



CANADIAN PAINT  
AND COATINGS  
ASSOCIATION

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

# The Paint and Coatings Industry: Essential Products and Critical Infrastructure in Uncertain Times

CPCA INDUSTRY BACKGROUNDER

## Who We Are

The Canadian paint and coatings industry employs more than **86 000 people across the country**, in sectors including manufacturing, research and development, distribution, application, and retail, among others. Paints and coatings have an economic impact of **\$12.3 billion** in Canada. Paint manufacturers in Canada own and operate 3000 retail stores, supply another 5000 big box stores and supply products for 7000 auto refinishing operations across Canada.

## What We Produce

**Essentially every commercial product has a coating of some type.** Coatings provide critical performance characteristics to the finished product such as protection from corrosion, abrasion, high or low temperatures, chemicals and ultraviolet rays, moisture, and microbes. Industrial Coatings are typically applied in a factory setting and include finishes on medical equipment, food service products like cans, jars and packaging, transportation equipment, paper, metal building products and more. Architectural coatings are used for the protection and general maintenance of residential, commercial, institutional and industrial buildings like hospitals and healthcare facilities. Specialty coatings include high performance products like traffic and highway markings. Marine coatings are used for anti-corrosion and anti-fouling purposes on ocean-going vessels.

## Why Our Products are Essential

Every manufacturing process that results in the production of a non-liquid product includes a process for coating the finished good, making the coatings industry an integral part of other manufacturing supply chains. **The coatings industry is essential to numerous other industries, including those on the frontlines of the COVID-19 response.** The industry supports health care, hospitals, defense, food, hygiene, agriculture, energy, public works, information technology systems and many others.

## Examples of the Critical Contributions of the Coatings Industry

Without coatings, many other industries and parts of our society would greatly struggle or even fail. Life-saving equipment such as ventilators and medical monitors contain multiple components that must be coated to ensure their performance. Each of these parts is made at a different location, by different parts suppliers. Each of these parts suppliers will buy their protective coatings from multiple sources and need the ability to choose the supplier which will have the necessary coating available as rapidly as possible. Other critical pandemic-related suppliers and equipment require coatings supplied by operational paint and coatings manufacturers. These include everything from swab sticks to endotracheal tubes, protective clothing to respirators and sample transport media. For example, protective suits and over-shoe booties are coated to make sure they perform as needed. **If coatings manufacturing companies — and upstream suppliers and distributors — close, it will severely impact manufacturers' ability to supply the essential parts necessary to healthcare products and personal protective equipment.** Waterproofing coatings are essential in preventing "Sick Building Syndrome:" waterproofing the envelope of new concrete buildings is crucial in preventing mold and mildew buildup, which can cause respiratory-related illnesses. These products are used mostly for remediation projects of existing facilities, including nursing homes, hospitals, and other areas where public health is critical. Coatings applied to consumer goods and packaging are necessary to maintain the integrity, sanitary nature and security of the final products.



## Coatings are Essential to Critical Infrastructure

- Healthcare
- Food and Agriculture
- Critical Manufacturing
- Chemicals
- Transportation and Logistics
- Construction
- Public Works
- Communications and Information Technology

## Continued Commitment to Worker Safety in Response to COVID-19

The safety and health of our industry's employees, customers and users has always been paramount to our companies. In the face of COVID-19, paint and coatings manufacturers have incorporated social distancing and increased hygiene measures at their manufacturing plants, and instituted specific practices to successfully accomplish heightened worker safety. These include taking the following steps:

- Paint and coatings manufacturers have adopted workplace preparedness measures and initiated many precautions recommended by the World Health Organization and the Canadian government. These measures and precautions center on best practices which protect our workplaces and mitigate the risk of transmission
- Paint and coatings production and R&D cannot occur in a "work from home" environment; however administrative roles within member companies are already working remotely. Creative work schedules afford additional protections with staggered start times and limited shift overlaps
- R&D facilities conducting lab work maintain social distancing and effective hygiene (i.e., thoroughly wiping down surfaces with isopropyl alcohol/water or disinfectant solutions)

These are only a few examples of how Canadian companies in the coatings industry have increased focus on worker health and safety in response to the COVID-19 pandemic.

## An Essential Part of the COVID-19 Response

The paint and coatings industry is a vital and irreplaceable part of our country's economy, and is prepared to do its part for Canadians during this time. **As such, the manufacture and distribution of paints, coatings, and adhesives are essential to Canada's critical infrastructure and must be permitted to participate in the solution to the COVID-19 response.** We urge provincial governments to follow the Provinces of Ontario and Québec and designate paint and coatings manufacturing as essential businesses exempt from mandatory closures.

For more information about the Canadian paint and coatings industry, visit [www.canpaint.com](http://www.canpaint.com)



## CPCA: Protecting Your Interests Since 1913

### About CPCA

Since 1913, the Canadian Paint and Coatings Association (CPCA) has represented Canada's major paint and coatings manufacturers, and their industry suppliers and distributors in three primary product categories: architectural paints, industrial products and automotive coatings. In Canada, CPCA members have more than 261 paint manufacturing establishments, own more than 3,000 retail outlets, supply products to another 5,000 retail stores and more than 7,500 auto body shops. This represents annual retail sales of more than \$12.3 billion, employing directly and indirectly 86,300 employees.

#### For more information contact:

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