

# INSIGHT

CPCA GUIDE & DIRECTORY 2020



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# INSIGHT

## CPCA GUIDE & DIRECTORY 2020

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# PAINTING THE FUTURE BRIGHT

One of Canada's oldest not-for-profit industry associations, founded in 1913, the Canadian Paint and Coatings Association is the **ONLY** trade association advocating for the specific interests of the coatings industry in Canada. CPCA represents Canada's leading paint and coatings manufacturers and their industry suppliers in the primary product categories of architectural paints, industrial finishes and automotive coatings.

The coatings industry is one of the most heavily regulated sectors in Canada's economy. CPCA's core competency focuses not only on high level government policy impacting its members, but also provides proactive approaches on legislative and regulatory development on critical issues such as chemicals management and hazard communication, product stewardship and sustainability, toxics reduction policy, air quality regulations, chemical safety in the workplace, science-based chemical assessment, and improved regulatory alignment.

*To learn more about CPCA visit [canpaint.com](http://canpaint.com)*

*For more information or to become a CPCA Member.  
We're here to help.*

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## Chair's Message

As the new Chair of the Board, I would like to thank the outgoing Chair, Tim Vogel, Chair and CEO of Cloverdale Paint, for his leadership over the past four years. I am pleased that he will remain on the Board and continue his insightful consideration of the issues faced by our industry. I am pleased to have been elected Chair and I am looking forward to working with the Board and staff on important matters for our industry.

The Board and staff will do what it can to ensure the association can deliver on the most recent 3-year strategic plan put in place in 2018. That plan was called 'Enhancing Member Value' and that is CPCA's focus in several important areas:

1. Value-added programs, products and services
2. Effective stakeholder relations and issue management
3. Knowledge products and effective communications
4. Professional development-related events including conferences, training courses and seminars, and regular webinars
5. Engagement that delivers grassroots connectivity with members

When you take a look at the **new website** launched in January of 2019 you will see how the association has been delivering in all those areas. But the association cannot become complacent; therefore, it will also continue to seek feedback from members with a new membership survey being sent to members at the end of 2019, as we have done twice before since 2012. It is important that we hear from the membership on how the association is doing and what else the association can do to add value for members.

Every organization must stay relevant and ensure that it is adding value for its customers, or in the case of CPCA, its members. CPCA has worked hard on this over the past several years with a strategic plan that is regularly updated and monitored, thus helping the Board and staff to remain focused on what matters most for members. The number one objective in that plan, as confirmed in past surveys, and which is a core competence of CPCA, is how to best deal with the massive amount of regulatory development impacting our industry in Canada today. This work is done in a way that helps ensure member companies can continue to conduct business on a level playing field, whether manufacturing in Canada or shipping product into and out of the country. This work ensures member companies can continue using chemical inputs that are critical for their finished products and thus future sales.

I would like to thank the Board members who give freely of their time to help guide the association in the right direction, based on members' feedback and our strategic plan. I would also like to thank our dedicated staff for implementing key initiatives based on important feedback and insight provided by our members via strong technical committees. Without critical support from our committees, staff would not be able to do their work and get the results they do. Continued and productive engagement will ensure the ongoing success of the association for the benefit of industry, governments and, most importantly, our members' customers. We look forward to another successful year in 2020 and thank you for your continued support of the association.



Richard Tremblay,  
Benjamin Moore  
CPCA Chair of the  
Board of Directors



## President's Message

First and foremost, I would like to personally thank Tim Vogel who has just stepped down as Chair of the Board for his support over the past four years. He has always had the best interests of the Canadian coatings industry in mind and I'm sure will continue in that vein as Board member. I am also pleased to welcome Richard Tremblay as Chair, who is no stranger to CPCA having given much time and support to this association and others like Product Care Association and Ecopeinture.

Associations representing innovative companies in the coatings sector must strive to understand the needs of member companies. They must find better ways to manage multiple issues on behalf of members, including helping member companies deal with existing regulations and, more importantly, new regulations being developed at all levels of government in Canada. CPCA continues to do that to ensure that undue regulations are kept to a minimum. This is done by fostering productive working relationships with all three levels of government: federal, provincial and municipal.

An association's work is now much more than networking events and public relations, though that is still being done. Rather it is more about ensuring member companies can continue to operate in the Canadian market based on existing and future regulatory requirements. Our goal is to continue working to ensure red tape is kept to a minimum and sustainable and high performing products can remain in commerce.

One of the critical new services CPCA added in 2019 was its new website, which includes a custom-designed digital platform for '*members only*' called the **Canada CoatingsHUB**. This was done to provide members with a tool for more effective data management. It takes the normal '*members only*' section of websites to new heights. It provides easy access to information for the staff of member companies with more than 200 member activations in less than one year; and likely that many or more again in 2020. There will be more upcoming webinars on how to maximize member use of the HUB. It is a fully functional data management

system that allows members to access key data on all digital devices, curated for better access and searchable by keyword. Soon, it will also be searchable by chemical number (CAS RN) thereby ensuring companies can easily access the status of chemicals used in their products in Canada today as well as how ongoing chemical assessment might change that status in the future. To quote one member who recently used the HUB to review a particular issue: "*I love it!*" We'll take that.

There are many issues being addressed by CPCA on a daily basis, not the least of which is the ongoing assessment of chemicals in commerce; challenges to existing biocides used as preservatives in paint and coatings; the federal government's renewed efforts on potential new VOC concentration limits in coatings; ongoing challenges with increasing red tape for waste recycling in Ontario; emerging issues in other countries such as the EU and the United States; and increasing challenges on regulatory alignment with our largest trading partner, the United States. These and more have challenged the CPCA staff over the course of 2019 and we are pleased to have a fully engaged membership who help staff understand important industry perspectives in our various lobbying efforts.

These are just a few of the issues which CPCA will continue monitoring on behalf of the paint and coatings industry in the months ahead. Rest assured we will keep members informed via our suite of informative communications products under **CPCAConnects**.



**Gary LeRoux,**  
President & CEO  
Canadian Paint and  
Coatings Association







# Reinventing One of Canada's Oldest Not-for-Profit Industry Associations

Since 1913 CPCA's mission has been to work with paint and coatings manufacturers and suppliers in advocating fair regulation, responsible environmental stewardship and regulatory compliance to help maintain a strong, vibrant and sustainable paint and coatings industry in Canada. CPCA's core values help bring that mandate to life by:

- Acting with Integrity
- Supporting Evidence-based Decisions
- Promoting Regulatory Compliance
- Collaborating with Like-minded Stakeholders
- Responding to Membership Needs
- Promoting Strict Compliance with Anti-Trust Policies

With these in mind, CPCA remains focused on the prize with six **strategic goals**.

## Positively influence the development of regulations as early as possible in the process

The regulatory development process typically involves multiple consultation steps over an extended period of time. To be successful, the Association must be aware of government timelines and be prepared to provide input early in the process before key policy, legislative, and regulatory decisions are made. CPCA is at the table on behalf of members when priorities are being set and broad direction is being discussed on a wide range of issues to secure fair and efficient regulations for sustainable business growth in Canada.

## Seek greater alignment of regulations between Canada and the United States

Mutually beneficial trade between Canada and the United States requires a level playing field to ensure CPCA member companies on both sides of the border are not required to deal with unnecessary regulatory burden. This is critical for

member companies' growth and long-term sustainability to help reverse the ongoing decline of Canadian coatings manufacturing. In the case of established regulatory regimes, CPCA seeks to promote improved alignment between the two countries. Where such regimes are non-existent CPCA seeks greater alignment especially in cases where Canadian product sales could be impacted.

## Support better practices for the management of post-consumer paint recycling in Canada

Costs related to the collection, warehousing, transportation, processing, and requisite provincial oversight of leftover paint are significant and subject to growing red tape in some Provinces. These costs can be reduced with greater resource recovery achieved through productive consultation with the brand owners, the obligated stewards who must pay for recycling, and program operators overseeing paint recycling in Canada. Canada's paint industry is on the leading edge of sustainability and recovered more than 28 million kilograms of leftover paint last year, enough to paint more than half a million homes. A true success story!

## Promote regulatory compliance to advance the reputation of member companies and their brands

Governments and NGOs are focused on regulatory compliance for all chemicals used in paint and coatings products. CPCA has taken a leadership role in encouraging compliance among its members across the industry. Most recently this included the complete digitization of member services via a comprehensive, first of its kind, member portal and issues management platform providing members real-time regulatory development data and issue updates, all essential to doing business in Canada.





## Enhance communication efforts to showcase strong, sustainable brands in Canada

CPCA must keep up with the rapidly changing communications trends to effectively communicate with members, governments, stakeholders, partners, and the public. This is done with all levels of government to ensure industry's efforts related to sustainability are well understood and to ensure fair and reasonable regulations become the norm. The Association has a strong communications plan in place to support ongoing advocacy efforts to help build public trust in member brands.

# “

*CPCA is at the table on behalf of members when priorities are being set and broad direction is being discussed on a wide range of issues to secure fair and efficient regulations for sustainable business growth in Canada.*

## Enhance organizational effectiveness, improve member services and grow the membership

To be an effective voice of the industry, CPCA must be as representative of the industry as possible with increased membership from large national and multi-national companies operating in Canada and SMEs operating across all industry segments. This includes a continued focus on building member value, effectively engaging staff, communicating the value proposition as well as ensuring the financial and management capability to deliver results. ■



CPCA Members can access data on the Canada CoatingsHUB!

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## Why CPCA

In a world of growing regulations placing increased pressure on your business, the real question is: **Why not CPCA? CPCA is the only trade association representing the specific interests of the paint and coatings industry in Canada.** Proactive government relations, analytical support, and a focus on results are the factors that set CPCA apart. Our regulatory experts are leaders in their field, providing members with the highest quality resources, relevant and timely information, and strong advocacy. CPCA's work focuses on managing issues that impact all segments of the paint and coatings industry in Canada.

**CPCA Works Hard** to reduce regulatory burden and support members' ongoing compliance efforts to help mitigate current and future risks.

**CPCA Promotes** the benefits, contributions, and advantages of the paint and coatings industry via our extensive networks, focused advocacy, and targeted communications

**CPCA Supports** the circular economy approach for paint stewardship and recycling under **PaintCare™**

**CPCA Delivers** evidence-based and reliable information via its **CPCAConnects** program with quality and timely publications, which include critical government submissions on behalf of the industry

**CPCA Enhances** member compliance with the support of a new and comprehensive digital platform on issue management, the **Canada CoatingsHUB**, a key part of new CPCA initiatives to enhance member value

**CPCA Engages** the public through continued market studies and supports skills development and training for a highly skilled workforce over the long term with its 3-semester Online Coatings Technology Program, CoatingsTECH.

## Focused Programs & Services *Here for You*

CPCA bridges the gap between industry, government, stakeholders, non-governmental organizations and the public through its diverse programs and services. These efforts have but one objective: **provide industry with a single, resounding voice for a strong and sustainable paint and coatings industry in Canada.**

## Government Relations & Regulatory Affairs

Government relations and regulatory affairs occur on many levels. Companies in the chemical sector especially have seen the regulatory compliance landscape evolve in recent years with no end in sight. All coatings companies must focus on meeting EHS and stewardship regulations. This presents challenges for companies in terms of their need to ensure full compliance in all jurisdictions in which they operate.

For CPCA's work to be successful on compliance, it must have full engagement by members, indeed the entire industry, to ensure relevant data is available in support of evidence-based decisions of governments. That data is even more critical as regulations are being developed. To assist in that effort the work of the technical committees and working groups are essential for better outcomes. CPCA's work in this area helps member companies perform important functions to achieve full compliance. ■

*To learn more about membership or download our member application form visit [canpaint.com](http://canpaint.com)*

# Strong Leadership

CPCA is governed by a Board of Directors made up of both corporate and supplier/distributor members, with three members coming from the latter. The Board meets four times a year and as needed to provide overall direction on policy for the association. There are two Board committees, one overseeing Audit and Finance and the other responsible for Governance and Nominations.



**Richard Tremblay**  
Benjamin Moore  
Board Chair



**Darrin Noble**  
Home Hardware Stores Ltd.  
Governance Committee Chair



**Vince Rea**  
PPG Canada Inc.  
Finance & Admin Committee Chair



**André Buisson**  
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Axalta Performance Coatings



**Curt Kaucher**  
Sherwin-Williams



**Sharon Kelly**  
KelCoatings Ltd.



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**Jean-François Tanguay**  
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## Digital Transformation for Better Issue Management

### On the Cutting Edge

In 2019, CPCA addressed a critical issue that transformed the internal workings of the association and external offerings for its members. CPCA embarked on a digital modernization effort that would see CPCA's entire public-facing website re-branded and redesigned. CPCA sought to create the first of its kind digital issues management platform that would provide members with real-time regulatory development data and updates, all highly curated and searchable.

The effort was a multi-year effort with a team of experts analyzing data, content, and the overall requirements to create an online system that would provide the most value for members. It's no secret that the paint and coatings industry is a heavily regulated industry in Canada and that navigating the regulatory landscape can be just as complex as the regulations themselves. This is where the intrinsic value of the HUB rests. The HUB allows members to navigate the Canadian regulatory environment with ease, receive notifications on issue updates of importance for the sector, and search a comprehensive database on all digital platforms. **Users have access to a fully customizable dashboard, and can manage notifications from their personal profile.** The HUB provides members quick access to industry-specific issue updates, formal positions and submissions, a compliance calendar notifying users of pending government-related actions, and much more.

The Canada CoatingsHUB continues to revolutionize the way CPCA engages with members. CPCA members manage hundreds – in some cases thousands – of paint and coatings products with R&D and regulatory teams at the forefront of development. Their primary objective is to get their product to market following all Canadian standards and regulations,



**CPCA's job is to support members by providing access to the latest regulatory developments as they happen via the Canada CoatingsHUB.**

While CPCA deployed the site in early 2019, development efforts continue. In 2020, a new substance database will be added to the HUB, which will allow members to search for data, by chemical substance, and determine its status in terms of current regulatory requirements and/or possible future requirements under future chemical assessment efforts. Adding the substance database was the next logical step. It will provide members with substance-specific information for coatings, adhesives, sealants, and elastomers (CASE), and an at-a-glance overview of exactly where a substance of interest is in the Canadian regulatory review process. This is something no other platform provides and will set CPCA's Canada CoatingsHUB apart from other offerings in the market. **With over a thousand resources already posted on the Hub, the Canada CoatingsHUB is proving to be one of the most robust, rigorous, and relevant online tools for association issues management today.** ■

*To inquire about how to become a member or learn more about the Canada CoatingsHUB, visit [canpaint.com](http://canpaint.com).*



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**\$12.3B**

**TOTAL  
ECONOMIC OUTPUT**

**\$4.65B**

**TOTAL  
GDP FOR CASE**

**\$1.74B**

**TOTAL  
TAXES COLLECTED**

**125,316**

**TOTAL  
INDUCED EMPLOYMENT**

## A Real Economic Impact

A recent study of the economic impact of the Canadian paint and coatings industry was categorized into two types of economic impact. The direct impact or the economic impacts resulting from business activity by coatings companies themselves, or the revenue generated by those companies. The indirect impacts take into account the "multiplier" effect of the coatings industry in Canada. When paint and coatings companies procure raw materials, they generate economic activity by their raw material suppliers and distributors. Also, when end-users of paint and coatings buy products, economic activity is generated at the paint store or retail end of the supply chain, generating attractive wages and salaries in the various segments.

## The Study

CPCA engaged globally renowned consultancy Orr & Boss to conduct an Economic Impact Study of the Canadian paint and coatings industry. It is generally defined as the manufacture and sale of coatings, adhesives, sealants, and elastomers or CASE, as it's commonly known in the industry. The details related to the findings are outlined in detail throughout the impact study in terms of the direct, indirect, and induced benefits for Canada's economy. The study looked at the total value chain from raw material supply to the point of sale and the end-users. That value chain included the following: coatings manufacturers, raw material suppliers, paint equipment manufacturers, paint accessories and allied products, freight companies, paint retail stores, end-users, body shops, paint applicators, and product stewardship.



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# Canadian Paint Industry in 2019

## By the Numbers

In late 2018, the Canadian economy stalled at 1.9 per cent and this weakness carried over into 2019, restraining GDP growth to what would appear to be a modest 1.4-1.6 per cent, with real consumption spending remaining on track to grow at the slowest pace in a decade. Although economists still expect the Canadian GDP growth to reach 1.5-1.7 per cent in 2020, the long-awaited rotation in Canada's economic drivers toward exports and investment has not yet materialized due to elevated geopolitical uncertainty, such as the US/China trade war and a general slowdown in the global economy spurred by socio-political conflicts. The Canadian economy will be affected and such effects are hard to predict. Currently, the markets are signalling that growth and inflation are expected to slow somewhat in the years ahead. And this slowing growth dynamic is also being noted in most Canadian provinces. Net trade activity in Canada is likely to remain weak as modest growth in domestic demand will limit imports and export growth. Nevertheless, debt-laden Canadian households will continue to spend but only moderately, which should make real estate and construction activity in Canada relatively stable and possibly go slightly upward in 2020. In fact, 2019 has seen very strong growth in new housing and in the resale market as well. A slowing labour force growth combined with high household debt may continue to restrain consumer spending and consumer confidence to some extent. Similarly, manufacturers and business generally will be looking at constraining their expenses, although slower economic growth can sometimes be a powerful catalyst for businesses and governments to implement reforms and boost competitiveness, especially if a new US – Mexico – Canada trade deal lowers uncertainty spurring businesses to higher levels of capacity utilization. The federal government has indicated continued new investment in infrastructure, but the important thing is to get shovels in the ground and projects moving forward, which has proven difficult for the current government. Consumption of durable goods in the first half of 2019 barely grew on a year-on-year basis, and this type of behaviour from consumers tends to happen during recessions, not expansions.

## Manufacturing

Industrial production in Canada averaged 1.45 per cent growth between 1998 and 2019. Manufacturing output is now declining on a year-on-year basis for the first time since 2016 and the probability of a quick rebound is somewhat low. The Canadian manufacturing sector continues to face numerous challenges with respect to overall competitiveness, weak productivity, and increasing pressure from potential trade barriers and from global competition originating from current and future trade agreements. Mergers and acquisition trends followed by repatriation of manufacturing facilities are expected to continue to plague many industrial sectors across Canada in the coming years, and paint and coatings and adhesives and sealants will be no exception. Both recent federal and Ontario government programs to strengthen the automotive manufacturing sector competitiveness has helped reconfigure their OEM and auto parts production networks ahead of the new North American free-trade pact. However, Canadian automotive plants may have to temporarily shut down operations amid shortages of parts from the U.S. Stricter vehicle emission standards will encourage OEMs to develop more fuel-efficient, lightweight and electrified vehicles, which should push auto suppliers to innovate with advanced materials and designs for improved manufacturing processes. In 2020 and beyond, the automotive and many other industries will be facing a period of transformation, with investments in alternative manufacturing technologies and preparations for a potential slowdown in traditional means of production, with fewer value-added products in the supply chain. While there is much noise about the internet-of-things such as 5G networks, blockchain, Industry 4.0, machine learning, 3D printing, the real challenge facing Canadian manufacturers is understanding the unique benefits and risks of such technologies for their distinctive manufacturing processes to help stay ahead of customer trends and market shifts. Although the momentum is there, there is still a pressing need to have the right people, strike strategic partnerships, and place a greater focus on cyber security with the increasing use of digitization in the supply chain.





## Industrial Markets

The raw materials price index (RMPI) shows that an increase in manufacturer costs will lead to an increase in prices of final products. The RMPI has shown a lot of volatility, moving downward in Q1, rising in Q2, and suggesting a negative trend again in Q3. New vehicle sales in Canada continue to experience a decline of year-over-year levels with a 4.6 per cent drop during the first half of 2019 compared to the same period in 2018, and with a net preference for light trucks over passenger cars. As for the auto parts sector, financial incentives by all three levels of government have attracted investment to strengthen competitiveness. The forecast for oil and gas investment will be slightly stronger in 2020, following the government's recent approval of the Trans Mountain Pipeline; however, this sector's overall performance may contract as it will also depend on elevated trade policy uncertainty through 2020. For the aerospace industry, Vision 2025 will develop a comprehensive strategy to ensure the industry's long-term success. For the wood industry, several factors, such as changing building codes will support the growing use of wood in mid-level and high-rise buildings and in wood product technology. For electronics and monetary policy generally, higher trade costs due to trade tensions and a slower-growing Chinese economy will reduce the growth in demand for electronic components in the coming year. Although Canada's unemployment rate remains at a four-decade low, companies are still experiencing difficulty finding skilled workers in many industrial markets. For Canada to emerge as a leader in an increasingly fierce competitive global economy in all the above industrial sectors, there are five priorities identified for 2020 and beyond: 1) building the most skilled and talented workforce; 2) ensuring SMEs thrive and grow; 3) using innovation to capture new opportunities; 4) leveraging Canada's role at the forefront of high technology; and 5) maximizing government procurement and partnerships to drive new industrial growth.

## Architectural Markets

At the national level, residential investment appears to have stabilized and is expected to contribute modestly to overall growth throughout 2020 and 2021, after two years of decline. The lower mortgage rates, healthy job markets, and an increased pace of immigration should support housing activity. Indeed, Canada's population expanded at its fastest annual pace in nearly 30 years in the third quarter of 2019. The new federal shared-equity mortgage program is also expected to provide additional

support for housing activity. But mortgage debt servicing in Canadian household finances is now at the highest since 1992 and housing market conditions continue to markedly differ across several Canadian regions. In the East, housing markets have strengthened, with the solid resale and new construction activity accompanied by moderate to high increases in house prices. The adjustment has been more difficult in the greater Toronto and Vancouver areas because of past speculative activity and a high average price for entry into the housing market. Through the first half of 2019 total non-residential investments in industrial and commercial permits declined somewhat.

## Paint Manufacturing Performance

Overall, total Canadian paint shipments from all paint sectors totalled \$3.413 billion and 488 million litres in 2018. When considering architectural paint sold in Canada, both manufactured and imported, this sector generated 33.3 per cent of the total value of paint sales and 41.7 per cent of the total volume of paint sales in 2018. The Canadian automotive sector performance, which encompasses the performance of the automotive refinish and the OEM paint manufacturing segments, maintained the smallest share of the total value (23 per cent) and of the total volume of sales (12 per cent) in Canada. The industrial paint sector performance was estimated at 43.7 per cent of the total value in dollars and 46.3% of the total volume of sales in Canada.

As for the first half of 2019, the Architectural dollar sales rose by 2.6 per cent and the litreage sales diminished by 3.3 per cent. Meanwhile, Automotive Refinish sales diminished by 5.2 per cent in dollar sales and by 6.5 per cent in litreage sales. Similar trends are expected in these two markets for the rest of 2019 and throughout 2020.

As for sales of waterborne paint products in Canada, they continue to dominate all architectural sales, representing nearly 95 per cent of the products sold in 2018 compared to 79 per cent in 2017. In the automotive refinish sector, sales of waterborne basecoat paint accounted for as much as 80 per cent of the total volume of basecoat paint used in Canadian auto body repair shops. ■



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## Leaders in Sustainability

Paint and coatings by their very nature are already sustainable products in that they protect and extend the life of many important assets, whether at home, in an automobile, or on commercial infrastructure. Overall, the Canadian paint and coatings industry is proud to have accomplished much in terms of sustainability. The industry has gone much further to ensure strong product stewardship is maintained and enhanced throughout the product life-cycle, from product development through hazard communications, chemical regulatory compliance, transportation of dangerous goods, and customer response to end-of-life requirements.

### Foundation of Sustainability

The first step in global product stewardship is ensuring full compliance with existing standards and regulations for the safe manufacturing, shipment, and sale of products. The coatings industry strives to provide high performing, chemical-based products in a way that minimizes the risk to human health and the environment. These products are subject to many regulations for the safe use of chemicals for specific markets.

CPCA has supported member companies on regulatory compliance for many years with focused advocacy. **Now it has taken compliance to a new level with a comprehensive CoatingsHUB that ensures no stone is left unturned in protecting the reputation of established company brands.**

### Enabling Sustainability

The coatings industry has become an enabler for many end-users who seek to realize their sustainability goals. There have been tremendous reductions in VOC emissions from production to consumption in the supply chain with no- and low-VOC products now the norm. In addition to extensive R&D in seeking product innovation, the other key drivers of sustainability for the industry include strict retailer guidelines for low-VOC products, green building certifications for better life-cycle assessments, availability of cost-effective chemical alternatives and greater efficiencies from the scarcity of raw materials.

The Canadian Council of Ministers on the Environment (CCME), comprised of 10 provincial Ministers of Environment and the federal Minister, noted the impressive progress in paint recycling stating:

***“There is only one product category that is consistently well-covered across the country by regulations (either EPR or product stewardship) with programs operating province-wide to divert materials from landfill, and that is used paint.”***

### Benefits of Coatings

There have been tremendous advances by the coatings industry in new technology such as moving aggressively to water-based paint, reducing VOC emissions and recycling millions of kilograms of leftover paint every year. The coatings industry offers a world of other benefits that are often overlooked. This applies to architectural, automotive and industrial coatings with a wide range of innovative, sustainable and high performing products. All of these meet very stringent customer demands. Paint is more than what you see on your wall. The industry is reflected in everything around us, helping us reduce our environmental footprint and improving our quality of life – every day! ■

#### TYPE OF COATING

*Architectural and industrial coatings on public infrastructure, buildings, bridges, manufactured items, automobiles*



#### BENEFIT

*Decreased life-cycle costs, delayed need for new infrastructure and products, reduces energy consumption and preserves raw materials*

*Energy efficient windows coated with functional coatings to directionally transmit light and heat*



*Saving 9% to 18% in energy costs for home-owners*

*Reflective roof coatings create a cooling effect, reducing AC use and increasing energy savings*



*Saves residents and building owners 20% to 70% in annual cooling costs, reducing fossil fuel consumption and GHG emissions*

*Antifouling marine coatings on more than 250,000 ocean-going vessels and underwater infrastructure*



*Protects valuable ecosystems in freshwater lakes; increased fuel savings of \$60 billion annually; reduces 384 million tonnes of carbon dioxide annually or equivalent of 64 million average cars taken off the road*

*Coatings substituted for more costly alternatives to strengthen softwoods in place of more valuable hardwoods*



*Reduces raw material consumption while creating carbon sinks that reduce GHG emissions*

*Traffic paint is used to line streets, highways, and parking lots*



*Prevents accidental loss of property and lives on a daily basis*

*Anti-bacterial and easily cleaned coatings are used in hospitals, senior care centres, food containers and other key contact points*



*Prevents illness, helps feed families and makes nutrition affordable for populations at risk*





# Making the Paint and Coatings Industry Greener

The CASE (Coatings, Adhesives, Sealants, and Elastomers) industry plays a vital role in modern society by contributing significantly to Canada's economic well-being and to Canadians' health, safety, and comfort. CPCA member companies generate a total economic output of over \$12.3 billion and employ over 86,000 Canadian directly and indirectly, as per recent studies. The resulting benefits to the public are widespread across many facets of sustainability. Functional coatings directly prolong the lifetime of homes, buildings, transportation vehicles (automobiles, trucks, trains, ships), industrial equipment and reduce the ongoing maintenance costs of all. Coatings also ensure food can be safely stored for longer periods of time and at affordable prices for all, more efficient electronics, and added value to many other consumer goods.

Leading manufacturers of paints and coatings, working together with industry associations such as CPCA, are on the cutting edge of science and technology with innovations that have created many benefits for the economy and society generally. Industry realizes the economic and competitive advantages that can result from progressive in-house programs emphasizing sustainability in advance of increasingly strict government regulations. The coatings industry continues pressing forward to develop more environmentally sustainable products that are less harmful to the environment, sourced from renewables, biodegradable, compostable, and recyclable materials.

Working with collaborators in academia and industry, CPCA and its members have identified several priority areas for future research in green chemistry and sustainability where knowledge gaps currently exist. These topics are actively being pursued by industry researchers but would also benefit from active involvement by the academic community, where innovative R&D is the primary focus. These efforts will soon result in tangible, greener products entering the market, contributing to a more sustainable future for the coatings industry. Below are the areas of interest CPCA has identified for this to become a reality.

## Reducing VOCs in the Industrial Coatings Market

The paint and coatings industry has been at the forefront of improving air quality by replacing the chemical solvents typically used in paints with water-based dispersions. This led to a reduction in volatile organic compound (VOC) emissions by more than 75 per cent in the past 10 years with over 95 per cent of architectural coatings sold in Canada now water-based. However, most industrial coatings are still solvent-based. The challenge lies in improving the performance of many water-based coatings for certain industrial performance requirements. Advances in polymer design, resins and additives have addressed many other issues such as film formation, controlled viscosity, and foaming, but issues still remain with corrosion/chemical resistance and the demand for extremely high gloss finishes required in industrial applications.

## Antimicrobial Preservatives

Because of the transition to largely water-based architectural paints over the last decade, a topic of critical concern for manufacturers is the need to develop new preservatives to inhibit microbial growth for in-can preservation and, after application, to preserve the paint film on the surface. Only a handful of these biocides such as OIT, BIT, and others are currently available to industry and they are coming under attack from increasingly strict government regulations. These have been identified as potentially harmful, with outcomes ranging from outright bans to restricting their use in products, to low concentrations thereby rendering them ineffective as antimicrobials. This issue goes beyond simply replacing widely used preservatives with alternatives. In many cases viable alternatives simply do not exist. Therefore, novel solutions to preventing microbial growth in waterborne systems are urgently needed. CPCA is concerned that the government is not considering the negative impacts of restricting the use of biocides without proper alternatives as they relate to both human health and the economy.

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*Recently, the industry has again begun to incorporate materials sourced from renewables such as starch, corn oil, and bio-based polyols into a wide range of products.*





## Materials from Renewable Sources

Historically, raw materials used in coatings were fully sourced from bio-based feedstocks. Advances in manufacturing processes over the last few decades led to the current environment wherein the majority of coating materials are derived from fossil fuels and petrochemicals. Recently, industry has again begun to incorporate materials sourced from renewables such as starch, corn oil, and bio-based polyols into a wide range of products. However, the choice of renewable coating materials is still quite limited and for some applications such as polyacrylates or phenolic resins, no bio-based alternatives exist. The key challenge is the inherent hydrophilic character of natural polymers, which makes them poorly suited for use alongside synthetic polymers which are typically hydrophobic. These types of considerations introduce additional costs related to reformulating existing processes or additional infrastructure required for new supply chains. The rapid adoption of new feedstocks by industry requires minimizing these expenses whenever possible.

## Recycling of Multi-Component Products

Modern flexible packaging materials, especially those used in food products, are typically multi-layer laminates where each layer is a different material fulfilling a specific purpose. While each material may be recyclable on its own, the full laminate cannot be economically recycled in most cases because recycling would require de-lamination and separation into the individual layers. This is difficult due to the effectiveness of the adhesives used in manufacturing the package. "Switchable" adhesives which could be disabled by applying a suitable trigger such as light, heat, voltage etc. could make a huge advance in the recycling of multi-component laminates. For this approach to be viable, the environmental impact of the trigger would necessarily be less than the impact of not recycling the product. An alternative would be to design new laminate layers that perform equally well as existing materials but are inherently amenable to de-lamination after use. In general, any product containing a trigger that enables biodegradation or facilitates recycling at the end of the product's service life would be valuable, with the potential for significant and positive industry-wide impact.

## Other Materials of Concern

Several other materials currently used in coatings pose environmental problems, and industry is interested in developing alternatives in advance of regulatory restrictions. These include:

- Polymer cross-linking agents containing isocyanates and epoxy amines
- Materials which contain or release formaldehyde under elevated temperatures
- Anti-corrosion pigments of chromium and other heavy metals
- Materials which inhibit recycling or biodegradation of multi-component coatings
- Persistent bio-accumulative materials and endocrine disruptors

Paint and coatings products are by their very nature sustainable in that they protect and extend the life of many important assets, whether at home, in automobiles or on commercial infrastructure. The Canadian paint and coatings industry is proud to have accomplished much in terms of sustainability in recent years. Ultimately, the challenge is to develop coatings and flexible packaging materials that can be effectively recovered, and either recycled (used for the same type of application) or repurposed as a feedstock for other industrial applications. Significant progress has been made, but there are important elements that are being considered in future research, as outlined above. Both environmental and economic life-cycle impacts of incorporating new coatings need to be assessed. While significant reductions in greenhouse gas emissions and landfilling are anticipated, the additional impacts of product generation, use, and recovery continues to be evaluated in order to identify promising products, while phasing out products that do not contribute to a net positive impact. ■





## Challenges for Biocides Used for Paint Preservation

Proposed amendments to pest control regulations in Canada raise concerns for both raw material suppliers and manufacturers of paint and coatings products. The proposal seeks to modernize Health Canada's regulatory oversight for pest control devices in Canada by replacing Schedule 1 in the Pest Control Product Regulations with a category of products exempt from registration under certain conditions. Exemption from registration allows a reduction in administrative burden for both industry and government, while providing an appropriate amount of oversight for products being sold and marketed in Canada. It does, however, place greater responsibility on industry to ensure that marketed products meet specific conditions as established in the regulations. In the absence of clear regulatory guidance, certain users and manufacturers were not fully aware that certain pest control devices were subject to the Pest Control Products Act, and whether or not the device used in products required registration. However, the proposed clarification related to exemptions under the Act would in no way prevent sellers of pest control devices from being subject to routine monitoring and enforcement activities under the Canadian Pest Control Products Act in future. Clearly, this requires more consideration by all those impacted in the industry.

The pre-consultation on this matter more or less coincides with the release of a PMRA information note entitled: Acceptable Claims for Antimicrobial Treated Articles. The Canadian Paint and Coatings Association (CPCA) **continues to look to this guidance as it purports to be fully aligned with that of the US EPA's list of approved claim statements.** Over the years CPCA received many questions from member companies regarding the acceptability of their specific claims, which had been approved by the US EPA, but differed from the one statement officially allowed for use in Canada.

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*CPCA continues to seek greater clarity for industry with respect to biocidal paint products that are specifically sold for biocidal purposes.*

CPCA members include supplier and distributor members who are registrants and who remain deeply concerned with the current proposal as it relates to claims used for pest control devices, especially as it relates to a wider range of treated articles. The majority of CPCA members are manufacturers of paint and coatings, adhesives and sealants, and elastomers (CASE), and their raw materials suppliers. Although CASE companies do not generally manufacture pest control devices, they are 'users' of critical biocides for the preservation of their architectural waterborne products especially, now representing 94 per cent of those products sold in Canada. These products are now also considered treated articles

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flowing into Canada from the United States. As such, this has created some debate and confusion for industry.

Section 2.(3) of PMRA's current proposal states that pest control devices operating as physical barriers, wherein there is no release or contact with pesticides, are proposed as exempt from the registration of pest control devices without conditions (e.g., wooden fencing, metal screens, netting to protect crops from birds, wax materials and other non-biocidal coatings that provide a physical barrier). However, increasingly manufacturers are developing and selling bacteria control or biocidal paint for the purpose of disinfecting walls, which could stop the spread of serious infection in hospitals and clinics. CPCA wonders if some of the claims used by companies, in particular for biocidal paint products, sold as treated articles, might not be used in the same way they are in the United States for registered biocides. Indeed, manufacturers must ensure any advertising related to product claims are in line with Health Canada's Guidelines for the Advertising of Pest Control Products (DIR2016-01). In fact, this regulatory directive states that all claims must be restricted to the use or uses for which a product has been registered and must not state or imply (including through a brand name) that the product is appropriate for additional "off-label" uses.

The biggest issue for CPCA members that are US-based registrants relates to the fact that Canada requires the active ingredient, used to treat the article, be registered in Canada for that purpose. US manufacturers often have similar products registered on both sides of the border. **Canada requires "efficacy and exposure data" for all claims, whereas the US EPA does not have the same requirement.** For this reason, most registrants do not register all the uses on their Canadian labels, as they do for their US chemicals. For example, if a registrant has one particular product registered in both countries, Canada's requirement for "efficacy and exposure data" requires the Canadian accepted label must state: "Preservative against mould and mildew on plastics." However, the registrant's US label states: "Protects against mould and mildew on plastics such as shower curtains, dish drain boards, cutting boards, commercial plastics such as pipes, panels, eavestroughs." Therefore if one of the treated articles shipped to Canada states: "Shower curtain treated with XX" and "Treated with a preservative to prevent mould and mildew build-up," such a product would be accepted in the US but NOT by inspectors in Canada. This is because the shower curtain must be approved as containing XX in Canada. The claim will be accepted, if and only if, efficacy data was previously submitted by the registrant, in order to prove XX safely works on this particular type of article. The registrants must then increase efforts and incur additional cost to cover ALL potential uses of the product XX in Canada, whether or not they are used as such. This must be done before these claims can be added

to any Canadian label. **This increased administrative burden for both government and industry could be alleviated with greater collaboration and alignment with the US EPA and PMRA.**

The key issue on biocides seem to be mostly related to the difference or perceived difference between the way PMRA views claims in Canada versus the way the US EPA views the same claims. This lack of alignment and/or collaboration between the two countries continues to hamper cross-border trade. Not only does this put our Canadian manufacturers at a competitive disadvantage by not having the same access to critical biocides, but it causes great disruption for multinational companies operating in, and shipping intra-company goods, to Canada. It is effectively a non-tariff trade barrier, which is not in the spirit of the recently negotiated trade agreement between Canada and the United States. Furthermore, these companies based in Canada are not able to use PMRA-registered biocides for the same spectrum of uses that are, in fact, allowed in the United States.

**CPCA continues to seek greater clarity for industry with respect to biocidal paint products that are specifically sold for biocidal purposes.** Canada must work to minimize a divergence of views with respect to various uses of commonly registered biocides/pesticides that are under re-evaluation or require renewed registration. As part of this process Canada may wish to consider conducting economic impact analyses of any claims to be restricted in Canada due to lack of data regarding specific treated articles, but which are not restricted in the United States. The larger issue for CPCA manufacturer members – and registrants alike – is the need to continue to protect paint and coatings products, including adhesives and sealants, in commerce in Canada today. This protects Canadian and US consumers in the very same way. All this can be done while aligning registrations and ongoing biocide evaluations with the United States thereby sustaining North American trade and commerce under the recently signed USMCA.

CPCA was pleased to secure a Paint Cluster Analysis approach for biocide use for paint preservation as this will ensure all available information related to ongoing re-evaluations will have the data necessary to make informed decisions. **CPCA recently learned that the current PMRA analysis of the following biocides (folpet, dazomet, chlorothalonil, diodofon, ziram, sodium omadine, MMY, DMY) are due for a proposed decision and formal publication by February 2020.** Consequently, the proposed PMRA decision is also being delayed, as it was anticipated for August 31, 2019. CPCA remains hopeful that the previous industry studies will help PMRA revisit and further align their assessments – and recent decisions – with the United States regarding the entire cluster, as there are so few remaining biocides left for the coatings industry to use in Canada. ■





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## New Limits Coming for VOC Emissions Regulations

VOC concentration limits apply to products such as paints, stains, varnishes, lacquers and other types of coatings applied to a wide variety of stationary structures in residential, commercial, institutional and industrial settings. The regulations also include timelines for the manufacture, importation, and sale of coatings. These regulations apply to manufacturers, importers, and sellers of architectural coatings, as well as users of traffic marking coatings. As such, reducing those VOC limits may be difficult to achieve in Canada, especially in certain product categories. **If limits are further decreased there will be a discernible and likely negative impact on many paint companies manufacturing or importing products into Canada.**

The federal government under Environment and Climate Change Canada (ECCC) is now engaged in a new study on VOC emissions in coatings products, which began in April of 2019. This is proceeding with a broad national VOC Survey for all paint products sold in Canada not currently covered under Canada's VOC Concentration Limits for Architectural Coatings Regulations. The survey results will assist the federal government in the comparison of the current Canadian AIM VOC content product spectrum with the VOC limits imposed in various US jurisdictions (CARB, OTC, SCAQMD, US EPA). The ECCC Products Division has a goal to identify possible amendments to the regulations by looking at concentration limits in other jurisdictions while performing a cost-benefit analysis (direct/indirect and short-term/long term costs), and overall economic benefits of VOC reduction in certain products, and more.

In order to assist the federal government's work investigating possible initiatives to achieve further VOC reductions from the Canadian paint and coating industry, the survey will carry out all the tasks listed below. All economic data collected must be present in 2018 Canadian dollars as it relates to impact. When monetary estimates are not available in Canadian dollars, foreign currency estimates must be converted and presented in Canadian dollars accompanied by an explanation of the exchange rates used. The use of Canadian data will be prioritized over that from foreign sources (e.g., United States and European Union). When only foreign data is available, extrapolations will be made from the data for the Canadian market supported with valid assumptions (e.g., based on the gross domestic product (GDP), market share, and demand in North America). Key data will be gathered on the Canadian paint and coatings sector including:

1. Data gathering that will provide a current description of the Canadian paint and coatings sector in the Canadian economy including Canadian and foreign companies operating in Canada; revenue generation, import and export volumes and value; description of key variables that could impact future production, markets, and competitiveness, including forecasts of supply and demand over the next 10 years.
2. Comparison of Canada's alignment on VOC concentrations in architectural coatings with other North American jurisdictions with an analysis of actual VOC concentrations of architectural coatings sold in Canada; evaluation of the market with other North American jurisdictions such as SCAQMD, CARB, US EPA, and OTC; and recommendations for new categories of products to be considered for regulation seeking further decreases in VOC emissions.
3. Estimates of VOC emission and cost-benefit analysis for existing categories of products in the current regulations including unit production cost; estimate of the reformulation or importation costs, if any, for each reduction option (cost per tonne of VOC reduction); estimate of the total quantity of VOC reductions achievable for each reduction option; determination of the average annualized cost to reduce VOC emissions over a 10-year forecast (cost per tonne); and determination if lower VOC concentration limits would impact paint recycling efforts in Canada.

This study is an important undertaking that will impact all companies doing business in the coatings industry, both manufacturers and suppliers/distributors. **As such, there must be a concerted effort to ensure this is done based on the reality of the situation, be evidence-based and most importantly must ensure it does not negatively impact Canada's competitiveness, including alignment with our largest trading partner, the United States.**

### Industry Leadership

Many companies now have sustainability goals and targets. Those are put in place for environmental reasons, but they also make good business sense given that the efficient use of natural resources has been shown to reduce operating costs. As a result, many firms now have regular sustainability reporting as an ongoing part of their business planning, allowing them to integrate environmental challenges into





## RELEVANT RIGOROUS ROBUST

The Canada CoatingsHUB provides member companies with issue-specific resources, relevant industry news, and the data needed to support issue management and regulatory compliance. All resources are managed by type and searchable by keyword. CPCA's Compliance Calendar alerts members to important compliance dates and deadlines.

**If you manufacture, import or sell coatings ingredients or finished products in Canada** the HUB is critical for your business to enhance compliance and mitigate risk.

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their long-term development strategy. Some of the ways in which paint and coatings companies address the alignment of sustainability with capital allocation decisions include:

- Setting and updating long-term greenhouse gas reduction targets and linking those with environmental compensation and sustainable product innovation
- Using life-cycle assessment to set business goals when expanding product offerings and risk management
- Developing metrics to factor in the social and environmental impact of their suppliers along the supply chain to determine true business costs
- Making investments in new environmental research and innovation
- Ensuring R&D projects are aligned with the sustainability policy of the company
- Some companies now have chief sustainability officers, who are one of the decision-makers for large internal capital budget requests, signing-off with the controller on capital budget requests to ensure sustainability is evaluated and included in decision-making

These and many more initiatives assures that the paint and coatings industry remains on the leading edge of sustainability and innovation for the foreseeable future. ■



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## Why Chemicals Assessment is Important for Industry

Canada's ongoing assessment of chemicals management in this country has been discussed from time to time in many forums. It has been an important subject matter for more than a dozen years in Canada. The federal Chemicals Management Plan (CMP), a program under the Canadian Environmental Protection Act (CEPA), is still with us and will be for the foreseeable future. One cannot underestimate the impact it has on all companies in Canada doing business in the chemical industry. The number identified for possible assessment in 2006 was 23,000 chemicals in commerce, used in literally tens of thousands of products. Those chemicals are used in everyday life by millions of Canadians, most of which were deemed of 'no concern' to human health and the environment and therefore requiring no risk assessment.

There were, however, 4,300 chemicals deemed to be 'of concern' and it prompted the federal government to budget \$500 million for each of the three phases of the CMP, over 15 years. That is \$1.5 billion for the assessment of chemicals to the end of 2020. The intent was to fully assess the potential impact of those chemicals on both human health and the environment. The CMP program, now in the third phase, continues to assess the remaining 1,540 chemicals 'of concern' in commerce in Canada, more than 540 of which are used in coatings, adhesives, sealants, and elastomers (CASE).

While it is indeed a major government investment and undertaking, the 25 chemical sectors impacted have also invested tens of millions of dollars in complying with the requirements under the CMP, as required under the Canadian Environmental Assessment Act. Industry continues to provide the necessary data for government to conduct science-based assessments. In that way, industry has been instrumental in ensuring that the chemicals used in products are safe for human health and the environment, ensuring the protection of consumers.

Over the past 15 years there have been very few toxic designations for those chemicals and where there have been it is important to note that they have been entirely evidence-based. Both the government and those in the coatings industry, one of the most implicated sectors for chemical assessment, are to be acknowledged for the positive work they have done to ensure safe and sustainable products for all Canadians.

The third and final phase of the Chemicals Management Plan is now nearing an end in 2020 and there is still significant work to do. Clearly, with so many substances and the demands imposed by the data-gathering process, it has taxed the resources of many companies and company associations seeking to ensure compliance. CPCA has always been vigilant in ensuring companies are fully informed of the requirements to comply with this rigorous chemical assessment process.

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# ISSUES OF INTEREST

The risk assessment part of the process is 'the' critical part as it ultimately determines whether a chemical can remain in commerce or not at the current levels. The risk assessment of chemicals determines whether or not a chemical is designated toxic under the Act (CEPA-toxic) and what risk management measures will be imposed for those substances designated as such. The highest form of risk management is, of course, regulation. However, in the risk management toolbox there are also codes of practice, pollution prevention plans, environmental compliance agreements, etc. In all cases, a company will have to adjust business strategies if a substance is banned outright or have concentration levels reduced to the point of being useless in critical product formulations, which is then effectively a ban.

Over the past 15 years, the decisions taken on risk assessment and risk management have been reasonable for the most part. They have been based on sound science per the chemical assessment regime employed that references multiple sources of data and consults a very credible CMP Science Committee to supplement efforts related to research and monitoring, compliance promotion, stakeholder engagement, and information gathering and reporting. Suffice it to say it is a credible and robust program, which ensures all final decisions are based on a fulsome screening assessment of chemicals in products ensuring a healthy home and work environment.

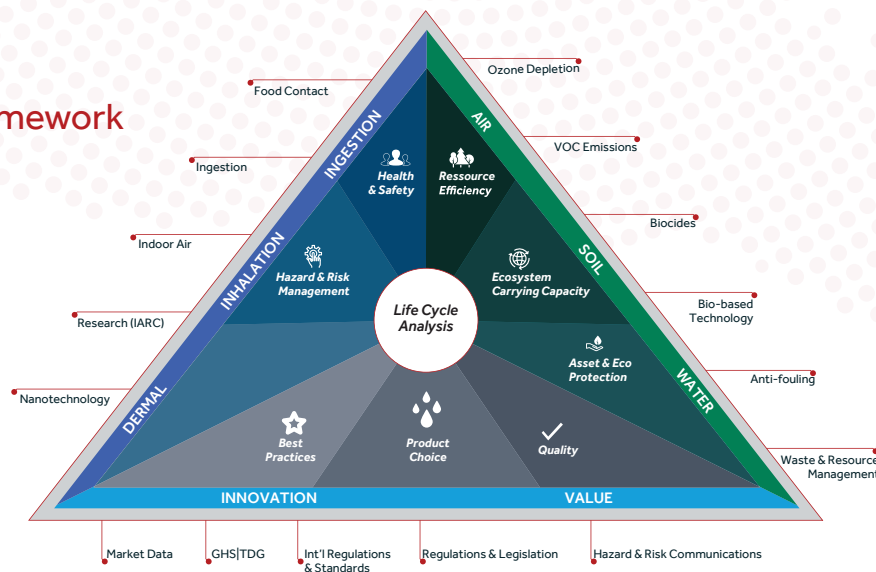
In addition to the planned re-assessment of existing substances already assessed, the federal government is now looking at broadening the actual scope of how assessments are done. This includes consideration of what is called 'informed substitution,' which may require a full and complete assessment of alternative substances deemed to be of less

concern to human health and the environment. As such, there is now some discussion as to how far such a determination can proceed with respect to mandating that alternatives be substituted for existing substances if and when available. Industry has expressed a number of concerns with this approach, the main one being the fact that alternatives, if they in fact exist, may cost several times more than current substances. Secondly, extensive testing of alternatives would be required to determine if they are feasible in existing product formulations. Finally, both the raw material cost and the cost of formulation and re-formulation using alternatives will have an impact on consumer pricing and that must be fully considered. Any one or a combination of these factors could kill a number of successful product lines.

There is also no assurance whatsoever that such alternatives or substitutions would work or substantially improve human health or environmental impacts. This is but one example where industry must be vigilant and ensure future actions are based on evidence-based information, with full consideration of the potential impacts on trade and commerce. This is supposed to be guaranteed by the federal government's regulatory policy directive to consider cost impacts vis-à-vis the benefits of regulating, which is often overlooked.

Fair and evidence-based assessment is something CPCA demands when chemicals are assessed. It seeks to do so by working closely with members via CPCA's technical committees. Increasingly this effort is being done via enhanced digitalization with the recently launched Canada CoatingsHUB for members. The goal is to ensure companies can indeed mitigate risk while remaining in full compliance with the law in the most optimal manner available. ■

## Chemicals Management Framework



### LEGEND

Cannot be Compromised --- ☆ ---  
Industry Stewardship --- ---  
People --- ---  
Planet --- ---  
Prosperity --- ---





## Highlights

On September 5, 2019, CPCA made a 17-page submission to the Treasury Board of Canada with recommendations for the federal government's Regulatory Modernization Consultation. Many of the issues were already raised by CPCA with the Canada-US Regulatory Cooperation Council. This more recent consultation focused on a targeted regulatory review of the chemical sector, the review of the Red Tape Reduction Act, the need for legislative changes to regulatory mandates and some suggestions for the next Regulatory Modernization Bill coming to Parliament in 2020. CPCA began its comments by reminding the government of its own Policy on Regulatory Development (September 2018), which states that regulations should be "justified by a clear rationale, be based on evidence and a robust cost-benefit and risk analysis." It further noted that it should support and "promote inclusive economic growth, entrepreneurship, and innovation via regulatory cooperation and alignment." If this were truly how things were done Canada would already have an improved regulatory process and a stronger economy.

CPCA continues to engage with all relevant federal departments on chemicals management via two forums in particular to ensure nothing is missed. These are the sectoral Paint and Coatings Working Group (PCWG) and the Industry Coordinating Group (ICG) for CEPA. Below is a brief overview of CPCA's ongoing work that continues via the Technical Committees and key stakeholders represented on the ICG. There are opportunities to effect positive change for the future if one is at the table. CPCA continues working with officials, members and like-minded stakeholders to get the best possible outcomes for chemicals assessment in Canada.

More than 550 substances used in the coatings industry are currently moving through the assessment process under the federal Chemicals Management Plan (CMP-3). There are more to come in the future. The final decisions for all of them are based on the relevance or robustness of the evidence-based data provided by industry. CPCA makes all reasonable efforts to ensure the data is gathered and reflected at the assessment table as that data will ultimately determine whether or not critical substances are permitted for continued use in a wide range of coatings products. The current chemical assessments by the federal government require the attention of the entire coatings industry in Canada. Some of these have included the following:

- The Code of Practice developed by Health Canada in concert with CPCA for MEKO is now being evaluated with a view to either continuing with the Code or possibly further restricting MEKO
- The government is also looking at imposing significant new activity restrictions for ethylbenzene and calcium 2-ethylhexanoate
- New pollution prevention plan (P2) for TDIs was published in 2018 and for PREPOD in June 2019 requiring any facility releasing more than 100 kg of TDI will have to develop a P2 plan
- CPCA is actively reviewing ongoing assessment of a sub-grouping for flame retardants and there will likely be several candidates considered for prohibition in the coming months
- The federal government is seeking to reduce benzophenone use in consumer paint products as well as ketone concentrations for MEK, MIBK and 2,4-PD in certain paint and coatings products, including DIY products that are available to consumers in Canada such as lacquer removers, adhesive removers, paint thinner/remover, adhesives and PVC cement/primer
- CPCA is closely watching the draft risk assessment of different groupings of substances containing compounds used in a wide array of CASE products, which could present a challenge for industry depending on the outcome related to that assessment
- After months of discussion, CPCA was pleased to see that the assessment of copper and copper compounds will not target the paint and coatings sector specifically for environmental releases
- CPCA continues reviewing final assessments of chemicals in a number of product categories for substances used in CASE formulations, such as for furans and for zinc and its compounds

Information on all of these issues, and many more are posted for members on the Canada CoatingsHUB ([www.canpaint.com](http://www.canpaint.com)). There are some chemicals and groupings of chemicals requiring further feedback from companies using those substances in Canada. It is important that such data is provided to CPCA or submitted directly government under appropriate CBI declarations. To date, such efforts have led to positive outcomes for all and to date, there have been very few chemicals declared CEPA-toxic in the coatings industry as a result. The next several pages provide a snapshot of chemical assessment for coatings in Canada. ■



## Legacy Substances

CPCA worked with members over the past year and a half on Health Canada's efforts to verify compliance with the Code of Practice on MEKO, five years after its publication in the Canada Gazette. The federal government launched a national survey on MEKO and Ethylbenzene in the spring of 2019, followed by ongoing random sampling and testing of products using MEKO. The Association remains hopeful that all members will be in compliance with the Code, but if not, a mandatory instrument like a regulation will likely be imposed. It is very likely that Health Canada will conclude that the Code has not worked well and pursue another course of action.

If that is the case, CPCA will argue that the Code is not the best risk management tool for the elimination of a specific substance in paint formulas.

The government recently confirmed it opted for a Significant New Activity Notice (SNAC) with respect to ethylbenzene, a new risk management instrument, which will likely target specific uses in concrete floor sealers, lacquers, stains, and varnish alkyds. The government accepted CPCA's request and excluded aerosol products from this SNAC. It remains to be seen what the new SNAC approach will propose in terms of further risk management.

### CMP-1 & CMP-2 & CMP-3 Performance 2006-2018: 3,600 of 4,300 substances Assessed \*

Risk Assessment Status	Total Number = 3,600
Concluded Non-toxic	3,144 (or 87.3%)
Concluded Toxic	456 (or 12.7%)

*\*A little more than 90 risk management actions implemented to this date*

### CMP-Phase 3 Substances Under Assessment in 2016-2021 for Paint and Adhesives

CMP-3 Substances Under Assessment	Total Number = 1,559 Substances
Unconfirmed Use by CPCA Members	1,163
Confirmed Use by ECCC in P&C A&S related substances from S.71 Survey	588
Confirmed Use by CPCA Members (P&C - A&S related substances)	396



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CPCA will obtain further feedback on the survey results for MEKO and Ethylbenzene at the next **Paint and Coatings Working Group** meeting scheduled for December.

A consultation on the proposed amendment to the Surface Coating Materials Regulations (SCMR) was launched in May 2019 with a questionnaire sent to CPCA and all stakeholders. The Canada Gazette amendment will propose further controls for lead and provide changes to the definition of coatings excluding solid films that form by means other than drying, such as powder coatings for which the applicable total lead (Pb) limit of 90 mg/kg will not apply. Section 6 of the SCMR will be amended to include furniture in the list of children's products for which the total lead limit applies to surface coating materials and to also restrict lead related to accessible parts of products only.

## CMP Phase 2

The Final Risk Assessment Report (FSAR) for the phthalate subgrouping has been delayed to Fall 2020. The draft risk assessment report (DSAR) proposed that two substances be declared toxic: B79P, which is used in some CASE formulations, as well as DHEP. Several of the remaining 26 phthalates used in CASE products were suspected of having some endocrine disruption effect or some cumulative effect, but were not proposed as toxic at current levels; however, further assessment of the remainder of phthalates continues. The final risk assessment report for Flame Retardants was published in May 2019. Three of the substances were proposed to be added to Schedule I of CEPA. Two (DP and DBDPE) were proposed for addition to a long list of prohibited substances in Canada to be published in the coming year. CPCA provided members with a government report summarizing all Flame Retardant (FR) assessments and the current status under CMP to ensure members are fully prepared for possible reformulations as may be needed. A group of FR compounds is still under evaluation as part of CMP-3 and the DSAR is expected sometime in 2019 or early in 2020. Boric Acid, its salts and precursors were proposed for a CEPA-toxic declaration for human health and the environment. However, the FSAR is still on hold, as this group will be considerably expanded (134) and will require a special administrative list for risk management. **The coatings industry must be fully engaged in this process to ensure critical substances can remain in commerce for a wide range of highly performing products.**

## CMP Phase 3


There are several groups of substances to be assessed over the next two years, to the end of 2021. CPCA is now reviewing a revised 2-year rolling plan for those groups to determine the likely impact on CPCA member companies and how the industry can respond. CPCA is watching out for important DSAR publications for benzotriazoles and benzothiazoles and esters, flame retardants, alcohols, silver, and other polymers. In 2020 there will be further consideration and assessment of problem formulations for bisphenols as well as FSARs for benzophenone and petroleum coal tar, phthalates, pigments and dyes, as well as epoxides and glycidyl ethers. CPCA will monitor the DSAR publications of naphthalene sulfonic acids and salts, acid bases and piperazine, substituted phenols and petroleum substances among many others. The DSARs for ethers, manganese, and aluminum are expected in late 2020 and the winter of 2021. The DSAR for titanium dioxide, which was slated for the end of 2020, is now postponed to later in 2021. The government intends to pay close attention to antifouling coatings in all remaining risk assessment reports going forward.

## Recent Chemical Assessment Reports

The Draft Screening Assessment Report (DSAR) for 64 Zinc and Zinc compounds proposes to declare toxic all substances in the group on the basis of environmental concerns. **Although the paint sector is not targeted in the risk management scope, there could be some indirect impact and CPCA has already submitted comments to that effect.** The DSAR report for the resins and rosins group proposed that only one substance (CTO or tall oil) is toxic as it relates to environmental concerns. Although the risk management scope does not specifically target the CASE sector, several substances in this group are CASE-related and CPCA submitted comments. The DSAR for poly(phenol-formaldehyde resins and for triazines & triazoles concluded to non-toxicity in CASE products. **The Draft Screening Assessment Report (DSAR) was published for siloxanes which concluded to non-toxicity with no further action planned at this time.** For Calcium 2-ethylhexanoate, a significant new activity restrictions (SNACs) will be proposed in the spring of







2020. More details will be shared with the Paint and Coatings Working Group. CPCA submitted comments on the DSAR and risk management scope document for ketones which proposed MEK and MIBK toxic. These substances are used in certain liquid and aerosol paint and coatings and more widely, in allied products (thinners, removers) available to Canadian consumers. CPCA recommended some risk management actions and supported the ACC Panel on Ketones, which challenged the risk assessment methodology and conclusion. The DSAR for TALC proposes toxicity for inhalation and its addition to Schedule I, but will mainly target consumer products available in loose powder format, not paint and adhesives mixtures.

The FSAR published dates for TALC and ketones are not confirmed in 2020-2021.

For NMP, the FSAR is being delayed until a more final evaluation can be published by the US EPA under TSCA, which cannot be before the end of 2019, and this could possibly be delayed well into 2020. For anthraquinones, and epoxides and glycidyl ethers, the current levels of these non-toxic substances will continue to be tracked and may be the object of future actions by the government. The final screening assessment reports are expected in late 2020.

The FSAR for heterocycles was published last June and confirmed as non-toxic. CPCA continues to watch the publication of FSAR for benzophenone, which is expected in 2020. For benzophenone, the government intends to limit its concentration in all consumer paint products, interior and exterior, to 0.1% likely via a SNAC or a code of practice. The FSAR publication date for furans is not confirmed at this time. For this group the main issue remains with one of the two furans proposed as toxic: furfuryl alcohol present in consumer wood strippers with no suitable alternative available and tetrahydrofuran, a common solvent in industrial CASE products, although Health Canada's focus will be squarely on consumer uses.

Over the summer, CPCA helped Health Canada gather information on coal tar enamels, substituted phenols and a questionnaire on an expanded list of 69 alkylbenzene sulfonates and derivatives/alkylbenzenes/sulfonate esters. For the latter, a significant number of these compounds appear to be used in the coatings sector. The information gathering on 800 quaternary compounds ended in the spring. Some of them already being part of a Phase 3 group and these will likely be addressed after March 2021.

CPCA continues to engage with committee members regarding new or rescinded SNAC provisions and a few ministerial conditions that could impact paint and coatings formulations in consumer products. **This information is regularly posted on the CoatingsHUB for ease of access by all members.**

## E2 Regulations

The Final Environmental Emergency Regulations were published in the Canada Gazette, Part 2 on March 6, 2019. The final Regulations came into force 180 days after publication, on August 24, 2019. CPCA members were made aware of this initiative and the need for full compliance. A PCWG presentation summary of the final amended E2 regulations was also made available to members. All E2 reporting systems must be done through the Single Window Information Manager (SWIM). Compliance promotion tools will also be deployed. These E2 Regulations are considered a risk management tool under the CMP.

## TiO<sub>2</sub> Assessment Delayed

The International Agency for Research on Cancer (IARC) recently determined that titanium dioxide (TiO<sub>2</sub> - Titanium dioxide), a commonly used white pigment in paints and a variety of other products, is a "possible carcinogen for humans." In 2017, the French Government's scientific assessment concluded that TiO<sub>2</sub> should be classified as a carcinogen upon inhalation and directed the European Chemicals Agency (ECHA) to recommend this change to the European Commission (EC). TiO<sub>2</sub> has been under review in the European Union (EU) to establish this hazard classification under the EU's Classification, Labelling and Packaging Regulation (CLP) and related proposals have now reached the final decisional stage this fall. The TDMA (Titanium Dioxide Manufacturers Association), the European Council of the Paint, Printing Ink and Artists' Colours Industry (CEPE) and the World Coatings Council along with several of its Association members, including CPCA, multiplied efforts over the past two years to scientifically and politically counter this proposed classification in the EU. Similarly to Canada's initiative with the WTO Technical Barriers to Trade spearheaded by CPCA, the US has also issued a communication to the World Trade Association regarding the proposed EU harmonized classification, labelling, and formulation requirements for TiO<sub>2</sub> and cobalt, stating that these actions would be unnecessarily disruptive to billions of dollars in US-EU trade, and expressed concerns about the transparency of the EU's process.







A recent CPCA bulletin further explains the impact of the recent decision, which is likely to be officially adopted in December 2019 following a 2-month scrutiny period and without any opposition, come into effect by the summer of 2021. Surprisingly, the EU Commission's decision continues to draw opposition from both NGOs who argue that industry has gotten away with "a good deal, while industry insists the decision is not based on intrinsic hazard, warns of far-reaching and negative impacts, and is now weighing possible legal options. According to this decision, any  $\text{TiO}_2$  placed on the market in powder form or powdered mixtures would have to be labelled as carcinogenic. Liquid mixtures will have to include a warning on their packaging regarding spray applications.

In the meantime, Health Canada/Environment and Climate Change Canada recently published its updated 2-year rolling plan 2019-2021 for the third phase of CMP, in which the Draft Screening Assessment Report (DSAR) publication timing for  $\text{TiO}_2$  is not included. Following the PCWG meeting of April 2019, CPCA learned from Health Canada that the DSAR would be tentatively set for the last part of next year (Fall 2020). Either this is an omission on the government's part in the 2-year rolling plan or the DSAR for  $\text{TiO}_2$  is effectively now being delayed to late in 2021, precluding the need for information gathering at this time.

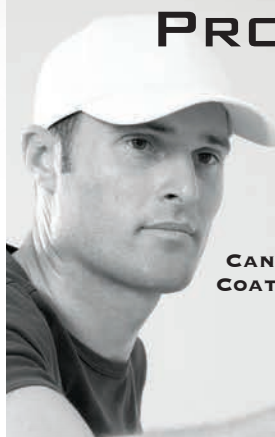
## Microplastics and Paint

For the Post-2020 approach to chemical assessment, government officials are planning a new national mandatory survey on the use of microbeads/microplastics in CASE products and other mass consumption products, likely late in 2020. CPCA some information with government officials gathered by CEPE/WCC regarding the potential relative contribution of down-the-drain paint releases to the total quantity of microplastics found in the aquatic environment. CPCA has assembled further information on the use of microplastics in Canadian paint products. In Europe, a recent ECHA regulatory proposal focused on intentionally added microplastics restrictions seeking to eliminate "polymer" use from consumer and professional products. This followed a definition of microplastics that creates an enormous scope and includes polymer dispersions by covering small, less than 5mm synthetic polymer particles that resist (bio)degradation. The industry is largely against this EU myth of "go polymer-free." The WCC Secretariat submitted comments as a result of an open consultation by the European Chemicals Agency on their proposed restrictions, which unfortunately include some significant impacts on paints.



# Cloverdale Paint

## PROUD MEMBER OF THE CPCA



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The European Chemicals Agency (ECHA) has been contemplating regulating microplastics in commerce for some time and was about to end a formal consultation process in September 2019. The ECHA RAC (Risk Assessment Committee) will adopt a final approach in March 2020. According to consultation materials, ECHA will likely employ a definition for intentionally added microplastics with a very broad scope including polymer dispersions. ECHA will likely move towards a holistic and sustainable measure to reduce these microplastic releases. No sector will escape the obligation to label mixtures with warnings such as 'contains microplastics' or the obligation to annually report the volume of microplastic used or released. Based on CEPE efforts to estimate the contribution of the paint sector to microplastic releases in the EU, CPCA is attempting to gather more information from members regarding the use of microplastic in paint and coatings sold in Canada and to answer specific questions on this subject.

## Copper Used in Marine Coatings



In CMP Phase 3, a draft screening assessment report for 37 copper compounds was published along with a proposed environmental quality guideline. CPCA submitted comments on the assessment in the context of the coatings sector. All 37 copper compounds will be proposed for addition to Schedule I of CEPA, based on environmental concerns. The final screening assessment report will likely follow in 2021. **The paint sector is not specifically targeted in the DSAR, which primarily focuses on environmental releases from the metal mining and base metals smelting sectors and more efficient removal of compounds at wastewater treatment facilities.** Although this provides partial relief, the toxicity declaration may have some indirect effects on the use of these compounds in current colorant dispersions, architectural paint and industrial/marine paint. The government also mentioned its intent to pay closer attention to antifouling paint in the assessment of the remaining

CMP-3 groups until 2021, including a new strategy for risk management actions related to metal releases.

## Parliamentary Standing Committee Recommendations on the Environment

CPCA had an opportunity to learn more about the government plans on the Committee's proposed recommendations at the last Paint and Coatings Working meeting in April. Information gathering was already conducted on a thousand substances or classes of substance priorities for the next round of assessments under CMP. But the government presented a deck titled Identification of Risk Assessment Priorities (IRAP): 2017-2018 Results, which provided an overview of their work to date regarding the next CMP priorities beyond 2020. Some emphasis was placed on a new substance of interest, namely, 1-benzotriazole. The government also insisted on informed substitution (IS) based on the Parliamentary Committee's recommendations and called for multidisciplinary collaboration with industry such as via the Industry Coordinating Group, of which CPCA is a member, to determine actions taken by international governments to achieve goals contained within those recommendations. **The government is also thinking about developing a more general, but informative, system to address the circular economy issue related to chemicals of concern.** The current recyclability of chemicals throughout the supply chain is perceived as a challenge in terms of transparency, or the lack thereof, that the government hoped would be addressed via collaborative solutions. The government intends to develop IT platforms on the model of what is being done in the EU, but is not ready to lay out a plan yet. **Supply chain transparency will be a fundamental area of action for the Post-2020 program.**

CPCA will be monitoring the possible development of an amendment to the Toxic Substances Management Policy (TSMP) of 1995, which may also introduce SVHCs (Substances of Very High Concerns) in Canada, as noted in past consultations. This option could mean the development of four lists: SVHCs, Other Toxics List, Watch List for Non-Toxics at Current Levels, and an Openly Safe List. This will add increased pressure on the industry to provide the necessary data to ensure assessments related to these various lists are realistic and are evidence-based. Officials confirmed that they will also be considering TSCA's New List of 40 priority substances during its 2019 analysis of other possible substances to assess. **A majority of the 40 top TSCA priorities involved paint and coatings ingredients in the United States.** The vast majority of these substances

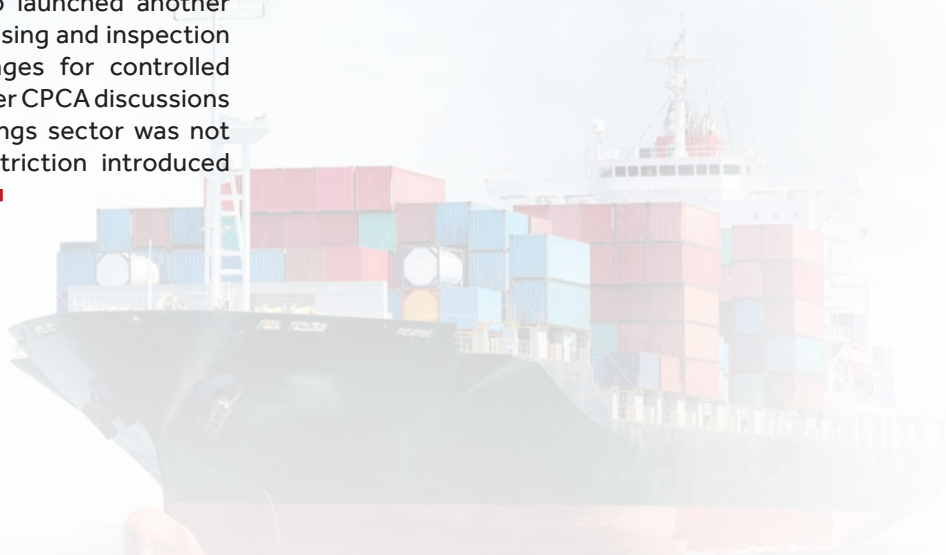




are on the Domestic Substances List but have not yet been prioritized in Canada.

## Acetone and Aluminum Powder Restrictions Under Amendments to the Explosive Regulations

Acetone and Aluminum Powder Restrictions in Canada Under National Security Laws. These regulations were published in the Canada Gazette, Part I in May 2019. NRC (Natural Resources Canada) also launched another consultation on risk classification, licensing and inspection guides and enforcement policy changes for controlled substances and precursors. Overall, after CPCA discussions with NRC officials the paint and coatings sector was not negatively impacted by this new restriction introduced primarily to enhance national security. ■



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# Focus on Business Sustainability

## OIT Ban in Effect in Canada

CPCA and its members have formally challenged the final PMRA decision on the OIT ban, which came into force on May 31, 2019; and on CMIT/MIT use restrictions for paint/adhesives products dating back to December 2018. CPCA made several formal submissions, had a number of senior-level meetings as well as supported a Category B submission filed by the American Chemistry Council (ACC) Biocides Panel. That submission included three important scientific study results that seriously challenged PMRA's analytical methodology and related decisions. Because of some clearance issues, PMRA could not receive all study data in time to complete their analysis before the ban took effect. Unfortunately, the PMRA analysis is still ongoing for more than five months following the ban, with no formal decision yet communicated to industry and no sign of relief in sight. However, CPCA learned that PMRA adopted a rate of dermal absorption of 100% through dermal exposure to OIT while registrants had submitted GLP studies confirming a much lower dermal absorption rate. CPCA has also been asked to validate some terms of use for OIT. **CPCA collaborated with PMRA officials and then with ACA in the development of guidance that was distributed to all members on the OIT ban and what should be done in stores, warehouses, and distribution centres prior to the ban until PMRA completes its analysis.**

## Two Critical PMRA Consultations

CPCA participated in two PMRA consultations in 2010. CPCA was an active participant and submitted several comments, one for an improved PMRA re-evaluation process and another one on a proposed regulatory amendment to the Pest Control Products Act and Regulations related to pest control devices (i.e., antimicrobial paint). The PMRA has been developing recommendations for a more sustainable post-market review program since last spring and industry looks forward to recommendations for an improved process. CPCA will watch for this publication and review the recommendations with extreme interest. The publication of the future amendment of the Pest Control Products Act and Pest Control Products Regulations will undergo a Parliamentary Review in mid-2020 at which time the industry will have another opportunity to seek improvements to what some maintain is a flawed process.

## CPCA Informs PMRA of BIT Shortage and Lack of Alternatives

PMRA provided a complete list of PMRA-registered in-can and dry-film preservatives and asked CPCA members to provide technical feedback that would further inform risk assessors as to what their possible uses are, the limitations, and whether these biocides are suitable, cost-effective replacements in each particular paint formulation. CPCA compiled a list of members' views on the technical advantages and disadvantages and related formulation restrictions associated with each in-can preservative currently registered for use in paint manufacturing in Canada (only 17 remaining) or dry-film preservative (only 11 remaining). This compilation was provided to PMRA and it clearly shows there are no suitable alternatives to OIT (dry-film) and several limitations to securing a suitable alternative to CMIT/MIT (in-can), especially with a BIT shortage globally, which can drive up costs by as much as 40 per cent or more. Most biocides have either issues related to toxicity, high cost, discoloration, increased odour and sensitivity or chemical incompatibility issues restricting their use in paint mixtures.

## PMRA Paint Cluster Analysis Delayed

CPCA learned that the current PMRA analysis of the following biocides (folpet, dazomet, chlorothalonil, diodofon, ziram, sodium omadine, MMY, DMY) was due for a decision, but the formal publication of the decision is postponed by two months to February 2020. CPCA and joint members of the ACC Biocides Panel remain hopeful that the previous industry studies and reports will help PMRA revisit and further align their assessment with the US regarding the cluster analysis of key biocides used in paint and coatings. Details on the status of this will become clear sooner than later.





## Canada Biocides Council Activities

CPCA created the Canadian Biocides Council at the end of 2018 and has been working ever since on its formal composition. As part of this effort, CPCA had several discussions with a limited number of PMRA officials, ACA representatives, registrants, and US paint companies regarding compliance issues raised by the 2018 PMRA Information Note on Treated Articles and the permitted status on use of the DSL approach for RM materials, which do not have any biocidal activity in the mixture. The subgroup of the CPCA Council proposed that PMRA adopt the EU guidance published in December 2018, which clearly addresses the situation of biocides in raw materials, and which do not have an intended effect nor make claims. PMRA will consider the EU language in the context of a revised note and Q/A's to be published at the end of 2020. PMRA officials allege that any legal interpretation of the Information Note on Treated Articles should be done on a "case by case" basis with individual companies to protect CBI information. It also encouraged CPCA members to communicate with them directly and did not commit to further clarifying some of the remaining questions on treated articles raised by CPCA Biocide Council members unless specific technical scenarios could be provided. It also maintained that Canada is completely aligned with the US EPA with respect to how biocides should be used in treated articles. The CPCA Biocide Council will meet later this fall to further discuss more precisely all remaining biocide issues, recommendations for a revised re-evaluation process and outstanding concerns regarding the Information Note on Treated Articles.

## Paint Recycling in Canada

Extended Producer Responsibility (EPR) programs for paint recycling in Canada exists under provincial jurisdiction. Canada continues to lead the world in paint recycling of leftover paint with more than 28 million kilograms recovered in 2018, enough to paint in excess of 500,000 homes. Generally, the paint programs in all provinces are running smoothly, with the exception of Ontario. There has been a constant churn and ongoing regulatory change since paint recycling began in Ontario under the Municipal Household and Special Waste (MHSW) program in 2009. CPCA moved in 2013 to change the program operator for paint recycling in Ontario from Stewardship Ontario to Product Care to achieve greater efficiencies, better governance, and much-improved transparency. That was done in mid-2015 with the creation of a new program called the Paint Industry Stewardship Plan (ISP) and things have been working very well under Product Care.

Since the introduction of the new Waste-free Ontario Act in 2016, however, things have gotten worse with **increased regulatory burden that includes out of control administrative costs.** Worse, when paint stewards, 99 per cent of which are CPCA members, moved to Product Care under the new Paint ISP there was still a surplus retained by Stewardship Ontario estimated to be more than \$17.5 million. However, neither Stewardship Ontario nor the new oversight authority, Resource Productivity and Recovery Authority (RPPA), would make a decision to have those funds reimbursed to the paint stewards who paid them in the first place. This despite the fact that paint stewards were obligated to pay 100 per cent of the costs under the EPR program via an internalized fee paid from operating revenues. They were not permitted to charge consumers in Ontario under a visible fee. Efforts are ongoing to ensure those surplus funds are returned to those who paid them under the Waste Diversion Act.

Discussions are still ongoing on this point but still caught up in a swath of bureaucratic red tape with consultation after consultation on how to wind up the MHSW program, which they suggest could cost in excess of \$6 million, or more. **It's never certain how much industry stewards will be charged in Ontario for waste recycling programs.** CPCA will continue to lobby to have the surplus funds reimbursed and to have the growing bureaucratic red tape under an agency that is unaccountable to the obligated stewards who must ensure the programs are funded. This needs to be addressed by a government that has been working hard to reduce red tape and seeks to ensure that Ontario is once again 'open for business.' This should also apply to costly waste programs that are 100 per cent funded by industry, as stated under the Act. The CPCA Board has given direction to pursue all avenues in this regard including further lobbying of key Ontario government officials and any legal support that may be required under the proposed fee elimination approach being considered. ■







# Clean Air for Canadians

## VOC Emissions Back on the Agenda

VOC emissions and air quality continue to be a strong focus of the current federal government. **Officials are now conducting a comprehensive study related to broad national VOC limits for 63 categories of architectural coatings in Canada enacted in 2009.** The industry must be prepared to respond to the study, especially as it relates to impacts on coatings products used across a wide spectrum of sectors. The data collected will form the basis of future negotiations on VOC limits. As such it is critical that the government fully understands the impact on product formulations and related performance over the long term. **CPCA will be fully engaged with industry throughout the course of this study as it could have dramatic, long-term effects, possibly as much as the first round of VOC limits for AIM followed later for the Automotive Refinishing Coatings regulations introduced in 2009.**

## Third VOC Regulations for Certain Products

After years of negotiations with CPCA and other industries, the Third Canadian VOC Regulations for Certain Products was finally published in Canada Gazette Part I. CPCA comments were filed by September 19. To this date, CPCA did not hear any concerns. The final publication of the Third VOC Regulations next year will depend on the number of comments received and these regulations are not expected to come into force before January 1, 2021, to be followed by a proposed 2-year sell-through period.

The Canada Gazette Part I publication for the Third VOC Regulation 'scope and definitions' is still not clear. CPCA recently posed a number of substantive questions to officials to gain further clarity on key matters related to the paint and coatings consumer products. CPCA has sought greater clarity during the 75-day public consultation period. Industry should watch for this clarity, or the lack thereof, when it is published and provide specific industry views or concerns to CPCA.

## Holding the One-Litre Exemption

The federal government has just completed a survey of the one-litre exemption under the architectural VOC regulations. CPCA made the case that the exemption should remain in place as it does generally help reduce VOC emissions overall as consumers who require smaller quantities can easily

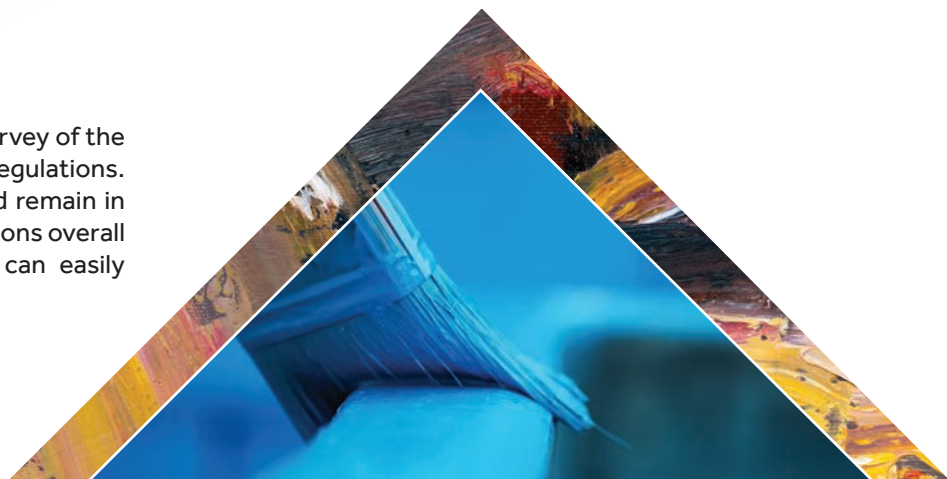
access the 1-Litre size option as per the original intent of the exemption. Preliminary results, based on several responses from 93 manufacturers, show that only 21 per cent of the reported sales relate to the 1-Litre format size. And from this number, only 7 per cent had concentration over the allowable VOC limit. The top categories with VOCs in excess of that were for interior wiping stains and high-temperature coatings, which will soon be examined more closely. There was no evidence of widespread "bundled" sales of products in containers of 1-litre format or less.

## National Survey of Architectural Paint VOC Content and Volume

CPCA was successful in delaying the launch of the non-mandatory survey for VOCs in architectural coatings. CPCA continues to work with federal officials and the contractor on this project to ensure all members can complete and return the survey expeditiously. The results of this national survey will help federal officials compare the VOC content of all 63 categories of paint products sold in Canada with the VOC limit of other North American jurisdictions (namely OTC II, California rules, etc.). **And, then estimate total VOC emissions reduction that might be expected from future actions and related cost-benefit for the environment.** It is important for the industry to note that an amendment to the current Architectural VOC Regulations could be proposed as early as next year and federal officials may once again pursue lower limits.

## Automotive Refinish VOC Regulations

The federal government also plans to revise auto refinish VOC regulations along the lines of the approach taken for architectural coatings. The timeframe is uncertain at this juncture, but CPCA continues to liaise with officials on this matter.





## VOC Training Related to AIM and Auto Refinish Coatings

The federal government is working with CPCA on the development of a training course for ECCC employers related to the Automotive Refinish VOC Regulations and the 63 categories covered in the Architectural VOC Regulations. CPCA will be providing assistance for this training to be developed and delivered by a paint expert in both types of formulated products. **This will greatly help government officials understand the challenges faced by industry when considering new limits, likely lower, for both AIM and Auto Refinish coatings.**

## VOC-exempt Update

PCBTF, a key VOC-exempt compound in Canada used in industrial paint formulations, was added to Proposition 65 as a cancer causing substance last June. Such a decision is expected to gain traction in the rest of the United States based on a National Toxicology Program (NTP) report. The 64 VOC-exempt compounds are still available to industry to help reduce existing VOCs in products in Canada.

## Federal VOC Agenda 2020-2030

There has been little development to report with respect to Canada's Federal VOC Agenda 2010-2020, which will be renewed next year after further discussions between the federal government and CPCA. **Federal officials said that additional industrial categories will be added in the next Federal Agenda 2020-2030.** There has been little development to report with respect to Federal VOC Agenda 2010-2020, which will be renewed next year.

Regarding VOC claims for coatings products, there is a US Green Guides/Zero-VOC Claims Issue ongoing in the US with the Federal Trade Commission. The FTC requested copies of ACA studies – The Continuous Emission Testing Study and The Market Basket Study – as it became aware of both studies through ongoing investigations of paint companies related to possible claims of “zero-VOC” for products. It is possible that the FTC may be altering the focus of its investigations to VOC emissions rather than VOC content. **This could have an impact on future negotiations on new VOC limits for all coatings categories.**

## Aerosol Paint Part of the Federal VOC Agenda

The federal government recently amended regulations under the Montreal Protocol on Substances that Deplete the Ozone Layer that aims to prohibit and phase down the uses of 18 hydrocarbons in Canada, with a stop-import deadline for aerosol paint products and cleaners starting January 1, 2018. Two HFCs of particular interest to aerosol paint and adhesives manufacturers—HFC-134a and HFC-152a—may not be available for use in formulations by the first implementation date. **CPCA collected information on the extent of use with respect to these HFCs in the Canadian market, for the purposes of lowering the VOC content as they are VOC-exempt and submitted comments in February.**

## VOC Developments for Industrial Coatings

CPCA had discussions with officials regarding the pending four categories of the current Agenda 2010-2020 not yet addressed: industrial adhesives and sealants, cars/vans/light truck/assembly coating/auto parts coatings, rubber product manufacturing and plastic parts coatings, and aerosol coatings. They will be addressed in the next Federal Agenda.

In the meantime, the old CCME standards remain the only industrial standards and/or practices recommended in Canada for specific sectors (i.e., coatings for automotive assembly or wood furniture manufacturing). These CCME guidelines are ‘voluntary’ and are still available online. ECCC said that the implementation of specific provisions of these standards/guidelines could potentially still be required in permits and/or certificates of approval required by certain provinces. ■





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## Worker Safety First

### Regulatory Cooperation Council Update

Canada's Treasury Board Secretariat (TBS) developed a draft Cabinet Directive on Regulation (CDR) outlining the Government's expectations and requirements on federal departments and agencies as they consider regulatory alignment at all times when regulating. CPCA and ACA submitted and even re-submitted comments earlier this year regarding the US EPA/PMRA misalignment of the re-evaluation and registration process, methodologies, and timelines. The RCC Joint plan is still expected for publication before the end of 2019. ACA and CPCA have worked on re-issuing a notice on concerns related to the interpretation of PMRA's Information Note on their Treated Articles Policy addressing specific cases wherein raw materials contain trace amounts of biocides and how they are viewed under the treated articles policy and registration requirements.

### GHS Compliance Support

Extensive work was initiated this past year to advance members' transition and full compliance with WHMIS 2015. CPCA continues to assist members with Health Canada guidance publications, inspector blitzes, hazard database information, technical questions from members, and training opportunities. CPCA recently shared on the CoatingsHUB extensive information originating from several Health Canada CIC workshops that were developed to help manufacturers make their SDSs compliant as well as results of CIC committee work on compliance tips. This CIC initiative followed what Health Canada officials observed as a

widespread failure on industry's part resulting from a WHMIS SDS compliance assessment project conducted in 2018.

### Hazardous Materials Information Review Act (HMIRA) Modernization

The HMIRA was further amended in June to improve electronic claim filing and management, exemptions, appeals, and powers of the Minister regarding the public disclosure of the content of claims. CPCA provided a summary of the proposed amendment to all members. Industry has been pushing for alignment of the costly HMIRA system with that of the US, but Health Canada officials only shared a general outline of the amendment with CIC members prior to its publication. The amended HMIRA maintains the existing fee structure for CBI claims while increasing it annually based on the future Consumer Price Index. The government also worked on remitting fees for a number of CBI claims no longer necessary after the publication of the HPR amendment for CBI Concentration Range.

Health Canada also plans to implement the exclusion of all CMRs (carcinogenic/mutagenic/reprotoxic) from any CBI claims.



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## CMP-WHMIS Strategy

Federal officials have been exploring how occupational health objectives might fit within the CMP modernization effort. The consultation period on this matter focused on an integrated strategy for the protection of Canadian workers from exposure to chemicals. **CPCA submitted formal comments of concern as well as supported the comments made by the Industry Coordinating Group (ICG), which generally opposed this initiative as it duplicates what already exists.** CEPA was not designed for occupational exposure consideration. It was noted that federal officials already have the ability to integrate information relevant to occupational exposure, and to convey their conclusions to the responsible provincial regulatory bodies and companies protecting worker health. This can be done efficiently without the need for the creation of a complex, resource and time-intensive federal/provincial committee processes as per the roles outlined in the proposed strategy. It amounts to nothing more than red tape without the benefit of improved results, while overlooking the 'best-placed Act' as the preferred way of addressing issues.

## Consumer Products Use Education and Outreach

Health Canada is planning to develop educational material and outreach strategy to communicate the content on the use of consumer products in workplaces. Industry is not opposed to this initiative but remains firmly opposed to any future amendment of the Hazardous Product Act aiming to remove the current consumer products exemption with respect to WHMIS 2015 requirements. The CIC working group will provide input and expert advice into the project and will meet on an ad-hoc basis to discuss the outreach strategy.

## GHS Revision 7 Status

The government plans to amend Hazardous Products Regulations (HPR) late in 2019 or in the first months of 2020 to initiate conversion to Revision 7 of GHS in Canada. However, the publication date of Revision 7 amendment in Canada will also depend on concomitant efforts in the US to comply with the Rev 7. The HPR amendment is likely to go through the Canada Gazette and will likely not be implemented before 2021.

## Non-mandatory National Classification of 25 Widely Used Chemicals

This classification was postponed to 2020. Earlier examinations of one of the classifications of a common substance (NaOH) at the last government-industry-labour CIC committee meeting reveals some lack of consistency with existing classifications in Canada (Reprotox) and even in the EU. Health Canada must consult CIC members before publishing this list at the next CIC meeting in December.

## True Label Copy Requirement

Along with other groups, CPCA formally requested an amendment to Section 14.3(1)(a) of the Hazardous Products Act, regarding the requirement for the true copy of labels as part of the Budget Implementation Act. **CPCA estimates that this unique and unjustified requirement introduced in the new Act in 2015 is costing the paint and coatings industry as much as \$18 million.** Other association groups have done the same. Health Canada convened all industry members at their office this summer to explain that any amendment of the Act cannot be done if their department does not fully understand the issue to support it. Health Canada officials asked for a very detailed description of the true copy label burden at every step of the three streams: raw materials supply, manufacturing, and distribution. CPCA submitted a detailed submission with the help of members with a graphic representation of the matter and its negative impact on industry due to increased bureaucratic red tape without any identifiable benefit for worker safety. ■



## Join a CPCA Committee

There are many avenues in which members can explore and engage with CPCA. Our Committees are one of the best ways to work on the front-lines of issue management. CPCA's technical committees and sub-committees are the cornerstone of the association's work with regulatory and oversight bodies at all levels of government in Canada. This ensures the best possible outcomes for industry with respect to compliance, and more importantly ensures strong, safe and sustainable products for Canadians.

*Contact CPCA to inquire about committee engagement opportunities available.*







## Technical Committees in Action

### Knowledge is Power

CPCA's technical committees and sub-committees are the bedrock foundation for the association's work with regulatory and oversight bodies at all levels of government. They provide critical information and support on many important files, such as chemicals management, product stewardship, air quality, hazard communication, risk assessment and risk management, and much more. On chemicals management, they provide reliable evidence-based data and product knowledge that ensure government regulators get what they need to make informed decisions on substances used in paint and coatings formulations. This ensures the best possible outcomes for the industry with respect to regulation and compliance, and more importantly, the customer looking for the best product performance available.

If you or someone you know is interested in participating in any of our technical committees contact Peter Mirtchev, Director of Public Affairs, or Lysane Lavoie, Director, Regulatory Affairs and Information Management.

### Health, Safety & Environment Committee

This committee reviews, discusses, and addresses environmental, health and safety regulatory issues affecting the three sectors of the paint industry: architectural, industrial and automotive. The committee has responsibilities in the following areas:

- Canadian Environmental Protection Act, 1999 (CEPA 1999)
- Chemical management
- Occupational health and safety
- Government policies, programs, regulations, and legislation

### Paint & Coatings Working Group

Widely recognized for its effectiveness by both government and industry, this HSE integrated sub-committee leads sector discussions on the Chemical Management Plan's risk assessment of substances related to paint and coatings. Under the HSE Committee, PCWG is comprised of CPCA staff and members, as well as key officials from Health Canada and Environment and Climate Change Canada (ECCC). The group assembles regularly to exchange detailed

sectoral information with ECCC, Health Canada and other federal departments to increase understanding of the sector's involvement with chemicals and to help develop appropriate risk assessment measures and risk management instruments.

### Product Stewardship Committee

This committee is responsible for providing oversight on stewardship programs in the provinces, which have jurisdiction over such programs. It also offers the association advice on all other sustainability matters impacting the sector, such as post-consumer paint programs across Canada.

### Adhesives & Sealants Advisory Council

The paint and coatings industry continues to be among the most heavily regulated sectors in the economy. Adhesives and sealants companies are no exception, comprising more than 20 major companies among CPCA's membership. To leverage CPCA's regulatory approach, networks, and initiatives, the association created the Adhesives and Sealants Advisory Council to address current and future government regulations. This council will provide relevant input to ensure that critical substances used in the industry are not inadvertently determined to be CEPA-toxic or where risk management measures are required, they are evidence-based, fully discussed with industry, and properly managed.

### Auto Refinishing Council

This council was formed to put in place several initiatives related to the industry's enhancement of VOC emissions reduction, codes of practice, and use of the best available technology for application of automotive refinishing products. It will continue to focus on the need to ensure consideration of sound regulations for the industry with direct input from member companies doing business in Canada.



## Aerosol Coordinating Sub-Committee

Working under the Health, Safety, and Environment Committee, CPCA's Aerosol Coordinating Subcommittee's primary focus is on Canadian and North American VOC regulatory issues surrounding industrial and consumer aerosol paint products. This subcommittee relies on the participation and support of members of the American Coatings Association. The present concerns relate to the development and alignment of suitable risk management approaches and the adoption of new VOC standards for aerosol products in Canada, including those imported into the country.

## Management Information & Statistics Committee

This committee manages the statistical programs and services for the association related to industry trends. It also provides analytical support for government relations and issue management activities. It meets on an as needed basis with member companies and industry experts to address a wide array of important issues for members.

## Education & Training Committee

The committee provides important input on the training, advice and human resource development needed to help sustain the paint and coatings industry at a time when skills shortages are a major challenge.

## Quebec Paint Industry Council

L'Association québécoise de l'industrie de la peinture includes CPCA member representatives in Quebec, and works closely with CPCA staff to address regional (municipal and provincial) government and business issues in the province. They also partner, support, and receive a wide range of services from several other important active Quebec associations, such as CPEQ (Quebec Employers' Centre for the Environment), CPQ (Quebec's Employers Council), representing all sectors of Quebec economic activity, CPSST (Quebec Employers' Centre for OHS), CoeffScience (Quebec Manpower Development Centre dedicated to the chemical industry workforce) and Éco-peinture (product stewardship).

# Multistakeholder Relations

CPCA understands that it is not alone on many issues. The Association collaborates with a number of organizations to accurately advocate for the industry on a wide range of issues. Moreover, it is important that CPCA listen to what respected stakeholders have to say – whether they be government, industry associations, standards organizations, non-governmental organizations or the public. Effective stakeholder relations require CPCA to consider the views and formally stated positions of others in the context of the concerns and aspirations of the coatings industry. ■



The American Coatings Association



Productcare Recycling



Canadian Association for Surface Finishing



The Industry Coordinating Group



Alberta Recycling Management Authority



Canadian Manufacturing Coalition



The World Coatings Council



Éco-peinture Québec



United Nations Sustainable Development Goals





## COATINGS**TECH** Online Course

### Delivering Excellence in Education to the Coatings Community

CPCA's Diploma in Coatings Technology is offered to students in Canada and around the world. Courseware is continually updated and available to those employed or interested in employment in the industry, providing a solid foundation in coatings technology. Now offered online, participants work at their own pace with easy to use e-learning training tools to gain the knowledge needed for career advancement in the coatings industry. The three-semester Diploma course containing three individual modules, can be completed in as little as 18 months, or less. Each course is comprised of 50 hours of learning and participants are provided a maximum of six months to complete each online course. Participants can choose to take one or all three modules, and receive their diploma once all three are completed.

Over the past year six students graduated from the online program.

### Recent Diploma Recipients

- Luis Maria Perea  
Buckman Laboratories, Spain
- David Gendron  
Strong MDI, L'Assomption, Québec
- Harshadbhai Patel  
Azcor Inc. – Woodbridge, Ontario
- Andrea Moyles  
Mapei, Deerfield Beach, Florida
- Andrew Shier  
IMCD, Brampton, Ontario
- Brandon Preville  
Hempel, Edmonton, Alberta

### CPCA's Board Awards 2019 Annual Scholarships

CPCA annually awards scholarships to deserving children of staff of member companies, continuing the long-standing tradition established by the Toronto Society for Coatings Technology. The \$2,000 scholarship, selected by the CPCA Education Committee is awarded to deserving high school or post-secondary students based solely on their academic achievement. The recipient of the 2019 CPCA Scholarship is Tessa Lahti, daughter of Roy Lahti of Allcolour Paint Ltd. Tessa is an Ontario Scholar from Lorne Park Secondary School in Mississauga, Ontario.

Tessa is currently in her first year of the Bachelor of Landscape Architecture at the University of Guelph. She took a gap year prior to attending university, working in Whistler, B.C. in the hospitality industry as well as travelling to Finland to further explore her heritage. She is a former competitive dancer, downhill skier, and rower who continues to actively incorporate fitness into her daily routine in order to maintain a healthy lifestyle. ■



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## Leading the World in Post-Consumer Paint Recycling



Under Provincial legislation paint manufacturers operating in Canada pay 100 per cent for the end-of life management of leftover paint with a program in every province. In 2018, 28 million kilograms of leftover paint was recovered, enough to paint 560,000 average size homes. One of CPCA's primary goals is to ensure 'appropriate' Provincial regulations are in place to achieve the best possible outcomes for the environment.

Key program operators help CPCA members meet their provincial obligations for paint recycling: Éco-peinture in Quebec, Alberta Recycling Management Authority in Alberta and Product Care in the other eight Canadian provinces. CPCA continues to liaise with provincial governments that seek to establish new legislation and/or regulations related to waste management.



# CPCAConnects

## A Comprehensive Communication Platform for Members

Working for industry on the frontlines of issue management and regulatory development requires a comprehensive communications program.

## Regulatory RADAR

A core CPCA mandate is helping member organizations navigate the Canadian regulatory landscape with confidence. The Regulatory RADAR is our premium monthly 'member-only' publication reporting on news of interest to paint and coatings manufacturers, suppliers and distributors. It details comprehensive legislative and regulatory actions at all levels of government in Canada and around the globe. It's a must-read for all involved in the Canadian coatings industry.

## Industry NOW

A 'member-only' publication addressing relevant issues for those involved in management, sales, and marketing in member companies. It looks at the key economic drivers for the industry including large construction and infrastructure projects both public and private, industrial production, and other drivers in the sector such as housing, automotive trends, electronics packaging, transportation, and many other sectors.

## Prime Time NEWS

A publicly available monthly newsletter sent to members, stakeholders, and government officials to provide a window into the industry for those with an interest or role in the sector. The PTN showcases members' ongoing innovation and research efforts that make the coatings industry leaders in delivering sustainable products with unmatched performance.

## CPCA Bulletins, Press Releases and Government Submissions

CPCA members are informed of new submissions with direct input on actions taken by CPCA's Board, technical committees, and staff. This ensures the industry is fairly represented when decisions are made affecting their business.

## CPCA INSIGHT-Guide & Directory

This CPCA annual report, guide and directory profiles the industry, provides updates on key issues, and considers future trends and impacts. It is provided for the benefit of all members and sent to 3,000 industry leaders via CFCM magazine's distribution list. INSIGHT provides members with unique advertising opportunities and an overview of the latest news and information in the paint and coatings industry in Canada.

## CPCA Affinity Program

Our Affinity Program provides members significant savings based on group rates. The staff of member companies can obtain significant discounts on auto and home insurance, travel products and other services secured through this program for members. For more details visit [www.canpaint.com](http://www.canpaint.com)

## CPCA Awards Program

CPCA has a rich history of recognizing excellence each year at its Annual Conference & AGM. For the past three decades, the paint and coatings industry has been honouring those who have made significant contributions to the Canadian paint and coatings industry.





## Webinar Series

CPCA hosts a minimum of six webinars a year, focused on industry issues or member topics of interest and these are hosted by member volunteers, industry experts, and CPCA staff. All webinars are easily accessed online.

## Annual Conference

CPCA's conference is held annually with strong business sessions to highlight important industry matters in the Canadian coatings industry. It is an excellent opportunity for members and non-members to get reacquainted and network with those who play an important role in their business and the industry generally.

## Annual Coatings Seminar

The annual Canadian Coatings Seminar is brought to you by CPCA's Management Information Committee (MIC), which is comprised of representatives from member companies and CPCA staff. MIC meets twice annually to discuss relevant issues, especially as they relate to statistics and information of importance to the coatings industry. Increasingly webinars are used to help facilitate easy access to relevant and timely data.

## Annual General Meeting

The AGM takes place each year at the annual conference, and the CPCA Board of Directors meets four times a year.

## Events and Industry Awards

CPCA has a rich history of recognizing excellence. For the past three decades, the paint and coatings industry has been honouring key people who have made significant contributions to the Canadian paint and coatings industry. The awards are presented each year at CPCA's Annual Conference. CPCA has made it a priority to acknowledge those who have spent a significant part of their work lives to improve the industry in different ways. You can see the list of recipients of those awards below. Please nominate those you believe should be considered for these annual awards by completing the nomination form that can be found online at [canpaint.com/news-media/cpca-industry-awards/](http://canpaint.com/news-media/cpca-industry-awards/)



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## CPCA Conference & AGM 2019

The 106th Annual Conference held in Vancouver in May was a great success. In fact, among a number of positive member comments, one had this to say: ***"Thank you for not only organizing a very well-run AGM but also running a great Association year after year. You are making us proud to be a member of the CPCA."*** We'll take that!

As this decade approaches its end, the conference looked at what may be in store for the paint and coatings industry post-2020. Tim Vogel, Chair and CEO of Cloverdale Paint, and CPCA Board Chair, kicked off the conference by introducing the speakers and noted the focus of their respective sessions. He went on to say there is no shortage of issues for the Canadian paint and coatings industry in 2019, pointing out that CPCA's work is more relevant than ever in navigating the new challenges in an ever-changing landscape.

First and foremost was the global economic outlook and where Canada fits in the grand scheme. CPCA was fortunate to have Dan Murad, President & CEO of the Chemquest Group, provide some context for economic trends for the various industry segments done as part of Chemquest's Global Market Analysis for 2018-2023. Setting the table was the 2018 global coatings value at \$159 billion and volume at 45 billion litres. The engine of growth continues to be driven by the middle class with a global per capita average for paint set at 6.6 litres per person, with 2018 as the base year. Again, North America led the way with an average of 14.7 litres per person, followed by Europe at 9.8 litres, Latin America at 5.6, Asia Pacific at 5.3 and the rest of the world at 2.0. Coatings demand follows overall economic activity as it relates to industrial production and construction spending. Other drivers include the increasingly stringent regulatory climate related to VOC, HAPs and consumer safety and security. Consumer demand for higher functionality in coatings continues to open new opportunities in electronics, packaging, transportation, and other sectors. This was followed with a detailed look at industry performance by country, segment performance, competitive landscape,

technology and innovation, and mergers and acquisitions. For total shareholder return, coatings remain at the top of the heap in the chemical industry versus other sectors such as pharmaceutical, food ingredients, fertilizers, personal care, chemical distribution, etc. Overall the economic outlook is positive with steady growth projected over the next several years.

Tania Morrill from the British Coatings Federation added further perspective to the situation in North America as she provided first-hand insight into the coatings industry in the UK. She provided an update on cost and complexity of regulation for their members, the challenges to the competitiveness of the sector in the EU context, ongoing efforts on sustainability and innovation, and, of course, the potential impacts of Brexit as it continues to play out. While they continue to face challenges under Brexit the industry is preparing for the adjustment period to continue over the next few years.

For a global regulatory perspective Steve Sides, VP and Chief Science Officer of the American Coatings Association, looked at global initiatives being worked on by the World Coatings Council. ACA is the secretariat for the WCC and coordinates discussions globally on behalf of the organization. This includes work related to the WCC's formal standing at global bodies such as the World Maritime Organization, the United Nations work on lead in paint, and all matters on the Strategic Approach to International Chemicals Management (SAICM), GALEP and the Responsible Mica Initiative. He complimented members of the World Coatings Council for their efforts to bring focus to the ongoing review on the classification of TiO<sub>2</sub> in Europe and the industry's efforts to draw attention to the negative impacts on trade should such a classification be adopted. He noted the importance of the Canadian government's efforts in supporting the coatings industry's quest for a positive resolution. There was some discussion of another new initiative in Europe on microplastics, which seems to unnecessarily focus on paint. This has sparked the need for



**Tim Vogel**, Chair and CEO Cloverdale Paint, and CPCA Board Chair



**Tania Morrill**, Head of Marketing British Coatings Federation



**Steve Sides**, VP & Chief Science Officer American Coatings Association



**Dan Murad**, President & CEO Chemquest Group





the industry to ensure relevant data is provided to appropriate authorities in their ongoing review. There was also an update on the Responsible Micca Initiative and the efforts to reduce lead in paint in those countries that have not yet taken sufficient action.

CPCA's President, **Gary LeRoux**, gave an overview of the issues being tracked by the association. These included the ongoing assessment of chemicals in commerce under the federal Chemicals Management Plan, the challenges in unfair targeting of biocides used as preservatives in paint and coatings by the federal government, the renewed interest in seeking more VOC emission reductions with three new surveys ongoing in Canada, and the urgent need to have greater regulatory cooperation with our largest trading partner, the United States.

**Cindy O'Malley**, Executive Director of the Master Painters Institute, talked about the ongoing role of the organization with respect to standards and certification. MPI has been involved in this work for more than 40 years from its base in Vancouver and continues to provide training, specifications, and performance manuals on the proper use of coatings products for a wide range of uses. Part of their work in recent years included the sustainability of products specified in relation to product performance and functionality. What MPI does is important enough to have its standards and certifications specified by governments at all levels for a wide range of projects, the majority of architects in Canada, and even the US Army and Navy.

A globally recognized leader in the area of EHS compliance, **Brian Martin**, talked about the importance of compliance for proper enterprise risk management, which is a Board oversight function. He noted the significant focus placed on compliance by management across organizations in every sector of the economy such as necessary risk mitigation, which forms the fundamental foundation for positive shareholder returns. Any weaknesses in that area will not serve the interests of the company or the public generally. As a result, he pointed out the critical role sustainability reporting plays in compliance and that it is only growing in significance globally.

The session on compliance flowed nicely into the talk by **Piya Baptista**, a leader in program management from the renowned Global Reporting Initiative (GRI). She provided an overview of GRI's work on sustainability. While the subject matter is on everyone's hit parade these days, GRI is adept at reporting on the successes and challenges related to best practices in sustainability reporting. As previously noted, this is a critical part of compliance and ultimately even more critical for marketing products to customers. Ultimately, that is indeed the 'bottom line' for successful sustainability, and an essential ingredient for the company to survive or even thrive in a new world order demanding more sustainability of products.

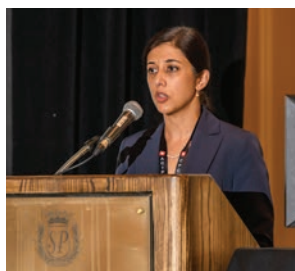
CEO of Product Care Recycling, **Mark Kurschner**, brought all up to speed on the industry's ongoing efforts on the circular economy. Indeed, one of the major success stories on sustainability in the past dozen years has been the Canadian paint industry's work on recovering and recycling leftover paint across Canada. In 2018 more than 28 million kilograms of paint were recovered in Canada, enough to paint more than half a million average size homes. All of this was made possible by paint manufacturers, CPCA members, who complied with product stewardship regulations in every province of Canada. However, there are challenges in some provinces with respect to increasing regulatory burden and costs, paid for by paint producers. Product Care continues to advocate for reduced regulatory burden, while meeting or exceeding program targets for paint recycling in the eight provinces in which it operates including the largest, Ontario. ■



**Cindy O'Malley**, Executive Director  
Master Painters Institute



**Brian Martin**, EHS Compliance Expert



**Piya Baptista**, Manager  
Program Implementation,  
Global Reporting Initiative



**Mark Kurschner**, President & CEO  
Product Care















**Lysane Lavoie** (centre), Winner of Roy Kennedy Award 2019



**Mannie Cheung** (centre), Winner of Industry Achievement Award 2019



**Fred Veghelyi** (centre), Winner of Industry Achievement Award 2019



**Mike Lynch** (centre), Winner of Industry Distinction Award 2019



**Steve Wolinsky** (centre), Winner of Industry Distinction Award 2019



**Kamlaish Mudhar** (centre), Winner of Industry Distinction Award 2019

## Annual Industry Awards

As a regular part of the annual conference the Chair hosted CPCA's annual awards dinner at the prestigious Royal Vancouver Yacht Club to honour eight deserving individuals. CPCA also took the opportunity to recognize several members celebrating important milestone anniversaries. The awards presentation was once again ably handled by two CPCA Board members: CPCA Chair Tim Vogel and Darrin Noble, Chair of the Governance & Nomination Committee. The award recipients and anniversaries are noted below.

### *Roy Kennedy Award Recipients*

Lysane Lavoie CPCA 2019

### *Industry Achievement Award Recipients*

Mannie Cheung Product Care 2019

Fred Veghelyi OPC Polymers Canada 2019

### *Industry Distinction Award Recipients*

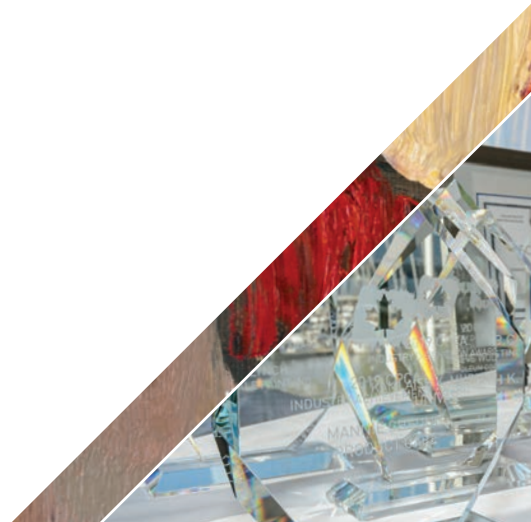
Mike Lynch Cloverdale Paint 2019

Luc Pépin PPG Canada 2019

Steve Wolinsky Rustoleum Canada 2019

Claude Brosseau PPG Canada 2019

Kamlaish Mudhar Univar 2019







## CPCA Christmas Luncheon

CPCA proudly hosted the 2018 Annual Christmas Luncheon in Toronto on December 8. CPCA Board members and staff of member companies took part in the festivities. Next Christmas luncheon to be held at noon on December 4, 2019, at the Airport Hilton Doubletree, and all are invited to join the Board of Directors for this annual Christmas tradition.

## CPCA Annual Golf Tournament

Nearly 60 companies suppliers and manufacturers, participated in CPCA's main summer networking event, the annual golf tournament. CPCA would like to thank all participants and address special thanks to all sponsors of this year's event: Andicor, Brenntag, Chemroy-Azelis, EMCO-Inortech, IMCD, OPC Polymers and Vinavil. The award ceremony was administered by Jean-François Tanguay, IMCD, also a CPCA Board member. Congratulations to the winning foursome composed of four members of NanoXplore: Denis Bertrand, Liam Farrell, Luc Veilleux and Louis Thibault-Germain. The proceeds from the half-and-half draw were sent to the CHU Ste-Justine Foundation in its pursuit of excellence and its commitment to providing sick children with one of the highest levels of health care in the world.







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