

# PRIME TIME NEWS



— *A Brief Look Inside Canada's Coatings Industry* —

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**FEBRUARY 2020**

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**HEURE**

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Success is not final, failure is not fatal; it's  
the courage to continue that counts.

*Winston Churchill*

## **CPCA'S LATEST ADVOCACY EFFORTS**

- Health Canada to Make Public Its Performance Evaluation Report on the MEKO Code of Practice and Likely Impose Mandatory Use Restrictions
- CPCA President and Product Care Representatives Met with Ontario RPRA Officials on Lump Sum Surplus Return to Paint Companies Under MHSW Wind-up Plan
- CPCA and Other Industry Experts Join Forces to Discuss Problem Formulation for Informed Substitution Chemicals in Products
- CPCA to Participate in Workshop on Supply Chain Transparency
- Publication of PMRA FAQ Document on Treated Articles Expected This Spring
- Members Reminded that All CMP-3 Poly(alkoxylates/ethers) Substances are Proposed Non-toxic
- CPCA Attends Webinar on BC Planning for a Carbon Neutral Region by 2050: Comments Expected by the End of April
- CPCA Annual Conference in Quebec City on May 20-21 at the Fairmont Le Chateau Frontenac

**PLEASE NOTE:** Should members require further information on any of the above or other items included in this newsletter they can search them on the [CoatingsHUB](#) or contact CPCA directly.

## **WELCOME NEW MEMBERS**

Cambrian Chemicals Inc. is part of the Maroon Group of companies providing innovation solutions for all their customers' ingredient and chemical additive needs. The company takes pride in their technical approach to formula and process development as well as the ability to offer a global supply network of competitive products meeting all technical specifications. Services for the CASE industry include custom repacking, bulk breaking, local warehousing, private labelling, and toll blending, which allows Cambrian to offer unique product solutions. In conjunction with their supply partners the company can provide assistance with formula development, problem solving and product line extension.



Cambrian's flexible and tailored services have made them a strategic choice for manufacturers seeking to optimize their North American sales portfolio. Cambrian views every customer as unique and with specific requirements for formula development, logistics coordination and application support to provide the flexibility and service required. A strong team of technical representatives and account managers have allowed Cambrian to help manufacturers optimize their North American portfolio of products for 21st century challenges and balance performance with environmental concerns.



 CANADIAN PAINT AND COATINGS ASSOCIATION ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA PEINTURE ET DU REVÊTEMENT

**EARLYBIRD REGISTRATION IS NOW OPEN**  
CPCA'S 107<sup>th</sup> ANNUAL CONFERENCE & AGM  
**Driving Change & Innovation:  
One Coating at a Time**  
*Exploring the science and the digital technology that is the catalyst for many of the innovative advances in the paint and coatings industry.*

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 CANADA COATINGS<sup>HUB</sup><sup>TM</sup>

ACCESS **EVERYTHING** YOU NEED  
FROM **ANYWHERE** YOU ARE

*CPCA's Canada CoatingsHUB is the only regulatory HUB enabling member organizations to access, track, and retrieve data whenever they need it, from wherever they are.*

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## PRESIDENT'S MESSAGE

Canada is already off to a rough start in 2020. This began with the recent blockade related to the Coastal GasLink LNG pipeline to the West Coast being halted with protest blockades on Canada's major rail lines across Ontario and Quebec, disrupting the flow of goods and people for more than two weeks. Previously there had already been a Supreme Court appeal of another approved project, the TMX pipeline in the West, which was summarily dismissed by the court. The federal government was forced to buy that pipeline for \$5 billion when the original proponent decided not to proceed in 2018. Industry remains hopeful that those two projects will now proceed as approved and planned. This past week the mining giant Teck Resources pulled out of the proposed \$20 billion bitumen mine project in Alberta citing climate change challenges as the reason for doing so, though it may have been related to deeper economic challenges on pricing, market conditions, etc. Whatever the challenges are for these projects it does convey a 'not open for business' sign hanging over Canada's front door. Add to that a nasty virus creeping across the globe, now impacting business and financial markets, we have what may be Canada's annus horribilus.



This past week saw other reports revealing more challenges for the Canadian economy, which some say are the product of certain policies coming home to roost. The Chief Economist at BMO, Douglas Porter, raised an important concern about recent developments noting that it could ultimately "impact Canada's reputation as a place to do business, and ultimately that might be the most potentially damaging aspect of these episodes." According to the C.D. Howe Institute, this recently cancelled project is included in more than \$100 billion worth of resource projects that were scrapped from 2017 to 2019. There are many reasons for this current situation that include major hits to oil prices as well as specific policy approaches by governments. That is not to say it is a partisan political issue per se, but it speaks more to how individual governments choose their respective policy focus and how they implement those policies. We have had strong economies under both Liberal and Conservative governments with different policy approaches under Chretien and Mulroney, but this is different.

As the coatings industry moves forward there are a number of government-related challenges it must face in Canada as well. There is the challenge related to regulatory modernization, which the current government - under former Treasury Board president Scott Brison - wisely identified as critical to tackle if the growing regulatory burden on industry is to be wrestled to the ground. This seems to have stalled somewhat. Then, there are challenges related to chemicals management and the current government's desire to review the risk-based approach to assessing chemicals in commerce and greatly expand the lens through which those chemicals are assessed. This will add further regulatory burden to an already very comprehensive world-leading assessment process wherein there are many hurdles to clear before chemicals can remain in commerce in Canada. CPCA along with like-minded chemical associations will be watching closely as to how this evolves in the coming months.



from number 7 in 2008 to 23 today. There needs to be a renewed focus on policy decisions that can stem the downward slide. It is the only way to ensure there is a solid business foundation on which to build the necessary government finances for the many quality of life initiatives for which Canada is renowned. Someone once said the first victims of a slower economy are investment and innovation, and those are the two main drivers of economic growth and prosperity.

**Gary LeRoux**  
President & CEO

A banner for CPCA's 107th Annual Conference & AGM. It features a collage of images on the left: a yellow car, a person in a lab coat, a smiling child, and wind turbines. The main text is centered and reads: "CPCA CALL FOR AWARDS NOMINATIONS" and "CPCA'S 107<sup>th</sup> ANNUAL CONFERENCE & AGM". Below this is a quote: "Every year CPCA's Chair's Award Dinner Recognizes Excellence and Honours Innovation. The paint and coatings industry continues to flourish because of the hard work and effort of those on the frontline - our members." At the bottom left is the CPCA logo (a red maple leaf) and the text "CANADIAN PAINT AND COATINGS ASSOCIATION" and "ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA PEINTURE ET DU REVÊTEMENT". At the bottom right is a button that says "LEARN MORE".

**CPCA CALL FOR AWARDS NOMINATIONS**  
CPCA'S 107<sup>th</sup> ANNUAL CONFERENCE & AGM

*Every year CPCA's Chair's Award Dinner Recognizes Excellence and Honours Innovation. The paint and coatings industry continues to flourish because of the hard work and effort of those on the frontline - our members.*

 CANADIAN PAINT AND COATINGS ASSOCIATION ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA PEINTURE ET DU REVÊTEMENT

[LEARN MORE](#)

A banner for Regulatory Radar. The background is a light blue with a faint image of a person in a white lab coat looking at a tablet. The text "REGULATORY RADAR" is in large, bold, red letters, with a small white maple leaf icon next to "RADAR". Below this is the text "WHAT MEMBERS READ TO STAY AHEAD OF REGULATIONS". Further down is a paragraph: "The RegulatoryRADAR is Canada's premiere publication for the coatings industry. Get this 'member only' publication for better outcomes for your business." At the bottom is a call to action: "To learn more visit [canpaint.com](http://canpaint.com) or contact CPCA to become a member!". On the right side, there is a tablet displaying the Regulatory Radar website, which shows the same "REGULATORY RADAR" title and a section titled "IN THIS ISSUE" with various articles listed. A small white maple leaf icon is also visible on the person's lab coat in the background image.

**REGULATORY RADAR**

WHAT MEMBERS READ TO STAY AHEAD OF REGULATIONS

The RegulatoryRADAR is Canada's premiere publication for the coatings industry. Get this 'member only' publication for better outcomes for your business.

To learn more visit [canpaint.com](http://canpaint.com) or contact CPCA to become a member!

## **CPCA Adopting Shorter Format for Monthly Newsletter**

Several sections of the CPCA Prime Time News have been moved to the public section of CPCA's website ([www.canpaint.com](http://www.canpaint.com)), such as the *Corporate Profile Section* which will include special blogs and podcasts on individual issues and updates on member companies. The *Corporate Member News* will also be published in the news section of the CPCA website. CPCA carried over the *Focus on Ottawa* and webinars/courses/publication news section to the member-only section, the CoatingsHUB. This more concise format will allow CPCA to focus more on economic and market trends as well as current industry efforts on sustainability and innovation in Canada. [Let CPCA know what you think of this new format.](#)

## **New Canada CoatingsHUB to Deliver Real-time Data for Better Issues Management in March 2020**

The Canadian Paint and Coatings Association (CPCA) recognizes the growing challenge of staying up-to-date on the regulation of substances used in the coatings industry in Canada. To be forewarned is to be prepared. The HUB recently added a new feature for the benefit of member companies – a database of more than 2,000 substances used in thousands of products in Canada. This includes information on commercial chemicals used in the coatings, adhesives, sealants and elastomer (CASE) sector. This means a company supplying or shipping raw materials or manufacturing finished products in Canada can immediately search the substance database to determine current compliance requirements for critical product ingredients.

## **Government Publishes Draft Science Assessment of Plastic Pollution**

**Plastic pollution** in the form of macroplastics and microplastics has emerged globally as a key ubiquitous and persistent environmental issue originating from a multitude of sources. Through this draft science assessment, three Canadian Ministries are shedding light on the extent of the plastic pollution problem in Canada which will help inform the government's actions and policies as it follows through on its commitment to ban harmful single-use plastics. The Government is working to have new regulations in place as early as 2021, where supported by scientific evidence and warranted. But in reading this draft assessment, it appears that the use of plastics in itself isn't the major part of the problem; rather the issue is the management of plastic waste (recovery and recyclability). Indeed, the draft assessment literature findings state that evidence for potential effects of microplastic pollution on environmental receptors is less clear and sometimes contradictory, hence requiring further research, and so is the limited information on human health effects of microplastics. The Paint and Coatings Working Group members recently initiated a discussion with officials regarding what the impact could be for the paint sector in moving towards a zero plastic waste strategy and possible actions that might exist for corporate sustainability programs.

Regulatory Radar for members.

- Government Work on the Publication of a CEPA Amendment Package
- Government to Consult on *Code of Practice for the Environmentally Sound Management of Chemical Substances in the Chemicals, Plastics and Rubber Sectors*
- CMP Science Committee Considerations for Identifying Potential Risks from Exposure to Chemicals in the Workplace
- Results of CPCA Discussion with ECCC Officials on National Architectural Paint VOC Survey Results
- CPCA Provides PMRA with a List of US EPA-authorized Active Ingredients Not Registered in Canada for Paint Uses
- Industry Identifies Additional Changes to Technical Guidelines of E2 Regulations

## CPCA Applauds Paint Manufacturers' Commitment to Extended Product Stewardship

In 2018 these [paint programs across Canada](#) recovered more than 28 million kilograms of leftover paint or the equivalent used to paint over 500,000 homes. The CCME has also acknowledged the paint industry's record of commitment to extended product stewardship: "There is only one product category that is consistently well-covered across the country by regulations with programs operating province-wide to divert materials from landfill, and that is used paint (CCME Report 2016).



Please consult the CPCA Coatings/HUB for more details on each topic.

## MEMBER RECOGNITION

### Sherwin-Williams Wins 3 SSPC Structure Awards

Sherwin-Williams Protective & Marine and its project partners [earned three Society for Protective Coatings \(SSPC\) Structure Awards](#), which recognize top coatings projects from the past year. The company won the Charles G. Munger Award, the Eric S. Kline Award and the Military Coatings Project Award of Excellence.

### PPG Honored with Chairman's Awards from Metal Construction Association

PPG received [two 2019 Chairman's Awards](#) from the Metal Construction Association during the organization's 2020 Winter Meeting in Palm Springs on January 14. PPG was the

## AkzoNobel Earns 5 'Top Employer' Titles

The [Top Employers Institute](#) recognized AkzoNobel's excellence in creating the best conditions for employees in the markets of Brazil, China, the UK, the Netherlands and the U.S. This year marks the company's first "Top Employer" certifications in both the Netherlands and the U.S.

## Dow Named 2020 Best Place to Work for LGBTQ+ Equality by Human Rights Campaign Foundation

This marks the company's [15th consecutive year receiving a perfect score on HRC's Corporate Equality Index](#), a national benchmarking tool on corporate policies and practices pertinent to LGBTQ+ employees.



**CPCA Monthly Report on M&A and Distribution Agreements, January 2020**  
**Available on the [Canada CoatingsHUB](#) (Members Only)**

# SUSTAINABILITY

## Société Laurentide Featured in Special Issue on Innovation to Reduce Waste

[Société Laurentide](#) diverts [6.5 million of kilograms of paint from landfills](#) every year via the Eco-Peinture Program. According to Hebdo St-Maurice, the company is about to commercialize a new industrial concrete product that incorporates recovered acrylic resins from post-consumer paint to improve the performance of concrete in sidewalks by raising its resistance against de-icing salts or other chemical agents by 25%, hence prolonging durability of infrastructure. Over the past several months, Société Laurentide has also debuted a new 5-year research program to recover certain metals from lithium and alkaline batteries. Actually, still 30 percent of the post-consumer paint materials cannot be reused and Laurentide continues to strive for 100% reuse. Over the past several months, Société Laurentide has also debuted a new 5-year research program to recover certain metals from lithium and alkaline batteries.

## Dow Collaborates with PPG to Achieve Carbon Savings from Anti-corrosion Steel Coatings

Steel is the backbone of modern society. [The Dow and PPG collaboration](#) aims at delivering reduced greenhouse gas (GHG) emissions through improved coatings that



## Axalta Donates €50,000 to STEM, Environmental Stewardship Causes in EMEA

This **Axalta donation** from an employee initiative called Axalta in Motion supports Science, Technology, Engineering and Math (STEM) or environmental stewardship causes across Europe, Middle East and Africa (EMEA).

## AkzoNobel, the Rijksmuseum 'Paint Clearer Picture' for Operation Night Watch

The company used a series of **ground-breaking tools and techniques** to carry out a major investigation and conservation of Rembrandt's famous painting The Night Watch.

## Dow Canada Taking the Lead with Recyclable Plastics

In Fall 2019, **Dow Canada** was one of the first companies to market a plastic resin which was composed of 70 per cent post-customer plastic materials. Dow's 2030 vision is that all of the products that they sell will be 100 per cent reusable, recyclable, compostable, or biodegradable.

## Cool Roof Coatings Market to Grow at a CAGR of 6.8 Per Cent by 2026

Cool roof coatings have increasingly gained significance in the growing green construction sector on account of their efficient energy performance and are now a viable alternative for consumers. North America is the largest regional market. Some of the **key market players feature CPCA members**, such as KST Coatings (Sherwin-Williams), DowDupont and Valspar Corporation.

## BASF Strengthens Its Global Leadership Position for Battery Materials for Electric Vehicles

**BASF is announcing** a new battery materials production site in Germany, as part of its multi-step investment plan to support the European electric vehicle (EV) value chain. The BASF's innovative cathode materials increase the performance of batteries, promoting the success of climate-friendly mobility.

## Rethinking Chemistry for Circular Economy

Simple molecules are an essential design requirement for chemical circular economy (CE). Chemical companies should avoid using complex molecules and components that are difficult to separate and break down. The chemistry necessary for **CE** will come to fruition only through the adoption of a new attitude toward chemistry education, chemical research and engineering, and product design.

AkzoNobel recently entered into a partnership with French early stage startup Les Companions, to develop a paint robot that will help painters complete jobs faster and more efficiently, while making working conditions safer. Once the trials of the prototype are complete, the robot will be further improved before being made available to customers. It's only a matter of time before paint robots start being used in construction.

## Highly Dispersed Graphene Oxide–zinc Oxide Nanohybrids in Epoxy Coating

A new study introduces a novel approach of utilising the stable surface property of zinc oxide (ZnO) to facilitate the dispersion of graphene oxide (GO) sheets in epoxy coating to improve water barrier and corrosion resistance properties.

## Hydrogel Coating to Prevent Ice Formation in 3 Different Ways

Materials scientists at the UCLA Samueli School of Engineering and colleagues in China have developed a coating that prevents ice formation. The gel is a simple and very durable material made mostly of water, with polydimethylsiloxane as a key ingredient, which is a nontoxic, silicone-based polymer used in contact lenses, cosmetics, lubricants and other applications that require some slipperiness.

## 'Self-cleaning' Concrete Could Keep Buildings Looking New

Scientists developed a simple method to make porous concrete with robust mechanical and self-cleaning properties. They added an oil, an emulsifier and a hydrophobic silicon polymer called polydimethylsiloxane (PDMS) to wet concrete. This intrinsic building material cleans itself while saving immense time and labour in homes and businesses, as well as reducing disease in hospitals.

### Additional innovations and technology reports:

- Study on Optimizing the Benefits of TiO<sub>2</sub> in Paints Water Resistance and Corrosion Protection Properties of Water-borne Polyurethane Coating
- Polyurethane Coatings in the Focus of the European Coatings Journal, February Issue
- How to Turn Garbage Into Graphene with a Simple Jolt of Electricity
- A Novel Way to Watch Paint Dry: The Idea of Applying Microrheology to Automotive Plants

# ECONOMIC NEWS

## Canada Economic Growth

FocusEconomics analysts project growth of 1.6 per cent in 2020 and 1.8 per cent in 2021. Canada is the only country yet to ratify the USMCA agreement, which is expected to pass through parliament in the following weeks.

[China will halve tariffs](#) on \$75 billion in US imports, including automotive products, chemicals and food, from the 10 per cent or 5 per cent level to 5 per cent and 2.5 per cent.

## Canada to Host the World Circular Economy Forum 2020 in Toronto

[The World Circular Economy Forum](#) is a global event that brings together leaders, businesses, policymakers, and experts to present solutions for a circular economy. The 2020 forum will provide a global platform for national and international discussions on new business models that use our natural resources more efficiently, minimize waste and pollution, and accelerate the transition to a clean economy.

## The Mind the Store Campaign Results for 2020

[This campaign publishes retailer report cards](#) and its fourth results are challenging the largest retailers to eliminate toxic chemicals in products and packaging and develop comprehensive safer chemicals policies.

## Chemical Companies Can Address Pain Points via Digital

[Chemical companies can minimize disruption](#) in their supply chains, stimulate innovation, become more sustainable and achieve regulatory compliance by digitizing various parts of their operations. Digital transformation plays a crucial role in helping companies achieve supply-chain excellence and corporate leadership.

## 2020 National Housing Conference Scheduled for May 12-13 in Ottawa

A forum for discussion and exploration of novel ideas, the [2020 National Housing Conference](#) will challenge participants to open their minds to new thinking and broaden their perspectives of housing by sharing and generating insight on various key themes.

## Future Trends of the Connected Business with AI, Blockchain & Edge

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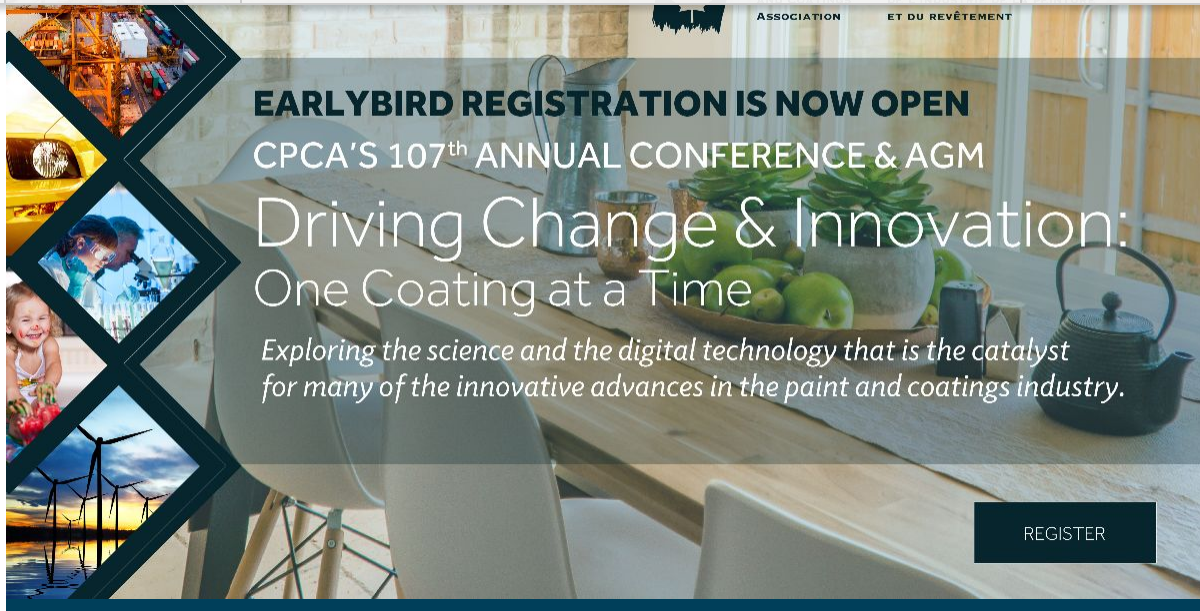
## Canadian Economic Indicators:

- [Canadian Housing Starts Unchanged in January](#)
- [Canadian Auto Sales Edge up 0.8 Percent in January, Led by Light Trucks](#)



Please visit the [CPCA CoatingsHub](#) for additional news in the [Management Information Resource](#).





## INTERNATIONAL NEWS

### Global Paints & Coatings Market to Reach US\$301B 2019-2026

This will represent a **CAGR of 5.2 percent** during the period.

### Global Waterborne Coatings Market to Reach \$18.9B 2019-2023

This market will reach **US \$18.9 billion** during the period.

### Global Functional Coil Coatings Sales to Surpass \$550M in 2029

This **market is growing rapidly** at a CAGR of 5.4 percent from 2019.

### Coating Resins Market to Expand at 5.27 Per Cent CAGR by 2026

In 2017, the market was estimated to **\$33.15 billion**.

### Adhesives and Sealants

#### Global UV Adhesives Market to Reach US\$1.47B by 2025

This market will grow at a **CAGR of 9.47 percent** from 2018.

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