

# PRIME TIME NEWS



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

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**MARCH 2020**

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**HEURE**

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Do what you can, with what you have,  
where you are,

*Theodore Roosevelt*

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

- Chemicals Manufacturing, Construction, Hardware Stores Listed as Essential Businesses in Ontario, Quebec and Exempted from Mandatory Closures
- CPCA/ACA Addressing North American CASE Supply Chain Issues Related to COVID-19 Restrictions on Non-Life Sustaining Operations
- CPCA Provides Numerous Health & Safety Guidelines to Help Members Deal with the COVID-19 Outbreak in the Workplace
- CPCA Updates Members on Canadian Measures to Support Industry During COVID-19 Outbreak
- Next PCWG and CIC Meetings to be Held Via Teleconference Only
- CPCA Voices Serious Concerns to Health Canada on Upcoming Consumer Product Safety Awareness Campaign
- Health Canada Publishes Five New Consumer Product Enforcement Summary Reports
- CPCA Seeking Paint Experts on Current Canadian Architectural Paint Product Categories to Support ECCC Training & Tutorial

**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.

A banner for Canada CoatingsHUB. On the left, a woman with glasses and a man are looking at a laptop. The background is a dark blue gradient with a stylized 'C' logo made of colorful segments. The text 'CANADA COATINGS HUB' is in white and red. Below the logo, the text 'ACCESS EVERYTHING YOU NEED FROM ANYWHERE YOU ARE' is in white. A quote follows: '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.' An orange button with the text 'LEARN MORE' is in the bottom right corner.

**CANADA COATINGS HUB™**

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.*

LEARN MORE

## PRESIDENT'S MESSAGE

The current pandemic is wreaking havoc on business, markets and, of course, civil society. Governments at all levels have grasped the full impact of the pandemic and are taking actions accordingly. Government actions in support of both large and small businesses are unprecedented in an all-out effort to soften the blow when businesses get back to some semblance of normal. The massive injection of liquidity and strong support for business will ensure business continuity post-pandemic and a labour force ready to return to their jobs. Those programs have been widely publicized and appreciated by those caught in the middle of the storm. The larger question remains, when will it return to normal? The new normal is now COVID-19.



CPCA was pleased to see that governments have listed our members as essential businesses in these difficult times. Even with that in place, our members are taking every precaution to ensure the safety of their workers and the customers who may need their products. They continue to be vigilant in those efforts in the coming weeks.

It is generally viewed by key observers that if the pandemic lasts for two to three months, current government actions, and those taken directly by businesses, should allow for a steady recovery. However, it could be slower than expected, but previous market downturns have resulted in a robust bounce back following a recession as per the normal trend over many years. Despite that trend, it is still unclear if this is similar to those much different circumstances. If any longer than three months there are concerns about how growth will resume and where it will come from, especially if consumer health is weaker than expected. Lower interest rates, a low Canadian dollar and a fluid supply chain will auger well for Canada's economy post-pandemic and should remove any negative impacts on trade. Trade is still the lifeblood of Canada's economy and with such strong supports in place for business and labour, things should resume as expected. Again, much of that is fully dependent on the success of isolation and social distancing protocols now fully

One of the few bright spots in this unfortunate situation might be repatriation. Some financial analysts have speculated that the approximate three million Canadians living abroad may return to Canada. Those individuals who have sought opportunities and excelled in a number of fields could mean more skilled labour, new innovations, and increased business opportunities in Canada. If so it could lead to a stronger business platform than existed before the pandemic. However, like all things in these very unique circumstances, it is unclear what the next several months will bring. In that regard, CPCA is working with Orr & Boss on a current market update for the paint and coatings industry in Canada and how it is likely to be impacted by the pandemic. That update will be available in the coming days.

We wish all our members, stakeholders and their families and employees good health.

**Gary LeRoux**  
President & CEO

## COVID-19 PANDEMIC UPDATES

### Members Will Receive a Canadian Market Update During Pandemic

Many are most interested in the impacts on business due to the current pandemic and CPCA will provide members with a detailed market update, which describes how the paint markets specifically are impacted by the pandemic. The update will be provided on April 8 for all CPCA members.

## IN MEMORIAM

### One of the Icons in the Paint and Coatings Industry in Canada Wink Vogel, Cloverdale Paint

On Saturday, March 14, 2020, Wink Vogel passed away peacefully with family at his side at age 85. He was a kind and devoted husband, father, father-in-law, grandfather, business associate and friend to many. Wink loved his family business, Cloverdale Paint, from which he retired in 2018. In 1946, Wink's father purchased a paint company, Cloverdale Paint, which was founded in 1933. When his father was elected to the BC Legislature, he turned over the leadership of Cloverdale to his son, Wink. Wink ran the family business for more than 70 years. By 2005, Cloverdale Paint had 65





largest regional manufacturers and sellers and is the tenth-largest paint manufacturer in North America. Most impressively, in the age of massive consolidation in the industry, Cloverdale Paint is still a wholly-owned Canadian company with the majority held by the Vogel family.

Wink treated employees, customers and business associates as part of the family. At Cloverdale Paint, Wink was known as 'a fearless leader' never to shy away from a challenge but always considerate of others. Wink surrounded himself with great leaders and great people and he had a way of bringing out the best in everyone. When he put his mind to something, it was 'game on' and everyone shared his passion and came together for the common goal. Wink was a strong supporter of the CPCA and Product Care Association, serving on both boards over the years. A Celebration of Wink's life will be delayed at this time and scheduled when more appropriate. CPCA and its members extend our sincere condolences to the Vogel family and the extended family at Cloverdale Paint.

A promotional banner for the CPCA 107th Annual Conference & AGM. The banner features a collage of images on the left: a yellow car, a person in a lab coat, a smiling child, and wind turbines. The background is a light blue and white geometric pattern. The text is centered and reads: "CPCA CALL FOR AWARDS NOMINATIONS" in large white letters, followed by "CPCA'S 107<sup>th</sup> ANNUAL CONFERENCE & AGM" in smaller white letters. Below this, a quote in italics states: "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, which includes 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 white button with the text "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

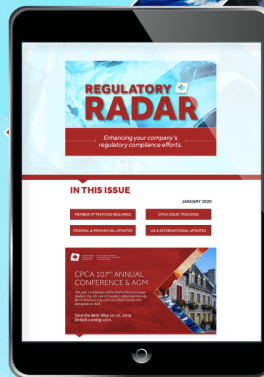
[LEARN MORE](#)

# 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 REPORT

### New Canada CoatingsHUB Substance Database Available to Members in April

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 will soon add 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 elastomers (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.

COATINGS**TECH**  
Online Course 

### Announcement: CPCA Coatings Diploma

CPCA recently granted two diplomas for its three-semester online course in Coatings Technology and is pleased to highlight the following recipient: **Lucy Gibbon, March 23, April 11 from Ontario**

Lucy Gibbons studied Applied Chemistry at the University of Leeds in the UK, specializing in colour chemistry. In 2009, after receiving her degree she moved to Canada and joined DCL Corp (previously Dominion Colour Corp.) full time as a Lab Technician, expanding her knowledge of plastic, coating and ink applications. She progressed to her current role as Field Chemist, working closely with the sales force to provide technical support directly to the customers.

course. We are confident that it will support ongoing educational efforts in the coatings industry, now and in the future. The Diploma in Coatings Technology is available online and offered to students in Canada and abroad. Students can work at their own pace with easy-to-use computer-based training to gain the knowledge needed to advance one's career. The courses focus on three areas: theoretical concepts, industrial paint applications and sales and marketing. [Visit canpaint.com](http://canpaint.com)



## CPCA Board Postpones CPCA's Conference Planned for Quebec City in May

As a precautionary measure, in light of recent events related to the COVID-19 virus and its containment, [CPCA's Board of Directors has postponed the annual conference](#) planned for May 20-21, 2020 at the Fairmont Chateau Laurier in Quebec City. More details related to a possible new date will be made known in the coming weeks.

## COVID-19: CPCA Urges Provinces to Follow Ontario and Quebec and Designate Paint and Coatings Manufacturing as Essential Businesses

COVID-19 has rapidly evolved from a health crisis to an economic one, shuttering many North American businesses. CPCA has closely monitored the development of measures on its member operations. In this context, CPCA published a background document entitled, ***The Paint and Coatings Industry: Essential Products and Critical Infrastructure in Uncertain Times***. [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. CPCA urges provincial governments to designate paint and coatings manufacturing as essential businesses exempt from mandatory closures.

## CPCA Seeking Input on Members' Continued Ability to Comply With Regulatory Deadlines Amid Disruptions Caused by COVID-19

The ongoing spread of COVID-19 will have wide-ranging effects on all industry sectors, paint and coatings included. CPCA wants to take any and all measures we can to ensure that our members' ability to comply with regulations and operate is as normal as possible and/or they can take advantage of government assistance to bridge from this crisis to more business as usual times in the weeks ahead. [CPCA asked its members two questions: Are you experiencing any issues related to staffing shortages, limited production environments, supply chain disruptions etc., that threaten your organization's ability to meet upcoming regulatory compliance deadlines or market challenges? Are there any upcoming regulatory deadlines that](#)

## CMC Suggests Measures to Federal Government to Ensure Business Continuity in the Manufacturing Sector

CPCA is part of the Canadian Manufacturers Coalition, which recently sent a letter to the Prime Minister urging the quick implementation of measures related to payroll, taxes, mortgage relief, EI work-sharing, etc. Recent federal announcements of \$72 billion for emergency business relief clearly shows the government has heard calls from industry generally to step up and help businesses and their employees weather the economic storm. The Government and all Parliamentarians are to be commended for recognizing the need and taking strong action to mitigate the damages that are being incurred on the economic front, as well as the health front of course.

## CPCA Issues Member Update on Federal Chemicals Management Plan and Pest Control Act

Full details on the items below and many more are contained in the monthly edition of [Regulatory RADAR](#) for members. Some of the issues raised in the RR:

- CPCA Urges ECCC Not to Amend Architectural VOC Limits Based on CARB 2019
- CPCA Seeks Health Canada Views on Possible Alternatives to MEKO for Indoor Consumer Alkyd Paint Products
- CPCA Provides Input on Supply Chain Transparency Enhancing Strategies in Development at ECCC/HC
- Turpentine and Turpentine Oil Substances, as well as Salicylic Acid, Proposed Toxic for Human Health in Recent DSARs
- CPCA Submits List of US-registered Paint Preservatives to PMRA Officials That Are Currently Not Registered in Canada
- CPCA Awaits PMRA Publication of an FAQ Document on Treated Articles



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

## MEMBER RECOGNITION

### Société Laurentide Winner of Environmental Engagement AQMAT Award Presented at the Annual Gala of March 8, 2020

The Association québécoise de la quincaillerie et des matériaux de construction ([AQMAT](#)) honours sustainability: any ecological, social and humanitarian engagement that is recognized by their clientele, suppliers and in the community. Société Laurentide was the recipient of the AQMAT 2020 award for its environmental commitment. CPCA



## CANLAK Winner of the 2020 Best Specialty Wood Coatings

### Manufacturer in Canada

CPCA congratulates **CANLAK** for this honour and one that means a lot given the many strong contenders in the wood coatings sector in Canada.



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

# SUSTAINABILITY

## Covestro to Sign EUR 225 Million Loan Facility with European Investment Bank for R&D Activities

Covestro has agreed to a loan with the European Investment Bank (EIB) for EUR 225 million, which will provide medium-term funding to strengthen **Covestro's research and development work** in the areas of sustainability and circular economy within the European Union.

## AkzoNobel Outlines Sustainability Ambitions

**AkzoNobel's first in a series of sustainability ambitions** is to accelerate the company towards zero waste and cut carbon emissions in half by 2030. These two key ambitions and their related targets will focus on the "Planet" element of the company's new "People. Planet. Paint." approach to sustainability.

## Henkel and Covestro Combine Their Strengths to Promote Adhesive Solutions for e-Mobility

**Powerful lithium-ion battery architectures** are at the centre of discussions around electric vehicles to ensure longer lifetime, operational safety, cost efficiency and reliability. In their most recent collaboration, Henkel and Covestro developed a solution, based on a UV-curing adhesive from Henkel and a UV-transparent polycarbonate blend from Covestro, which enable the efficient fixation of cylindrical li-ion battery cells inside a plastic cell holder.

## Apellix and AkzoNobel to Collaborate on a Computer-controlled Spray Painting Drone

Apellix's custom-built drone is tethered to the ground for its power and coating supply but has the freedom to fly autonomously depending on the area to be coated. **It uses unique software flight control to more accurately apply coatings**, and it's also able to capture valuable painting data. This drone allows for a reduced application time and less waste to the environment, as well as increased safety for applying

## A Circular Solution for the Powder Coatings Industry

A powder coating manufacturer utilizes waste powder coating as raw material and re-extrudes it into a custom, colour-matched product per the customers' demands.

## Climate Change and the Future of Coatings Businesses

Coatings companies can be hugely influential in climate change mitigation and protect their business future by acting now and setting their own science-based targets.

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# TECHNOLOGY & INNOVATION

## Predicting Reaction Results: Machines Learn Chemistry

Researcher use a large number of molecular fingerprints to represent the chemical structure of each molecule as accurately as possible and are developing a robust system that can be used to predict completely different reaction results.

## Research Teams Develop Coatings with Self-Healing and Self-Cleaning Abilities

Scientists in Michigan State University developed a novel approach for creating commercially feasible hybrid coating technology capable of self-healing along with omniophobic features. The research team has demonstrated the self-healing of polyurethane coatings using dynamic urethane bond chemistry to provide a self-repairable result on incurred cuts on the surface to polyurethanes.

## Italian Research Company Releases Edible Coating

The new edible-biodegradable coating which will prolong the life of food without the need for plastic packaging. The coating was developed to replace plastic packaging in the food and beverage sector.

## Effects of Carbon Materials on Fire Protection and Smoke Suppression

Scientists have studied the effects of carbon materials on fire protection and smoke suppression of waterborne intumescent coatings.

## Additional Technology Reports

- [New Book: Polyester and Alkyd Resins](#)
- [Silicone Protective Materials with Controlled Self-healing and Toughness Properties](#)
- [Next Generation Matting Agents for Highly Durable Waterborne Coatings](#)
- [Swift Coat Spray Paints Nanomolecules on Solar Panels](#)

# ECONOMIC NEWS

## Canada, Ontario Adopt Virus Aid Package as Canada Enters Recession

Minority Liberal government won parliamentary support for a colossal stimulus package of **\$57 billion to bolster an economy ravaged by the coronavirus**. Ontario also announced an action plan of \$17 billion in new spending. TSX surges at a record pace as stimulus hopes gained momentum. However, the **COVID-19 is expected to have long-lasting effects** and plague the economy for some time.

## COVID-19: Government Introduces Canada Emergency Response Benefit to Help Workers and Businesses

To support workers and help businesses keep their employees, the government has proposed to establish the **Canada Emergency Response Benefit (CERB)**, a simpler and more accessible combination of the Emergency Care Benefit and Emergency Support Benefit. This taxable benefit would provide \$2,000 a month for up to four months for workers who lose their income as a result of the pandemic. It also announced the \$71 wage subsidy program for businesses, which will go along way to support our members' efforts to be in a position to continuity business operations at full capacity permits. For details on the program [visit canada.ca](https://www.canada.ca)

## Deloitte: Economic Outlook | March 2020

The **economy came to a near-halt at the end of last year** and has since battered by global pandemic and oil price slump and should experience a 0.2 per cent decline in real GDP this year, concentrated in the second quarter. Exports and non-residential business investment are expected to fall this year. Overall, real GDP should bounce back with 2.5 per cent growth next year. First and foremost, businesses need to address the risks, putting their people first. Second, management actions will be needed to navigate through difficult economic times and create business continuity. There is the opportunity to learn from the crisis and make the business stronger. Finally, business leaders **need to prepare for the eventual economic rebound**.

## COVID-19: Conference Board of Canada Daily Updates on Implications for Canada and the Economic Impact

The **Conference Board** offers a go-to resource for insights and analysis.

## EDC: Coronavirus (COVID-19): Managing Impact on Global Supply Chains

The challenge to the global economy and to Canadian exporters will ultimately depend on the **severity and longevity of this virus**. A risk management strategy is given in four key areas.

## 2020 CEO Forum

**Coatings World's 2020 CEO Forum** features executives from seven coatings companies offering their insights on the industry. This year's forum includes CEOs from Axalta; HMG Paints; Beckers Group; PPG Industries, Hempel Group;

## Woodcoatings Congress to Address the Challenges of Modern Wood Coatings in Fall 2020

Companies and research institutes are invited to [submit abstracts describing new scientific and technical developments](#) in formulating and testing coatings for interior or exterior wood applications.

### Canadian economic indicators

- [Canadian Housing Starts Declined in February 2020](#)
- [March 2020: Metropolitan Housing Starts](#)

### Auto Sales Climb in February from a Year Earlier

Light truck [sales rose by about 6 per cent](#), while passenger car sales fell 11 per cent.

### Additional Industry Resources

- [Milling Equipment Directory](#)
- [Automotive Parts Manufacturers' Association of Canada Launched the First, Original, Full-build Zero-emission Concept Vehicle Named Project Arrow](#)
- [COVID-19: Canadian Workplace Employer Obligations](#)



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

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## INTERNATIONAL NEWS

CPCA Monthly Report on International Market Research for Paint and Coatings and Adhesives and Sealants Are Now Available on the Canada CoatingsHUB (Members Only)

- Global Automotive Speciality Coatings Market to 2026
- Global Polyurethane Market Outlook 2020-2030
- 2019-2025 Bonding Adhesives Outlook
- Polyurethane Adhesives in Electronics Market to 2025
- Global Reactives & Others Adhesives Market by 2023
- Intumescent Coatings Market to Reach US\$1.3B by 2026
- Additional readings on trends



Open the [Monthly Report on International Market Research for the Paint and Coatings, Adhesives and Sealants Industry](#).



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