chair in Finishes for Interior Wood Products

The mission of the [NSERC/Canlak Industrial Research Chair in Finishes for Interior Wood Products](#) is to increase the use of interior appearance wood products by developing finishing products or densification processes that improve the performance of these products or give them new attributes. Université de Haute-Alsace, Bern University of Applied Science, and Université de Lille will also be partners in the research. The new Research Chair aims to position Canada as a global leader in eco-responsible interior wood finishing and densification using innovative practices and solutions via cooperative R&D projects. This unique partnership will differentiate itself by including the complete value chain for finishing interior products. “The decision to invest in the NSERC-CANLAK Research Chair is in line with our company’s mission: focus our efforts towards the development of high quality and innovative products, enabling Canlak to maintain its position as leader in the Wood Coatings Industry,” [said Normand Guindon](#), President & CEO at Canlak Inc.

3M, PPG, DowDuPont Innovate for Future Auto Industry

[3M, PPG Industries and DowDuPont](#) are developing a slew of new products for the automotive industry of the future, which will be rooted in lightweight materials, advanced technology and larger, more powerful batteries. 3M CEO Inge Thulin said the company expects automotive coatings and other products to become a multibillion-dollar part of its business over the next five years.

PPG Launches BUILDER PERFORMANCE™ Interior Latex & PPG Completes Another Colourful Communities Program Project in Pittsburgh

Available in flat ready-mix colors and tint bases, PPG’s BUILDER PERFORMANCE™ interior latex wall and ceiling paint is [designed](#) especially for volume homebuilders and commercial contractors to provide precise color consistency for routine touch-up jobs. PPG also announced the completion of a COLORFUL COMMUNITIES project that helped revitalize a pediatric extended care center in Pittsburgh. The [Colorful Communities program provides PPG volunteers](#) and paint products along with financial contributions to bring color and vitality to communities where the company operates around the world.

Chemours Breaks Ground on Research Facility

The Chemours Company has [broken ground](#) on the company's new state-of-the-art research and innovation facility on the University of Delaware's Science, Technology and Advanced Research (STAR) Campus.

Axalta Global Automotive 2017 Color Popularity Report: White is Top Choice Worldwide

[White comes first](#), followed by black (18 per cent), silver (13), gray (10), red (7), then blue and brown/beige and others.

Top Paint Companies: CPCA Member Sherwin-Williams is Now No. 3

Coatings World, which maintains a global ranking of the top paint and coatings manufacturers, [shows that Sherwin-Williams is now in third place](#).

Deventer Open Innovation Center Available to Chemical Start-ups in 2018

AkzoNobel Specialty Chemicals [signed an agreement](#) which will see its Deventer site in the Netherlands transformed into a chemistry and technology innovation hub.

Mergers, Acquisitions and Partnerships**Protech/Oxyplast Group Buys Powder Coatings Providers**

The Protech/Oxyplast Group of Montreal, Canada, [has purchased](#) Trimite Powders Inc. of South Carolina. Protech/Oxyplast also bought the [MG Industries-Erie's PVC Powder Coatings Business](#).

PPG to Acquire Dutch Architectural Paint Wholesaler ProCoatings

ProCoatings is a leading architectural paint and coatings wholesaler located in The Netherlands. [The transaction will close in the first quarter 2018](#).

PolyOne Buys Spanish Masterbatch Firm

[PolyOne recently acquired IQAP Masterbatch Group SL](#), a privately owned specialty colorants and additives maker with customers throughout Europe. PolyOne, a publicly traded compounder and resin distributor based in Ohio, has been active in the M&A arena with four color-related company acquisitions over a 6-month period in 2017.

Sika Acquires US Manufacturer of Structural Expansion Joints

[Sika has acquired Emseal Joint Systems, Ltd.](#), a US-based manufacturer of structural expansion joint products with annual sales of EUR34 million.

Nordson Acquires Sonoscan

Sonoscan's acoustic imaging solutions [are adjacent](#) and highly complementary to Nordson's existing bond testing, X-ray and automated optical inspection solutions

NanoXplore Inc. Finalizes Acquisition of CEBO Injections SA

NanoXplore Inc., a world leading graphene company, [finalized](#) for its plastic division, the acquisition of CEBO Injections SA, a Swiss-based precision injection molding company, from BCR Plastic Group.

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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.

Covestro Names New Coatings Operations Head

Covestro LLC [has named](#) Aleta Richards to succeed Christine Bryant as head of commercial operations for its North American Coatings, Adhesives and Specialties



(CAS) business, effective February 1. Bryant will be the new head of the Polyurethanes unit in North America.

CPMA Elects New Officers at Annual Meeting 2017

At its [88th Annual Meeting, the Color Pigments Manufacturers Association \(CPMA\)](#), Eric Christman, BASF Colors and Effects, was elected CPMA President and Mark Vincent, Dominion Color Corporation, was elected as Vice President.

Renier Vree Appointed New AkzoNobel Chief Financial Officer of Specialty Chemicals Business

The CFO appointment of Renier Vree becomes effective on March 1. AkzoNobel has announced a dual-track process for the separation of its Specialty Chemicals business, either via a private sale or a legal demerger [for April 2018](#).

Véronic Landry Appointed Research Chair Holder

Veronic Landry, Associate Professor in the Wood and Forestry Department, Université Laval, [has been appointed](#) New Research Chair Holder of the NSERC-CANLAK Industrial Research Chair for the Finishing of Interior Wood Products launched at the end of 2017.

The CHEMARK Consulting Group Adds Director of Enterprise Transformation Practice

[Mark Leigh was directly appointed Director of Enterprise Transformation Practice, effective immediately](#). Leigh has over 20 years of experience leading chemical and plastic businesses.

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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 Top 10 High Growth Paints & Coatings Markets 2017-2021

The [top 10 high growth markets](#) are elastomeric, UV, polyurea, insulation, ceramic, automotive coatings, medical, silicone, fluoropolymer, and epoxy coatings.

Global and North American Paint and Coatings Market 2018-2023

The global paints and coatings market [valued at US\\$144 billion in 2018](#), should achieve a CAGR of 4.58 per cent during the 2018-2023 period. The North American market [valued at US\\$32 billion in 2018](#) and should achieve a CAGR of 3.8 per cent during the same period.

Global Wood Coatings Market 2017-2021

This [market is forecast to grow at a CAGR of 6.59 per cent between 2017 and 2021](#). The latest momentum is the growing popularity of UV-cured coatings. One of [the major market drivers](#) is the increasing number of house remodeling projects. One of the major factors hindering growth is increasing concerns about wood logging.

2018-2022 Industrial Coatings Market

Solvent borne technology is [projected](#) to account for largest market share but in years to come this scenario might change, as the growing demand of solvent free powder coatings is boosting. Rising infrastructural activities coupled with demand for fire protection coating solutions will drive the market.

[Global Automobile Surface Coating Market Comprehensive and In-depth Research to 2022](#)

[2018-2023 Global Survey and Trend Research in Architectural Paints and Coatings](#)

[Sol-Gel Coatings Market Forecast to 2022](#)

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Economic News

Year in Review and Look Ahead: Canadian Economy Delivered Stellar Growth in 2017, but Will Slow Significantly in 2018

Following an increase of 3.0 per cent in 2017, Canada's economy is [forecast to grow 2.1 per cent in 2018](#), according to the Conference Board of Canada, which will be followed by a 1.9 per cent growth in 2019, according to the [RBC](#). Despite record high debt loads, consumer spending will remain a driver of economic growth in 2018.

Where's the Dollar Headed? 3 Factors to Weigh in 2018

Due to oil prices, interest rates and NAFTA negotiations, the Canadian dollar [is predicted](#) to fall as low as 75 cents against the U.S. dollar from the 78-to-80-cent range of the last six months of 2018.

Insurance Companies to Reduce the Amount of Payouts Following Natural Disasters

According to [Ceres recommendations](#), insurance companies should view 2017 as a wake-up call to take climate-related risk more seriously and consider the potential impact severe weather events can have on their portfolios.



Focus on Architectural

Economists Expecting Torrid Pace of Homebuilding to Cool in Canada This Year

Homebuilding will decline as tighter mortgage lending rules and rising interest rates will prevail. However, the December's decline in housing starts bucked a [strong year for homebuilding in 2017](#) with total starts up 9.2 per cent from 2016 and apartment starts up 6.2 per cent as developers continued to build condos and apartments even as Canada's long housing boom showed some signs of slowing. The [overall national trend in housing starts held steady at its highest level since 2008](#).

PaintSquare Debuts Free App at SSPC 2018 Last Week

The [free of charge brand-new PaintSquare app](#) is designed to be a field coating contractor's best friend. It includes quick calculators to easily determine figures like paint

consumption and dry film thickness.



Focus on Industrial & Automotive

Canadian Auto Industry Expected to Downshift in 2018

Faced with declining demand from American car buyers and increasing trade uncertainty, Canadian automotive production is expected to advance just 0.8 per cent this year, [according to the Conference Board of Canada](#). Going forward, demand for new vehicles will continue to ease as a result of the aging of the Baby Boom population and urban millennials purchasing fewer vehicles due to ready access to ride-sharing.

Report Demonstrates Canada is on Track to Make Auto Sector a Global Leader Through Key Strategic Investments

The automotive industry is one of Canada's largest manufacturing sectors and is the largest export industry, employing over 530,000 Canadians directly and indirectly. A recent report, [Drive to Win](#), proposes actions to help ensure that Canada can benefit from a larger piece of overall investments in the sector.

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VISIT membersbenefitprogram.com/cPCA

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Technical News

Efflorescence: Substrate Wetting Additives Make a Difference on Coated/Uncoated Concrete

New substrate wetting additives [improve the spreading capacity of emulsion paints](#). Accelerated efflorescence or alkali blocking testing show improved effectiveness in filling crevices/pores of concrete surfaces.

Synthesis of Low-Dimensional Polyion Complex Nanomaterials via Polymerization-Induced Electrostatic Self-Assembly

[Nanostructured polyion complexes \(PICs\) are appealing in biomaterials applications.](#)

Influence of Nanometer Pigment on Colour, Surface Gloss and Infrared Emissivity in Low Infrared Emissivity Coatings

For four coloured coatings with low infrared emissivity, the [colour of the coatings changes significantly based on the nanometer pigment](#). Their emissivity increases slightly while the surface gloss of coloured coating decreases greatly. The surface microstructure of coating was characterized and the mechanism of nanometer pigment was discussed.



Focus on Architectural

Paints and Varnishes Based on Potato Starch

German researchers at the Fraunhofer Institute are [developing a cost-effective coating based on renewable raw materials](#) with a focus on potato starch. Initial degradation steps improve potato starch solubility in water and its film forming ability. Then going through esterification and a cross-linkage process, the resulting starch esters show good film forming and very good adhesion properties on various substrates.

 Focus on Industrial & Automotive

Environmentally Friendly Flame Retardant Poised for Market Entry

Swiss Researchers at Empa have developed EDA-DOPO, a [novel, environmentally friendly flame retardant](#) for use as a replacement for halogenated chemicals in polyurethane foams.

Poly(m-aminophenol) Improves Antibacterial, Antifouling and Corrosion Protective Performance of Epoxy Coatings

The [PmAP displayed excellent antibacterial property](#) against both Gram-negative Escherichia coli and Gram-positive Bacillus subtilis. The coatings containing PmAP possessed high ability to inhibit the formation of biofilm which is the key process to prevent the occurrence of biofouling in the initial stage. Meanwhile, coatings with PmAP possessed high corrosion protective performance.

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Webinars, Courses and Publications

Webinars/Summits 2018

45th Annual International Waterborne Symposium
[February 4-8](#), New Orleans, LA

Cargo Logistics Canada Expo and Conference
[February 6-8](#), Vancouver, Canada

PCI Powder Coating 2018 Technical Conference
[March 12-13](#), Indianapolis, IN

ECOAT18
[April 24-26](#), Tampa Bay, FL

Powder Coatings Summit -The Next Generation of Coatings Technology
[October 2-3](#), Columbus, OH

Publications/Courses

[Corrosion Prevention and Control Management e-Course](#)

[Deloitte's Force of Changes: Industry 4.0 Collection](#)

Polymers & Coatings Winter 2018 Short Course
[February 12-16](#), San Luis Obispo, CA

Chemquest Partners with Fraunhofer IFAM to Deliver EWF-European Adhesive Bonder (EAB) Course in US
[Successful completion will result in a diploma recognized in Europe.](#)

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TED Talks

Five Must-Watch TED Talks for Chemical Engineers

TED brings the most vivid minds from around the globe to spread their ideas. Whether you're a chemical engineering student or a working engineer, you probably have ups and downs in inspiration, or maybe just need a few moments' break between tasks, so why not turn to an informative and inspiring TED Talk? Check out these five TED Talks to take your mind to new places.



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.

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CPCA Partners

ReGeneration Announces Revised Environmental Fees for New Brunswick Paint Program

The revised Environmental Handling Fees will [come into effect](#) on April 1, 2018. The current fee rates for paints continue to apply to sales made up to and including March 31, 2018. The fee rates are set by PCA's board of directors and the government.

CPMA Recognizes CPCA Member's Valuable Contribution at its 2017 Annual Meeting

At the Annual Meeting 2017, the Color Pigments Manufacturers Association [formally recognized](#) outgoing President and Chairman John Marten, Shepherd Color, for his dedicated leadership and service over the last two years and recognized retiring board members Matt McClure of Apollo Colors and Mike Klein of Dominion Colour for their many years of dedicated service and leadership. Marten noted Klein's valuable guidance as past board chair and longtime board and executive committee member.

American Coatings Show 2018 & Conference

The [American Coatings show](#) will include 11 pre-conference tutorials, 90 technical presentations, and a combined Welcome Reception and Poster Session. It will include a keynote presentation by Dr. Barry Snyder, senior vice president and chief technology officer at Axalta Coatings Systems. The full conference program will soon be posted. Please make plans to attend and/or sponsor this event in Indianapolis on April 9-12, 2018.

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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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