



CANADIAN PAINT  
AND COATINGS  
ASSOCIATION

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

CPCA 105<sup>th</sup> Annual Conference & AGM

# CHALLENGES

## of a Sustainable Industry





**Keep what  
you need,  
Recycle the Rest**



PaintCare™ is a market-based product stewardship program that: reduces environmental impacts and needed resources for production; reuses recycled content and packaging; recycles leftover paint resources. It seeks to increase acceptance of all three tools for efficient waste reduction and responsible resource recovery.

CPCA supports a policy of sustainability that meets the business objectives of its member companies, while preserving the health and safety of its workers and protects human health and the environment. The industry seeks to minimize its impact on the environment and enhance public health and safety through the responsible use of natural resources, as well as the adoption of pollution prevention, waste minimization, risk management and product stewardship practices throughout the value chain.

Visit [canpaint.com](http://canpaint.com) to learn more or to find a local member company that participates in the PaintCare™ program.

## Thank you to our Sponsors

We would like to take this opportunity to thank all those who have sponsored this year's 105<sup>th</sup> Annual Conference & AGM. Your support is important to CPCA and critical to the success of our event.

*If you would like to sponsor this year's conference contact  
Micheline Foucher. [mfoucher@canpaint.com](mailto:mfoucher@canpaint.com)*

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# CPCA 105<sup>th</sup> Annual Conference & AGM

# CHALLENGES

of a Sustainable Industry

**May 23 & 24, 2018**

Downtown Marriott Eaton  
Centre Hotel

525 Bay Street,  
Toronto, Ontario M5G 2L2

Welcome Reception  
Business Sessions

## Overview

Hosted by CPCA, this annual networking event explores major trends, challenges and innovations in the paint and coatings industry.

### ***As a delegate, you will be able to:***

- Network with key executives in the Canadian coatings industry
- Hear presentations by knowledgeable speakers from across North America
- Establish new contacts in the industry: manufacturers, suppliers/distributors, government, academia, and more
- Discuss coatings management and operational issues with executives in the coatings value chain from enterprises of all sizes
- Learn from success stories that continue to drive growth and prosperity in the coatings industry
- Obtain insight and ideas from your peers in the industry.

**May 24, 2018**

Hockey Hall of Fame  
Esso Hall

30 Yonge St.  
Toronto, Ontario M5E 1X8

Chair's Dinner & Awards

## Itinerary

### ***Wednesday, May 23, 2018***

<b>NOON</b>	Registration <i>Located at the top of the escalator</i>
<b>1:30-5:00</b>	CPCA Board of Directors Meeting ( <b>Board Members Only</b> )
<b>6:30-9:30</b>	Welcome Reception <i>Adelaide Room</i>

### ***Thursday, May 24, 2018***

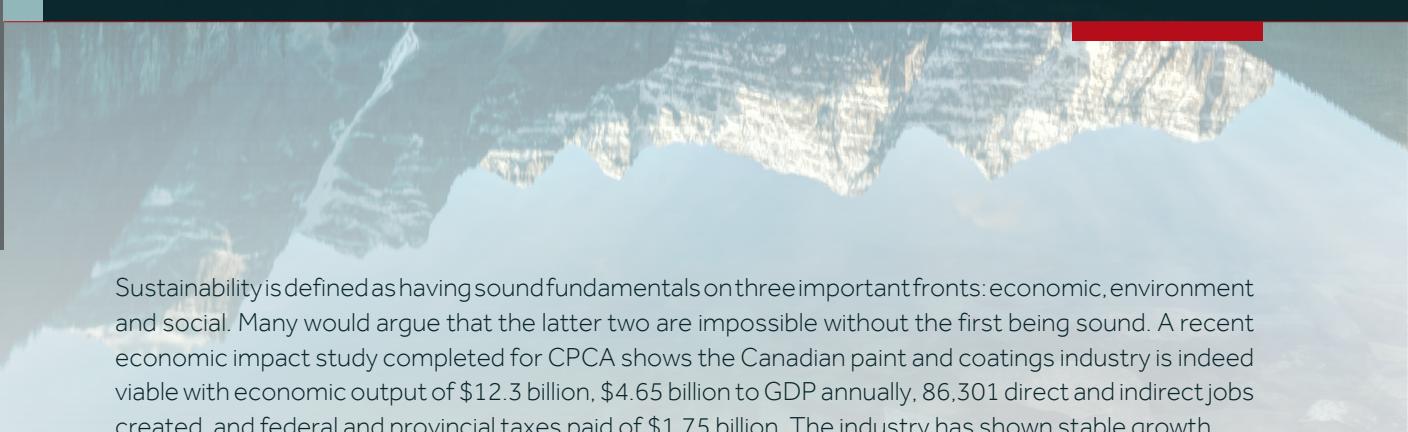
<b>7:30 - 9:00</b>	Breakfast & Registration <i>Salons 1 &amp; 2</i>
<b>9:00-5:00</b>	Plenary Business Program <i>Salons 3 &amp; 5</i>
<b>6:30-7:30</b>	Chair's Reception - <i>Hockey Hall of Fame</i>
<b>7:30-9:30</b>	Chair's Annual Awards Dinner <i>Hockey Hall of Fame</i> <i>Esso Hall</i>





# CHALLENGES

of a Sustainable Industry



Sustainability is defined as having sound fundamentals on three important fronts: economic, environment and social. Many would argue that the latter two are impossible without the first being sound. A recent economic impact study completed for CPCPA shows the Canadian paint and coatings industry is indeed viable with economic output of \$12.3 billion, \$4.65 billion to GDP annually, 86,301 direct and indirect jobs created, and federal and provincial taxes paid of \$1.75 billion. The industry has shown stable growth.

The economic health of the industry has occurred while industry has made substantial gains on the environmental front. To name a few, these include: significantly reducing VOC emissions by 75 percent in 54 architectural and automotive categories; close to 100 percent of decorative coatings are now waterborne instead of solvent based; 27 million kilograms of paint was recycled in Canada in 2017; and a 20 percent reduction in fuel consumption from antifouling coatings on ocean-going vessels reducing GHG emissions and preventing invasive species from entering Canadian waters.

The coatings industry is committed to protection of the environment, enhancing human health and the quality of life through the responsible formulation, production, and sale of high quality, safe products. If and when government decides that current levels of use and application of specific substances in products need to change to protect people and the environment, industry will not hesitate to comply.

**The question is: Are those changes evidenced-based and scientifically prudent versus impacts on the economic goal within the definition of sustainability.** That is what this conference will explore in some detail.



**9:00-9:15**

## Chair's Welcome

*Tim Vogel, Chair  
CEO, Cloverdale Paint*

**9:15-9:45**

## Importance of Biocides in Coatings

*Adrian Krygsman, TROY*

There needs to be support for the continued safe use of an essential raw material, biocides, for waterborne decorative paint formulations around the world. Known as preservatives, these antimicrobial additives are necessary for controlling the growth of unwanted micro-organisms in waterborne paints. Because of the widespread public acceptance of waterborne architectural paints, and the industry's commitment to safe use of the antimicrobial preservatives needed for their formulation, it is critical that regulatory agencies around the world understand the essential nature of these products as part of their continued effort to evaluate and respond to any new, or emerging health, safety and environmental information.

**9:45-10:15**

## Resource Productivity and Recovery Authority and Ontario's Move to a Circular Economy

*Frank Denton, CEO RPRA*

The Waste Free Ontario Act, 2016 came into force on November 30, 2016. Through this legislation, the Government of Ontario entrusted the Resource Productivity and Recovery Authority with a mandate to play a critical role in supporting Ontario's transition to a new way of harnessing the value of waste to achieve environmental and economic outcomes. This session will provide an overview of the Authority, the role it is playing in supporting these changes, and how these changes could affect CPCA members.



**10:15-10:30**

## Networking Break

*Trinity Ballroom Foyer*

**10:30-11:00**

## Regulatory Alignment Please

*Dave Darling, Vice-President, Health, Safety & Environment  
American Coatings Association*

Regulatory alignment between Canada and the United States was never more important than today. ACA and CPCA has been focused on this for a number of years, but in recent months this has ramped up. Issues of concern include potential actions on industrial, automotive and architectural coatings related to VOCs as CARB moves forward on a new regulation. This impacted VOC decisions in Canada in 2009. Product Category Rules for coatings that lead to Environmental Product Declarations, which can assist industry in highlighting the strength of their brands. More recently biocides used as paint preservatives have come under the microscope in Canada and those need greater alignment. The goal of ACA and CPCA is always greater alignment for our members on both sides of the border.

**11:00-11:30**

## CPCA Annual Review

*Gary LeRoux, President and CEO, CPCA*

This is an annual review of the work of the association over the past year looking back and ahead at what might be expected in the coming months. Prominent among those issues are sustainability, stewardship, economic trends, potential trade challenges, regulatory initiatives, ongoing mergers and acquisitions, various issues raised by NGOs with respect to sustainability of the industry, and more. At the federal level the final phase of the Chemicals Management Plan continues assessing more than 500 substances used in coating products. The federal government continues its consideration of possible amendments to the Canadian Environment Protection Act (CEPA, 1999) to possibly further restrict use of substances in coating products. We will know where we stand in June.



**11:30-12:00**

## Annual General Meeting

(Members Only)

**12:00-1:30**

## Luncheon Salon 1 & 2

**1:00-1:30**

## Keynote Speaker

*Dr. Michael Cunningham, GreenCentre Canada*

Environmental, health and safety impacts of organic vapor emissions from coatings (i.e. paints, varnishes, sealants) have spurred investigation of new coatings to replace solvent-based coatings that contain volatile organic compounds (VOCs). Replacement of solvent-based coatings with aqueous formulations is desirable, but with water-based latexes discrete polymer particles must coalesce to form a complete film, a complex process that often leads to imperfections in the coating. Consequently, solvent-based formulations continue to be used, despite concerns about health and environmental impacts. Carbon dioxide responsive copolymers have been used as a new class of coating. This session will look at how this new approach works.

**1:30-2:00**

## Moving Forward on Ecologically Responsible Finishing

*Veronic Landry, Chair NSERC-CANLAK  
Industrial Research, Laval University*

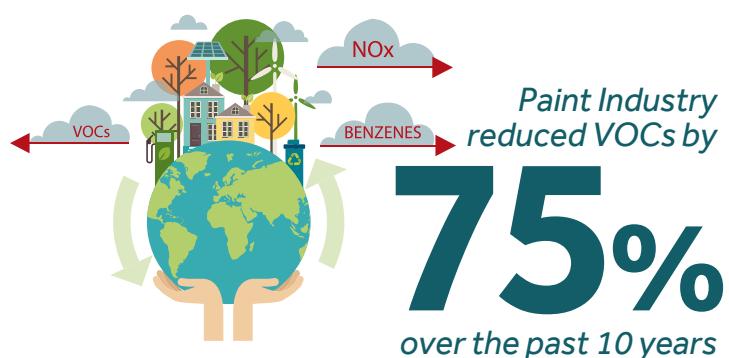
The NSERC-CANLAK Industrial Research Chair was made possible thanks to a five-year \$3.7-million investment by NSERC, \$2.2 million of which was a contribution of the industrial partners. The decision to invest in the NSERC-CANLAK Research Chair is in line with CANLAK company's mission of focusing efforts on the development of high quality and innovative products to maintain its position as a leader in the wood coatings industry. The innovative concepts proposed by the Chair will enable Canlak and other companies to continue its progression by ensuring that its clients can benefit from the latest technological developments.

**2:00-2:30**

## Global Chemical Regulations Impacting Coatings

*Joyce Borkhoff, Vice-President INTERTEK Chemicals Group*

This session looks at key impacts of emerging chemical legislation in Canada and around the globe including next steps on the Chemicals Management Plan in Canada, impacts of TSCA reform in the United States, and international activities with the potential to impact Canada's coatings industry. The latter will delve into key global activities such as nanotechnology and proposed EU restrictions on TiO<sub>2</sub> with a particular focus on the impact on CPC members.



**2:30-3:00**

## Post-Consumer Paint Recycling

*Mark Kürschner, President, Product Care*

Post-consumer paint recycling has and will continue to be a sustainable hallmark of Canada's paint and coatings industry. For over 20 years the Canadian paint industry has been working to ensure a strong approach for recycling leftover paint. As a leader in the operations of paint recycling programs, Product Care works closely with industry and relevant stakeholders to ensure progress continues on paint stewardship in Canada. This session will update all on developments in 8 of the ten provinces in which Product Care is responsible for paint recycling on behalf of all the brand owners as set out in provincial legislation.

**3:00-3:30**

## Networking Break *Trinity Ballroom Foyer*



**3:30-4:00**

## Engineering Product Sustainability

Dr. Sanjeev Chandra, PhD, P.Eng., FAAAS, FASME

Professor, Mechanical Engineering

Associate Director, Centre for Advanced Coating Technologies (CACT)

The paint and coatings industry is driven by research and innovation to improve product quality, performance, and sustainability. Through partnerships with industry and government, the University of Toronto's Centre for Advanced Coatings Technologies (CACT) is carrying out advanced engineering research to perfect the application of coatings to diminish defects, develop colour variations and reduce air bubbling, while working to develop renewable lining bio-based feedstocks. In its ninth year of operation, with approximately 40 researchers, the Centre is dedicated to both fundamental and applied research in the area of industrial coatings application.

**4:00-4:30**

## Regulatory Challenges to Sustainable Manufacturing

Bob Carberry, Carberry Insights

This session examines the current state of our North American regulatory system and the opportunity that greater regulatory cooperation provides to rationalize the complex array of overlapping international regulatory systems. It is important for Canada to reconsider its current approach to regulating in the context of globalized manufacturing and increasingly integrated supply chains. It is critical to consider greater cooperation between regulators, the important role of stakeholders, and the implications for trade agreements. All from one who has served Canada as a senior official focused on regulatory cooperation between Canada and the United States.

**4:30**

## Closing Remarks

Gary LeRoux, President & CEO, CPCA

**6:30-7:30**

## Chair's Reception Hockey Hall of Fame

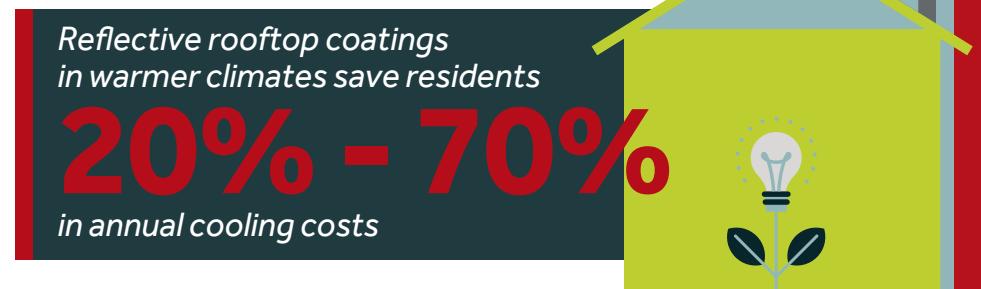
**7:30-10:00**

## Chair's Annual Awards Dinner Hockey Hall of Fame

30 Yonge St, Toronto, Ontario M5E 1X8

(Dress: Business Formal)

- Canadian Coatings Industry Award Presentations
- Roy Kennedy Outstanding Achievement Award
- Industry Achievement Award
- Industry Statesman Award



## Notes



## Canadian Paint and Coatings Association Annual Conference and AGM

Thank you for taking the time to participate in this conference evaluation. Your comments will enable us to better plan and execute future conferences and tailor them to meet your needs.

**Gary LeRoux, CPCA President and CEO**

### SURVEY

**1.** How did you hear or learn about the conference?

- Website       Social media  
 Email / newsletter       Sales call  
 Other \_\_\_\_\_

**2.** Please specify the main reason for attending this conference:

- Networking       Speakers  
 Content       Personal | Career  
 Opportunity to express thoughts on CPCA products and services  
 Other \_\_\_\_\_

**3.** Which speaker(s) were you most interested in listening to?

\_\_\_\_\_  
\_\_\_\_\_

**4.** Did the conference fulfill your reason for attending?

- Yes       Somewhat       No

**5.** What was the most beneficial aspect of the conference?

\_\_\_\_\_  
\_\_\_\_\_

**6.** Would you recommend this conference to others?

- Yes       Maybe       No

**7.** How many external conferences/seminars do you attend, on average, in a year?

\_\_\_\_\_

**8.** What other topics or themes are of interest to you for a conference?

- More technical sessions in business program  
 More regulatory information in business program  
 Technical committee meetings during conference  
 More social activities in program

**9.** Do you have any suggestions to improve the Annual CPCA Conference and AGM?

\_\_\_\_\_  
\_\_\_\_\_

**10.** Do you favour any specific location for future conferences?

\_\_\_\_\_  
\_\_\_\_\_

**11.** Please indicate your overall satisfaction with this conference:

**Conference content**

- Very satisfied       Somewhat satisfied  
 Neutral       Very dissatisfied  
 Somewhat dissatisfied       Very dissatisfied

**Registration process**

- Very satisfied       Somewhat satisfied  
 Neutral       Very dissatisfied  
 Somewhat dissatisfied       Very dissatisfied

**Venue**

- Very satisfied       Somewhat satisfied  
 Neutral       Very dissatisfied  
 Somewhat dissatisfied       Very dissatisfied

**Food and beverage**

- Very satisfied       Somewhat satisfied  
 Neutral       Very dissatisfied  
 Somewhat dissatisfied       Very dissatisfied







canpaint.com



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