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“ I knew that if I failed
I wouldn't regret that,
but I knew the one thing
I might regret is not trying.

Jeff Bezos
Chairman and CEO of Amazon

REGULATORY RADAR HEADLINES

- Paint and Coatings Working Group Members Address Several Chemicals Management Plan Issues at Face-to-face Meeting with Government

Officials

- Members Updated on Consultation Process Ahead of Environment Minister's Final Response to Parliamentary Report on CEPA Review
- CPCA Member Views on Treated Articles Policy Shared with PMRA Officials Prior to Formal Release
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- Member Comments Shared with Natural Resources Canada Following Pre-consultation on Proposed Restrictions for Acetone and Aluminum Powder Flakes in Retail Products
- CPCA Still Open to Member Input on CPCA Questionnaire on Key Biocides to be Re-evaluated
- Members Updated on WHMIS 2015 CIC Industry Working Group Discussions Following Notice of Intent to Remove Consumer Product Exemptions from Hazardous Products Regulations
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- Members Alerted on New Developments in Ontario and Saskatchewan Stewardship Programs
- Follow-up on Possible Addition of Biocides Used in Paint in Canada-US Joint Action Plan for Greater Regulatory Alignment
- CPCA Submits Comments to Canada-EU CETA Regulatory Cooperation Forum
- CPCA Participates in CMP National Stakeholder Advisory Council in May
- CPCA Participates in Post-2020 Multistakeholder Consultation Scheduled in May

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WELCOME NEW MEMBERS



halton chemical inc.
QUALITY BLENDERS SINCE 1962

Halton Chemicals

For over 50 years, Halton Chemical has been driven to provide the best in custom formulation and toll manufacturing for clients around the world. Founded in 1962, they have built their name on a commitment to quality, innovation, safety and environmental protection through research and development. Their fully equipped formulation lab provides the tools to develop and continually improve high quality products and work closely with clients through their custom formulation and toll manufacturing endeavors. Halton has a team of chemists led by Dr. Richard Johnston who has 35 years experience in formulating, problem solving and troubleshooting. Halton Chemical is capable of handling even the most specialized client request for solvents, waterborne products, polyurethanes, lacquers and

related wood coatings, epoxies and adhesives. Halton Chemical is fully committed to pursuing the responsible use of chemicals and to a better understanding of the need to limit their impact on human health and the environment. Katilac Coatings, a distribution company launched by Halton in 2007, was named in the 25th annual Profit 500 rankings of Canada's fastest-growing companies by Profit Magazine.



Yuhong North America

Oriental Yuhong entered the Chinese building waterproofing industry in 1995. Over the past 20 years, Oriental Yuhong has been devoted to providing high-quality and perfect waterproofing system solutions for important infrastructure construction projects, industrial buildings, civil buildings and commercial buildings. It has grown to become Asia's largest waterproofing system provider. It is now active in other sectors of the chemical industry including in North America. Yuhong continues its pursuit of sustainable development practices and focusing on advancements in coatings technology and the best available science for product excellence, improved safety, and environmental protection.

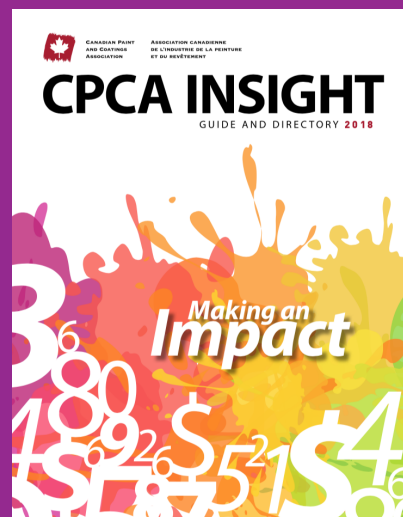
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Get More Insight from CPCA's Annual Guide and Directory

CPCA Insight: Guide and Directory 2018

is now available. Get a digital copy of this annual bilingual publication for the Canadian paint and coatings industry **today**.

Download the electronic version.



PRESIDENT'S MESSAGE

Paint and coating innovations continue to drive industry value. It has been said that a disruptive technology or “disruptive” innovation “is an innovation that helps create a new market and a new value network, eventually going on to disrupt an existing market and value network.” This can occur over a few years or take decades to displace older technology. The term ‘disruptive’ is used in business to describe innovations that improve a product or service in ways that the market does not expect. This happens first with a design for a different set of customers in a new market, and with the lowering of prices in an existing market.



“Sustaining” innovation, on the other hand, does not create new markets or value networks but rather grows existing markets with better value, allowing the firms within the market to compete against each other’s sustainable product improvements. Both types of innovation have occurred and continue to occur in the coatings industry at a rapid pace. Fierce competitive forces drive some of those innovations. Others are driven by customer demand for better functionality. Some evolve due to government regulation.

When manufacturers enter new markets via consolidation or grow organically it usually means they come with stronger balance sheets and are willing to invest in R&D for new or complementary products. This is true of Canadian-owned companies, both large and small, as well as for multinational companies with a strong base in Canada. As a result of acquisition, these companies often enter new markets in need of further R&D investment to take the business and products to the next level. There has been ample evidence of this over the past ten years with very large billion dollar consolidations in the case of PPG’s acquisition of Akzo Nobel’s decorative paint division in North America, Sherwin Williams’ acquisition of General Paint and more recently Valspar, Axalta’s acquisition of DuPont Performance Coatings, and others. All of these major companies have since invested heavily in R&D and have proven they can and will always seek out innovation for their products to increase functionality, enhance sustainability and grow market share within Canada. This is positive for Canadian investment in manufacturing and foreign investment in Canada.

The rapid increase in innovation is also largely in direct response to environmental issues and associated public policy pressures. This new innovation is evident throughout the entire supply chain from raw material suppliers to coatings manufacturers to application equipment vendors. Such an approach to innovation in the coatings sector is now part of the DNA of coatings companies. All companies now view innovation and the focus on functional, sustainable products as part of their value proposition. In effect, it has become part of their social license to operate, which is the goal of all companies whether chemical or otherwise.

Over the past ten years, the shift to waterborne products, which began with decorative paints, has resulted in a 75 percent reduction in VOC emissions in Canada, and now almost 100 percent of decorative latex paint is water-based. Today there are also many high performing automotive coating systems on the market that are water-based. There are also low- or zero-VOC coatings that surpass the durability and function of the solvent-based alkyd paints they replaced. Without investment in R&D and a commitment to innovation, this would not have occurred and the industry would not be where it is today, nor would the environmental benefits delivered directly and or those of their customers indirectly. Restraints placed on investments or a hostile investment climate will see R&D erode rapidly

as well as the commitment to new, more sustainable products. There is a direct correlation between investment in R&D and more sustainable products, which no country can ignore.

Environmental regulations heavily influence how manufacturers formulate paint. Manufacturers and their suppliers must comply with existing environmental standards while also keeping an eye on where regulations may go in future. It's imperative that raw material suppliers have a strong understanding of what's required to meet environmental standards in various places around the world, as many CPCA supplier and distributor members do. This enables them to partner with formulators to help them meet their innovation and compliance goals, regardless of the application.

There are several facets that encompass sustainability with respect to socio-ecological trends, including renewable raw materials, new environmentally friendly technologies, and responsible manufacturing. There are a number of issues specifically related to paint and coatings such as the development of new resins capable of improving performance with little or no added VOC. It also includes the increasing use of renewable bio-based materials in place of petrochemicals to reduce the environmental footprint. The desire for higher functionality, better durability, ease of application, and faster curing times, all impact the future of coatings and these are the primary features driving new innovation in Canada.

Environmental awareness, the nonstop drive toward sustainability, the quest for lower VOC products, and tougher ingredient use restrictions continue to affect the paint and coatings industry. The increasing price of raw materials will be another important factor, as paint manufacturers seek alternative products and technologies that allow them to control the formulated cost of a can of paint or coating without compromising performance.

There are countless innovations of market significance in the coatings industry across the entire coatings spectrum. These are regularly reported on in various media with coatings companies winning national and international awards as profiled in this newsletter each month. Many of these innovations are often profiled in the sustainability reports published annually by CPCA member companies. The drive for sustainability is indeed part of the DNA of coatings companies of every stripe, whether architectural, automotive or industrial. All must recognize, however, that the definition of sustainability as first defined by Brundtland includes 'three' important pillars: economic, environmental and social. There is a direct correlation between all three of these pillars as well, which cannot be ignored.

Gary LeRoux
President & CEO

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CPCA REPORT

Canadian Coatings Industry Honoured Eleven Individuals at its CPCA 105th Annual Conference

The Awards Gala is one of the highlights of the CPCA Annual Conference and AGM where CPCA recognizes colleagues for their distinguished contributions to the industry. Eleven individual members were honoured at the 2018 CPCA Annual Chairman's Awards Dinner

held at the Hockey Hall of Fame on May 24, 2018. ***“Without volunteers from our member companies CPCA would not be able to advance the many important interests of the Canadian coatings industry,”*** said Tim Vogel, CEO of Cloverdale Paint Inc. and CPCA Board Chair.

The Roy Kennedy Award, CPCA’s highest honour, is presented each year to an individual who epitomizes Roy Kennedy’s dedication to the paint and coatings industry and their outstanding volunteer service to the association and its members. This year’s recipient is Pete Wilkinson, Publisher of Canadian Finishing and Coatings Magazine (CFCM) who has been a fixture in the Canadian finishing and coatings industry for many years. Through the CFCM articles, stories and coverage of important events Pete has helped bring the industry together and raised the profile of the many contributions made by CPCA member companies.

The Industry Achievement Award was presented to Erik Bos (Sansin Corporation), Chris Currie (John E. Goudey Manufacturing Ltd.), Eric Vaillancourt (CANLAK) and Steve Sides (American Coatings Association). This award is presented to an individual or an organization that has demonstrated exceptional achievement in advancing the interests of the industry and the association’s objectives. In addition, seven outstanding individuals who are retiring from their respective companies but have made a significant contribution to their companies and the industry generally were honoured with the Industry Statesman Award. These are: Ron Nakamura (PPG Canada), Ed Thompson (L.V. Lomas), Jeff Danneman (REICHHOLD), Jean-Guy Rosa (PPG Canada), Ed Linton (Cloverdale Paint), Laura Johnston (Axalta) and Rennie Herry (Goudey).

Stay tuned for the June edition of CPCA’s Prime Time NEWS where we will cover the events and highlights of CPCA’s 105th Annual Conference & AGM.

Code of Practice for MEKO Soon Due for Compliance Evaluation by Health Canada

All Architectural paint manufacturers of alkyd paint should know that the **government will soon proceed with the compliance evaluation of the code of practice for MEKO**, that was signed and made effective in 2014. The Code imposes the lowest possible levels of MEKO and the use of alternatives, asks for a ventilation statement to be added to labels and the development of an educational program (see related CPCA ad on this page). Health Canada will also proceed with random product testing.

CPCA Listed Among Association Partners of Lead Paint Alliance (LPA) on Its New Website

CPCA is proud to figure among all industry trade associations and companies that are partnering with the LPA. The **Model Law** and guidance for regulating lead paint is now embedded in the **new site**. The Model Law supports a limit of 0.009 percent or 90 mg/kg of total lead, based on the dry weight of the paint film. The 90 ppm limit is technically feasible for manufacturers to achieve by avoiding the addition of lead compounds and taking into account residual (unintentional) lead content in certain paint ingredients. The Model Law includes a section on trade (import/export) issues.

IPPIC, CEPE and Coatings Supply Chain in Europe Continues Opposition to CLP Regulation of TiO2

At the **first CARACAL meeting** to discuss the TiO₂ classification last November a number of member states raised questions about its scope and whether there could be labelling exemptions for paints and inks. A decision was postponed until the next meeting of the group in March where member states still insisted they needed more time to deliberate on

the issue. So a CARACAL sub-committee was set up and met in April to address the TiO₂ classification in greater depth. This sub-committee will likely examine the situation of poor soluble low toxicity profiles (PSLTs). A survey commissioned by the UK-based retailer Kingfisher plc, which runs home improvement and DIY stores across Europe has demonstrated the danger to coatings sales of such a TiO₂ classification, which arguably would result in no additional protection.

IPPIC Engaged in GEF (Lead Paint, Chemical Products, and Knowledge Management Strategies)

In May 2017, the **Global Environment Facility** (GEF) approved the concept note for the project 'Global best practices on emerging chemical policy issues of concern under the Strategic Approach to International Chemicals Management (SAICM)'. The project will focus on the SAICM emerging policy issues and run until 2020; namely on the phase-out of lead in paint at the prescribed levels; lifecycle management in chemicals in products; and knowledge management strategies. IPPIC has pledged \$25,000 of in-kind support to this initiative of US\$25 million funding (US\$10.5 million going to lead paint alone). IPPIC is currently identifying and equipping regional champions to carry on the LPA industry message around the world and more especially in Latin America, Africa, and Asia-Pacific. IPPIC is looking forward to assembling a basic industry workshop platform, similarly to or via **Trello**.

IPPIC Endorses the GEF/UNDP GloFouling Project

This **GloFouling project is a collaboration** between the GEF, the United Nations Development Programme and the International Maritime Organization (IMO), and is intended to help protect marine ecosystems from the negative effects of invasive aquatic species. In May 2017, the GloFouling Partnerships project concept was approved a total funding of \$6.9 million (US) by the GEF Council. The GloFouling Partnerships project will focus on preventing the transfer of aquatic species through biofouling on ships' underwater hull and structures by promoting the implementation of the July 2011 IMO Guidelines for the control and management of ships' biofouling. IPPIC's support emanates from its Antifouling Coatings Committee work IMarEST. The IMO Guidelines provide recommendations on general measures ship owners and operators should consider for reducing the risk of transfer of biofouling on ships. They address the proper use of fouling control paint and other aspects of ship design, dry dock maintenance, recycling, and crew training.

IPPIC Submits Comments for ECHA Evidence Collection on Microplastics

IPPIC and CEPE/CEFIC recently submitted extensive comments on the paint and coatings category as a possible primary or secondary contributor to microplastics, as part of ECHA's evidence-gathering efforts on microplastics. IPPIC clearly stated that polymers are NOT microplastics, as defined morphologically and by molecular weight, and that coatings themselves are polymeric materials by design, and similarly, applied coatings are distinct from macroplastic materials, such as containers and other functional products. Coatings have a purpose and expected service life in commerce, and are intended to be used and not discarded. This is in direct contrast to many plastics materials, primarily waste containers. IPPIC urged ECHA to focus its assessment of intentional uses of microplastics where they may impact the environment in clearly defined and quantified ways. Their limited intentional use in coatings contrasts with their widespread use in personal care products, which are discharged to wastewater streams and are currently being addressed in US and Canadian legislation. While clean-up of brushes and rollers can also contribute paint residues that enter wastewater systems, available studies indicate that these residual polymeric materials are in fact removed in the treatment process.

CPCA Informs Members on FTC Consent Orders Regarding Zero or Low-VOC Claims in the US

On April 27, the **US Federal Trade Commission** issued final consent orders against four paint companies related to health and environmental marketing claims. In doing so, FTC changed its focus from evaluating "VOC content" to "emissions of any VOC compound" and indicates that certification claims must be clear with regard to independent or third-party evaluation or endorsement. FTC's final orders provide a template to substantiate health and environmental claims based on "VOC emissions". According to FTC, consumers understand zero-VOC claims as applying to all emissions at all times. Substantiating unqualified VOC-free claims and emission-free paint claims for interior household paints require: 1) demonstrating the paint contains zero VOCs, and emits and produces zero chemicals at all times, beginning at application; or 2) alternatively, satisfying the "trace level of emission" test beginning at application, six hours or less after application and thereafter, and contains no substance that could cause material harm to the health of the average adult. FTC intends to provide additional information and guidance in the coming weeks.

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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

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.

FOCUS ON OTTAWA

Global Affairs Canada Soliciting Input in Preparation for WTO Technical Barriers to Trade (TBT) Committee meeting on June 20-21

Canadian companies have the **opportunity to raise specific trade concerns** regarding measures, conformity assessment, policies, or procedures that foreign government have proposed or adopted, that could be overly burdensome, discriminatory, or asking for inappropriate technical requirements that can create unnecessary obstacles to international trade, reduce competition and prevent Canadian exporters from participating in global supply chains. These measures can pose a particular problem for SMEs, which often do not have the resources to satisfy some requirements. Please contact CPCA if you would like to communicate your concerns about certain technical regulations concerns or conformity assessment procedures. Canada raised specific trade concerns at the March 2018 meeting. For example, some issues raised relate to recent China waste ban or the revised EU proposal for the categorization of compounds as endocrine disruptors. Any input should be filed by close of business Friday, June 1.

NAFTA Ministers Head Home from Final Push for Deal as Uncertainty Looms

Minister Freeland expressed concerns of Canadian automakers at the recent session in DC. Meanwhile, Mexico and the U.S. continue to hash out autos, the crux of any final deal. The latest U.S. proposal demands that 75 per cent of every car use North American parts, that 70 per cent of all steel be North American, that 40 per cent of every car be built by workers making \$16 per hour and that companies get credit for R&D spending. One industry-funded study says those rules would increase the cost of a car by hundreds or even thousands of dollars, act as a multibillion-dollar tax, and ultimately hurt sales.

2030 Agenda: Canada's Voluntary National Review Call for Input

In 2015, Canada, along with all other UN member states, **committed to implementing the 2030 UN Agenda**, which **set 17 Sustainable Development Goals** (SDGs). The Voluntary National Review (VNR) is an important platform for countries to highlight their progress on implementing the Agenda. Canada will present its first VNR in **July 2018**. To that end, Canada is seeking input on how your organization is advancing the implementation of SDGs in Canada and internationally. Some of your stories may be featured on the government's website. For example, a company like AB InBev, is launching the "100+ Sustainability Accelerator" to enlist scientists, technologists, startups, and entrepreneurs from around the world to help build and scale solutions to the implementation of 4 SDGs.

Competition Bureau Shaping the Future of Its Advocacy Work

The Competition Bureau **launched** two new advocacy initiatives and wants to **identify** opportunities to support increased competition through changes to regulations or policies. Competition advocacy can act as a catalyst for change – from lower prices to more product choice to better quality and convenience. The Bureau is seeking input on the Bureau's draft

Market Studies Information Bulletin.**BizPal Simplifies Access to Information on Permits and Licences**

BizPaL is an online service that benefits Canadian businesses by helping them identify which permits and licences they require and how to obtain them. The interactive, smart permit and licence search tool are featured on the [BizPal website](#).

Transport Minister Launches Roundtable Series for Ports Modernization

The findings of the review are [expected in 2019](#). They will identify potential policy, legislative and regulatory changes to help Canada Port Authorities remain a critical part of the Canadian economy.

Blockchain Could Revolutionize How Canadian Government Delivers Services, says Conference Board

The [technology](#) could be beneficial to track or trace regulated consumer products.

[BACK TO TOP](#)**FOCUS ON SUSTAINABILITY****Celanese Scientist Highlights Needs to Develop Cost-effective and Sustainable Bio-based Solutions for Architectural Coatings**

According to [Rajeev Farwaha](#), Director application emulsions for the Americas at Celanese, the push for low VOC, low formaldehyde and APEO-free paints and coatings currently comes more from the market than from regulations. On the Americas markets' contractor side, paint companies are focusing on third-party certification for their paints, while the DIY sector is increasingly going for premium quality and performance in the big box stores. In the near future, both consumers and markets will be requesting more and more products based on renewable resources and with a sustainable footprint. As there is a need to develop cost-effective and sustainable bio-based solutions for architectural coatings, and consumer choice is increasingly limited to fewer players and brands due to consolidation, brand equity and distribution footprint will become dominant drivers of sales.

PPG Releases Video on its Sustainability Enduring Commitment

The [sustainability commitment of over 200 PPG sites](#) and teams around the world has helped the company achieve \$17 million in savings.

Axalta Continues to Strengthen its Commitment to Environmental Education and Stewardship in Mexico

[Axalta in collaboration with Ducks Unlimited Mexico](#) (DUMAC) and the Municipality of Tlalnepantla, introduced the program "Teaching the Teachers", a workshop about environmental education and stewardship for educators of elementary schools.

Silicone Cool Roof Coatings

Global warming is an imminent threat and a major contributor to it is urbanization and its large roofing surface (70 per cent of urban heat island effect). Silicone is an environmentally-friendly and low-VOC product and silicone-based coatings also reduce the upfront cost as compared to the conventional combo system, with a very rapid ROI by significantly reducing routine maintenance.

Global Green Coating Market Trends 2018-2022

This market is expected to grow at a CAGR of 6.20 per cent during the period. The implementation of solar-reflective coatings is identified as the global market driver.

Why Companies Must Look Beyond Their Own Supply Chain to Address Sustainability

There are many reasons for a **holistic focus** on sustainability. Companies must look beyond their own supply chains to address overarching environmental issues that could impact their business. While consumer expectations are driving brands to take an active role to incorporate sustainable sourcing in supply chains, it's not just about using sustainability to market products. Adding transparency to your supply chain and supporting conservation efforts should be core values.

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TREAT YOURSELF

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SPOTLIGHT ON MEMBERS



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 Cloverdale Paint is profiled.



Cloverdale Paint

Cloverdale Paint is Canada's largest privately owned and operated coatings manufacturer, and the ninth largest in North America, proudly announced an important milestone this year, its 85th year in business. Founded on a farm just East of Vancouver, company co-founders Rudy Henke and Hunter Vogel produced waxes and coatings using a "Factory Direct" business model with a focus on exceptional customer service. The business model has changed from a single factory location to 70 company-operated locations across Canada and over 120 independent authorized dealers. The focus remains steadfast in that customer-centricity remains key to the company's success. Cloverdale's continued investment in growth and infrastructure, demonstrated by a recent store expansion into Ontario as well as a range of acquisitions across Canada and in the Pacific Northwest of the United States, has allowed it to expand its architectural and industrial product ranges and customer base.

Tim Vogel, CEO of Cloverdale Paint and Grandson of Hunter Vogel states, "The values that my Grandfather and Rudy established remain important cornerstones of our company. Our core values are embraced by all staff and we strive to ensure that our customers have the products they need when they need them. Some of our key values include respect for people, commitment to integrity, industry-leading service, fostering innovation, and focusing on quality. These values drive the behavior of all staff to maintain that focus on the Customer."

In February 2018, Cloverdale featured among the winners of 2018 BC's Top Employers Award recognizing the BC employers leading their industries in offering exceptional places to work based on the following criteria: Physical Workplace; Work Atmosphere & Social; Health, Financial & Family Benefits; Vacation & Time Off; Employee Communications; Performance Management; Training & Skills Development; and Community Involvement.

*CPCA congratulates Cloverdale
for its 85th anniversary and BC Top Employers Award.*



CORPORATE MEMBER NEWS

Dow Places 50th on the 2018 Top 50 Companies for Diversity & Joins Catalyst CEO Champions For Change

The Diversity Inc Top 50 list recognizes the nation's top companies for diversity and inclusion management. This is the first year Dow earns a spot on this list. "Inclusion and diversity is simply not only the right thing to do, but is critical for business success as we must reflect the world we compete in today and will compete in tomorrow," said Jim Fitterling, CEO-elect for Dow, COO DowDuPont Materials Science Division. Dow also joined the Catalyst CEO Champions For Change – a transformational diversity and inclusion initiative launched by Catalyst, a global longstanding thought leader and partner in accelerating the progress of women in the workforce.

Sherwin-Williams Industrial Wood Coatings Division Launched Online Virtual Panel Studio

This **first-of-its-kind online inspiration tool** provides furniture, kitchen cabinet and other wood product designers access to a complete library of high-resolution images of finished wood panels. These panels can be saved, downloaded, used in renderings and shared with customers or fellow collaborators to inspire projects.

Covestro Launches Series of One Component Products & Demonstrate New Digital Formulation Mapping Platform

At the American Coatings Show 2018 (ACS), **Covestro launched Bayhydrol UH 2887**. This novel polyurethane dispersion (PUD) is an easy-to-use, fast-drying one-component (1K) coating resin with comparable performance to two-component (2K) waterborne coatings. Covestro also demonstrated the use of a new digital formulation mapping service. With this system, users will be able to quickly and easily develop formulations that meet their specific market and customer needs. This tool not only allows product configurations to be custom-designed but also drastically reduces development time, helping products reach customers faster than ever before.

BASF Launches Ultra Violet Shade Collection Featuring Sparkling Colors & Effects Pigments

The **new shade collection is inspired by Pantone Color of the Year 2018**, Ultra Violet. BASF showcased its effect shades based on Ultra Violet at CHINAPLAS 2018 last month.

PPG: The Art of Color Trend Forecasting and 2019 Color of the Year Soon to be Announced

Each year, **more than 20 global stylists** from industries including automotive, aerospace, consumer electronics, and architectural meet to attend the Global PPG Color Forecast workshop. As a result of these discussions, one color from a palette of 1,200 is unanimously chosen to be named Color of the Year. Black's dominance in everything made it the natural choice for 2018. The color of the Year 2019 will be revealed in a near future.

Rust-Oleum Launches New EnviroShield Coatings That Block Stains, Odors and More

Rust-Oleum leaders say the acquisition of EnviroShield opens up a new channel for pros. "We now have a branded platform that can supply and service the restoration professional with proven products and brands," said Jerry Morgan, brand manager.

17 Benjamin Moore Technical Staff Pass MPI level 1, 2A & 2B in April

Seventeen Benjamin Moore staff successfully passed Level 1 **Essentials of Paint & Painting Technology** and Level 2 **Maintenance Repainting**.

CanLak / VeryLak to Participate in IWF 2018

Verilak is a result of CanLak, DAAs & Partners, and Verinlegno joining forces. Verylak wants to be a recognized player in the industry of wood coatings by offering the perfect blend of European and NA technologies. Verylak will be at the IWF planner show on Aug. 22-25 in Atlanta.

****Mergers and Acquisitions and Distribution Agreements****

Bayer to Sell Further Covestro Stake for 2.2 Billion Euros

Covestro was spun off from Bayer in 2015 and this latest sale marks the start of the full separation of Bayer from its former unit. Bayer, which is buying seed maker Monsanto raised 1.8 billion euros in January from selling a 10.4 percent stake in Covestro. After this recent sale of about 2.2 billion euros, Bayer would now hold under 7 percent of Covestro shares.

BASF, Solenis Combine Paper, and Water Chemical

The **combined business**, which had pro-forma sales of 2.4 billion euros (\$2.88 billion), will be 49 percent owned by BASF.

L.V. Lomas is Now a Part of IMCD N.V.

In August of 2017, **L.V. Lomas announced** that it had accepted an offer of acquisition from IMCD, a global leader in the sales, marketing and distribution of specialty raw materials and ingredients. The L.V. integration is now completed and strengthens both parties' market position as North America's leading distributor of specialty chemicals, ingredients, and raw materials.

Chemence Acquires Electronics Adhesives Business from Supreme Resources

Chemence, **a manufacturer of specialized adhesives**, sealants, and resins, purchased Georgia-based manufacturer Supreme Resources, which has developed chemical solutions for a wide range of industries, including electronics and automotive manufacturing since 1988.

U.S. Silica Completes Acquisition of EP Minerals

U.S. Silica Holdings completed the \$750 million acquisition of EP Minerals, a global producer of engineered materials derived from industrial minerals.

Huntsman Completes Purchase of Spray Polyurethane Foam Maker

APPOINTMENTS IN THE PAINT, COATINGS, ADHESIVES, AND SEALANTS INDUSTRY

Terry Davis Appointed President and CEO of Home Hardware Stores Limited

Terry Davis, CEO, Home Hardware Stores Limited, was appointed President and Chief Executive Officer effective April 16, 2018. He succeeds to retiring President Paul Straus.

Martin Brudermueller Took Over as BASF CEO on May 4

Martin Brudermueller succeeded to **Kurt Bock**. Incoming new BASF CEO rules out DowDuPont-style break-up and said BASF would continue with the strategy of keeping divergent businesses under one roof. At the Ludwigshafen headquarters and at five other hubs abroad, BASF runs close-knit networks of chemical reactors that churn out products as diverse as basic commodities, coatings, vitamins, drug ingredients and engineering plastics

Charlie Shaver Finished His Term as Chairman of American Coatings Association Board

Charlie Shaver, Chairman of the Board and CEO of Axalta Coating Systems, has an extensive background of leadership roles in a variety of industry organizations having served on the American Chemistry Council Board of Directors, the National Petrochemical and Refiners Association Board and Executive Committee, Chairman of the Board of Directors of U.S. Silica, Operating Partner of private equity firms, Golden Gate Capital (San Francisco) and the Carlyle Group (Washington D.C.).

PPG Appoints New Global Vice President-elect, Aerospace Products

Effective May 7 in this role, **Daniel Korte** will succeed Barry N. Gillespie, current vice president, PPG aerospace products, who intends to retire on August 1. Korte joins PPG from LMI Aerospace, Inc., where he was CEO and member of the board of directors.

AkzoNobel Appoints Nils Andersen Member of Supervisory Board

Nils Andersen was appointed as a new member of the Supervisory Board at the Annual General Meeting and subsequently appointed Chairman by the Supervisory Board. Andersen succeeds to Antony Burgmans, who served three terms at the Supervisory Board.

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Register For A Diploma In Coatings Technology



CANADIAN PAINT
AND COATINGS
ASSOCIATION

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



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

OTHER

NEWS OF INTEREST



INTERNATIONAL NEWS

Innovative Coatings Technology to Boost Demand for Transportation Coatings

This market will grow at a CAGR of 6.5 per cent and reach US\$ 12 billion by 2022.

Powder Coatings' Demand in Emerging Economies to Propel Global Market to US\$10.6B by 2023

According to Frost & Sullivan, developing markets follow the footsteps of North America and Europe and increasingly replace liquid coatings with powder coatings. There is heated R&D activity in the areas of attractive finishes, low-temperature cure coatings, self-

healing, self-cleaning, heat-reflective, and energy-efficient coatings.

Global Automotive Paint Market to Increase to US\$10.65B in 2025

This market will rise at a CAGR of 2.88 per cent from 2018. Waterborne paints have excellent adhesion and greater heat resistance than solvent-borne paints and a major advantage: low toxicity and low flammability due to lower VOC content. North America and Europe show the largest use rate, which is projected to grow at a steady pace during the period, similarly to China and India.

Global Wind Turbine Coatings Market Analysis to 2022

PPG, AkzoNobel, BASF, and Hempel are among the key players.

Global Fluoropolymer Coatings Market to 2022

The Fluoropolymer Coatings Market report conveys an essential review of the business including its definition, applications and assembling innovation, Fluoropolymer Coatings Market report introduces the organization profile, item determinations, limit, generation esteem, Contact Information of maker and pieces of the pie for organization.

Global Coil Coatings Market 2017-2026

Global Coil Coatings market research report determine major issues, binding factors, production growth and problem fixing plans of Coil Coatings industry.

Emulsion Adhesives Market Worth US\$17.28B by 2022

This market should grow at a CAGR of 5.9 per cent between 2017 and 2022.

Global Acrylic Adhesives 2018-2023 & Polyurethane Adhesives 2018-2023

The global acrylic adhesives market is expected to register a moderate CAGR during the forecast period, 2018-2023. Asia-Pacific dominated the acrylic adhesives market in 2017, and is also expected to register the fastest growth during the forecast period.

North America Pressure Sensitive Adhesives Market 2018-2023

The North America Pressure Sensitive Adhesives market are expected to grow at a steady pace during the forecast period, 2018 to 2023. United States is estimated to lead the market owing to its growing packaging and Aerospace industry.

Global Construction Sealants Market to Reach US\$10.7B by 2022

This market will advance at a CAGR of 6.5 per cent between 2017 and 2022.



ECONOMIC NEWS

Canada Trade Deficit Hit Record \$4.1B in March

Canadian imports climbed six per cent to \$51.7 billion in March due to the motor vehicles and parts sector as well as consumer goods. Meanwhile, exports increased 3.7 per cent to \$47.6 billion.

Export Development Canada Forecasts Opportunity, not Recession...At Least for Canada

EDC says Canadian exporters can benefit from the current economic climate, both in traditional markets and emerging economies.

Lack of Competitiveness: The Gravest Danger to Canada's Future Economic Health

CEOs of large foreign investors have been planning to move out of Canada for a while and the U.S. tax changes sealed the deal. The combined US federal state corporate income tax rate will fall from 39.1 per cent to 26 per cent, slightly lower than the Canadian federal-provincial corporate average of 26.7 per cent. Although tax issues are not the only thing that drive investment decisions, Canada also stacks up less and less well by other metrics and the falling level of foreign investment has never been so low.

Analysis of Cyber Risk in Advanced Manufacturing

The Deloitte Center for Industry Insights and Forbes Insights' study, informed by 35 executive interviews and 225 survey responses, offer manufacturers insights into what they should do to be secure, vigilant, and resilient in addressing cyber risk.



Focus on Architectural

Canadian Housing Starts Trend Stable in April

The trend in housing starts was 225,696 units in April, compared to 226,942 units in March 2018. "In April, the national trend in housing starts remained stable at historically elevated levels, with lower starts of single-detached dwellings offsetting higher starts of multi-unit dwellings," said Bob Dugan, CMHC's Chief Economist.

Federal Launch Multi-billion Dollar National Housing Co-investment Fund

The National Housing Co-Investment Fund will strengthen the middle class, fuel our economy and work with partners to create up to 60,000 new affordable units and repair up to 240,000 affordable and community units over the next ten years.

Hottest Interior Paint Colors of 2018: Consumer Reports



Focus on Industrial & Automotive

Canadian Vehicle Sales Decline 2.7 Per Cent in April, Year-to-date Sales Marginally Rose Canadian vehicle sales decreased to 191,856 units, 2.7 per cent compared to April in 2017. SUV and pickup sales rose by 2.2 per cent, while passenger car sales were down 12.4 per cent. April year-to-date sales reached 621,114 units with a marginal gain of 0.4 per cent compared to the same period in 2017. Passenger car sales in the first four months of the year were down 9.6 per cent. Canada is the second most important destination for Mexico's auto exports.

Ford to Stop Selling Most car Models in North America

Ford will no longer sell the Fusion midsize car, Taurus large car, CMax hybrid compact and Fiesta subcompact in the U.S., Canada, and Mexico. Exiting most of this car business echoes the U.S. market dramatic shift toward trucks and SUVs.



TECHNICAL NEWS

New Robots Detects Industrial Hackers

Manufacturers' systems are vulnerable to industrial espionage and data thefts. Internet security support teams can now use decoy computer systems known as "honeybots" developed at Georgia Tech. This small robot on four wheels has a big mission: keeping factories and other large facilities safe from hacking.



Focus on Architectural

Paint Job Transforms Walls into Sensors, Interactive Surfaces

Researchers found that conductive paint and some electronics could transform dumb walls into smart walls at relatively low cost using simple tools and techniques, such as a paint roller.

Polymer Hardeners for Epoxy Resin Systems – Development Despite REACH

Polymer adducts largely retain the development possibilities in the field of adduct hardeners. The technology still makes it possible to make use of all amines available for epoxy resin hardeners in the future and to formulate an adduct with all difunctional epoxy resin compounds. Hardeners which contain unregistered adducts can be replaced by polymer adduct hardeners.



Focus on Industrial & Automotive

Patented Biodegradable Sealant Technology

The patent relates to a novel 100% synthetic unique sealant chemistry allowing for multiple products with varying elasticity and bonding properties, thereby enabling the development of products for multiple clinical applications.

Antibacterial Silicylacrylate Copolymer Emulsion for Antifouling Coatings

A balanced amount of silicylacrylate (10%) and cationic acrylate (6%) were not only capable of increasing the crosslinking property of silicylacrylate copolymer (SAC) copolymer, but also endowing SAC emulsion with good homogeneity and stability.

Application of Neutron Imaging to Investigate Durability of Cement-based Materials

Neutron imaging provides a solid basis for better understanding of deterioration mechanisms of cement-based materials and its recent improvements allow unexpected possibilities to study complex processes in cement-based materials. There is potential for further research based on this promising technology.

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WEBINARS & SUMMITS

Solving Adhesion Issues of Coatings & Inks

May 31

12th International Conference on Glass and Plastics

June 12-14, Würzburg, Germany

EC Seminar on Architectural Coatings

September 12, Amsterdam, Netherlands

Powder Coatings Summit

October 2-3, Columbus, Ohio

Woodcoatings Congress 2018

October 23-24

European Coatings Show

March 18 - 19, 2019, Nuremberg, Germany

Publications/Courses

CoatingsWorld Biocides Directory

Lab Testing Equipment Directory

Six-part Course Chemistry for the Non-Chemist

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Why Tech Need the Humanities

If you want to build a team of innovative problem-solvers, you should value the humanities just as much as the sciences, says entrepreneur Eric Berridge. He shares why tech

companies should look beyond STEM graduates for new hires – and how people with backgrounds in the arts and humanities can bring creativity and insight to technical workplaces.

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CPCA PARTNERS

Sixth American Coatings Show and Conference Broke New Records: Next Show Set for Spring 2020

The ACS celebrated its 10-year anniversary with 9,200 attendees this year, hence exceeding the 2016 numbers. Every show has brought new levels of success. The American Coatings Conference drew nearly 1,100 attendees in 16 sessions, where almost 100 innovation papers were presented. Dr. Ray Fernando of the California Polytechnic State University was presented the prestigious Mattiello Award. Plan for the next American Coatings Show scheduled for March 31 - April 2, 2020, in Indianapolis.

<https://american-coatings-show.com/>

Product Care Regeneration Publishes 4 Expert Tips for Choosing Paint Colours at Home

- 1) Consider lighting fixtures and natural light in your decision making,
- 2) Avoid choosing paint colours through a computer screen
- 3) Treat your space holistically and consider neighbouring colours
- 4) Pick colours on the mood you are creating.

<https://www.regeneration.ca/news/choosing-paint-colours/>

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CPCA CONNECTS

CPCA: Protecting Your Interests Since 1913

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:

Regulatory RADAR

CPCA Regulatory RADAR reports on news of interest to paint and coatings manufacturers, suppliers and distributors. A members-only publication detailing comprehensive legislative and regulatory actions at all levels of government.

Prime Time News

A publicly available monthly newsletter sent to members, stakeholders and governments to provide a window into the industry for those with an interest or role in the sector.

Business Management & Marketing News

A members-only publication addressing relevant issues for those involved in management, sales and marketing in member companies.

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

CPCA members are fully informed and can have direct input on actions taken by CPCA's board, technical committees and staff to ensure the industry is represented at the table when decisions are made affecting their business.

All past issues of CPCA Publications can be found online in the Members Only section of www.canpaint.com.

FOLLOW CPCA ON ALL OUR SOCIAL MEDIA CHANNELS!



CPCA Regulatory RADAR reports on news of interest to paint and coatings manufacturers. Please send any questions or comments to the **Editor**.

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