



CANADIAN PAINT
AND COATINGS
ASSOCIATION

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

CPCA INSIGHT

Guide and Directory

Media Kit

The Canadian Paint and Coatings Industry
Voice, Vision and Value



The **CPCA INSIGHT Guide and Directory** provides an annual snapshot of the Canadian paint and coatings industry and offers a wealth of useful, easily accessible reference information about the CPCA, its members, activities and services. It also provides a yearly reflection on the industry's successes in tackling important issues of sustainability, industry challenges and the many technological advances that are redefining the possibilities and applications of paints and coatings. This resource continues to offer the most relevant information on the Canadian paint and coatings industry.

The Guide and Directory is published in the spring with printed copies mailed to a national database, including all levels of government, and is distributed at key events and functions throughout the year. An electronic version is also available on CPCA's website. The Guide and Directory is bilingual.

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The Audience

Manufacturers of architectural, automotive and industrial paints and coatings

Suppliers of raw materials to paint and coatings companies

Distributors of raw materials to paint and coatings companies

Equipment manufacturers

Companies with an economic interest in the welfare of the coatings industry and the people working in it

National and international associations

Government agencies, such as Health Canada and Environment and Climate Change Canada

Readership approx. 3,500

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**Published
Every Spring**

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