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ACTUALITÉS PRIME   
**HEURE**

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It's a very unique environment that none of us have seen before, and there is no playbook for how to react in this environment. We're writing the script each and every day.

*Brian Cornell - CEO of Target*

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

- PMRA Grants CPCA Request for a 60-day Extension on the Consultation for Six Preservatives
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- Screening Assessment Reports for Silver Compounds and the Poly(amines) Group Confirm All Substances Non-toxic

**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.

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# INSIGHT 2021

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## RESCHEDULED TO MAY 2021

CPCA'S 107<sup>th</sup> ANNUAL CONFERENCE & AGM

### Driving Change & Innovation: One Coating at a Time

*CPCA's Annual Conference has been rescheduled for next May.  
Mark your Calendars as the Conference will take place May 26 & 27, 2021  
at the Fairmont Chateau Frontenac in Québec City.*



CANADIAN PAINT  
AND COATINGS  
ASSOCIATION

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

## PRESIDENT'S MESSAGE

A recent study by Orr & Boss, already shared with CPCA members, provided a positive outlook for the coatings industry globally. Below is a brief overview of some of the trends for the paint and coatings sector globally and how they reflected in the Canadian coatings market. These trends are clearly linked to a country's continued response to the pandemic especially as it relates to the federal government's economic recovery plan. To date, 97% of all stimulus funding in the early stages of the pandemic was federal funds given the fact that provincial governments have limited capacity to issue bonds. Apart from continued government support the





The Orr & Boss report noted that architectural coatings, the largest segment of the Canadian market, are expected to be up 4.3 per cent in volume and 7.1% in value for the year. All non-architectural industrial coatings segments are expected to decline by 12 per cent in volume and 13 per cent in value for the year. The impact of the pandemic has clearly been uneven for the coatings industry. They expect the coatings industry in Canada to be up in 2021 at 3.5 per cent in volume and 6.1 per cent in value.

While some companies have fared better than others, the coatings markets globally are generally doing better than the overall economy due to strong DIY sales and in the positive North American housing markets where housing and construction have returned to pre-pandemic levels and expected to remain strong in both the United States and Canada. A clear indicator of that growth is the increase in mortgage applications, which are higher in August 2020 than they were in August 2019. The same can be said for the European market with coatings volume expected to be down no more than 2.5% for 2020. Both in North America and in the EU the automotive segment is expected to be down around the 25% level but could improve in the last quarter of the year. It was encouraging to hear Orr & Boss's positive prediction for 2021, but of course, it is highly dependent on a number of things and the biggest of which is an effective vaccine being developed and made widely available.

In 2021 the Orr & Boss report sees the global coatings market volume growing strongly across the spectrum including North America, Europe, Asia and Latin America. The average percentage growth globally will be as follows: Decorative 3.5%, Automotive OEM at 8.6%, Auto Refinish 5.3%, Powder 4.9%, Wood 3.7%, Coil 4.5%, Flexible Packaging 4.8, and Marine 2.7%. Should this volume growth come to pass the coatings industry will be in good shape and ready to push forward into a strong post-pandemic coatings world.

**Gary LeRoux**  
President & CEO

## **SPECIAL - Recommended Reading for Members and Non-Members**

### **Former Bank of Canada Governor Warns Canada on Pandemic Recovery**

It is important to consider the recent words of wisdom from David Dodge, the former Deputy Minister of Finance and Governor of the Bank of Canada, on the need for a steady hand at the financial wheel given the current level of debt in Canada. He cautions the Federal Government about pandemic spending and how the recovery will be critical to Canada's economic survival in terms of ability to borrow and manage deficits over the long term. He talks about the current account challenge or "paying one's way" is of critical importance for a country to grow its economy and pay its bills while delivering services for the public. Part of the recovery requires focusing on digitization, dealing appropriately with the resource sector, ensuring the adaptation of the labour force and enhancing government services, which includes focused investment for greatest return and appropriate regulation over excessive and unnecessary job-killing regulation.



embracing risk is what investors do. But what they find difficult is the added uncertainty posed by the conflicting interests of federal, provincial, First Nations and municipal governing authorities, which create regulations that are too often unpredictable, ambiguous and erratic—and then subject to lengthy processes and frequently hazy interpretation by courts. The Canadian government and their regulatory emanations (especially environmental ones) have managed in this century to compound the natural risk of investing in capital projects to extract, process, and transport commodities (both renewable and non-renewable). Nor has this unfavourable change in our brand come about because our regulations are tough—i.e. by design aimed at assuring the highest quality of production, and environmental protection and labour standards. Canada's investors are aware the problem flows from the volatile regulatory and legal regimes with respect to environmental approvals, provincial obstacles to interprovincial trade and local zoning regulations. The negative impact of our uncertain regulatory process is a factor that is totally within our power to fix. The post-COVID economic pressures raise the penalty of failing to do so."

Wiser words than those of David Dodge were never spoken on the current challenges before us due to the pandemic and to quote Goldy Hyder, President of the Business Council of Canada, "The best social program is a job."

The link to the full article in [Public Policy Forum](#) is available [here](#).

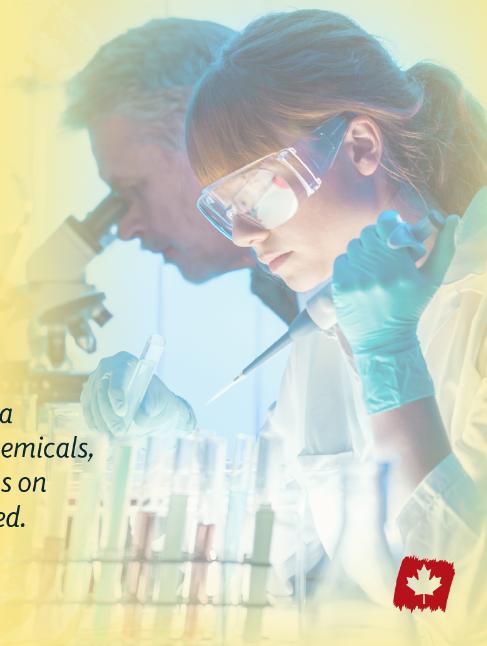


## NOW LIVE

### CPCA's CMP SUBSTANCE DATABASE

*CPCA's Substance Database is NOW LIVE on the Canada CoatingsHUB, complete with over 1,100 CASE related chemicals, sorted by CAS-RN, providing members the current status on chemicals in commerce and any changes being considered.*

**To book a training session  
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# REGULATORY RADAR

WHAT MEMBERS READ TO STAY  
AHEAD OF REGULATIONS

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## CPCA REPORT

### CPCA Paint and Coatings Working Group Planning to Virtually Meet with Environment Climate Change Canada and Health Canada in December 2020

CPCA members have already proposed a list of key topics to be covered at the next CPCA PCWG meeting. This list includes the CMP-3 Wrap-up Status for Spring 2021 and Post-2020 CMP Renewal, the Plastic/Microplastic Strategy, PMRA Paint Biocides Risk Assessment, and several more. If you are an EHS coordinator for a CPCA corporate member and would like to join the CPCA PCWG meeting, please contact [Peter Mirtchev at CPCA](#).

### New Paint Recycling Regulations Coming in Ontario

CPCA was successful in securing 100% of the \$15 million in surplus funds for paint companies in Ontario. Those funds were accumulated in overcharges to paint companies by Stewardship Ontario from 2010-2015. Ontario is in the process of transitioning the waste diversion program for Municipal Hazardous or Special Waste (MHSW) to full producer responsibility with a new regulation to be finalized by June 30, 2021. CPCA continues to participate in consultations on the new regulation reviewing definitions of materials and responsible persons; possible management standards; promotion and education; collection and consumer accessibility; and registration, reporting and auditing. CPCA made a formal submission to the MECP and continues working toward a reasonable and fair regulation for the paint industry in Ontario as the paint companies must pay 100% of the costs for recovery and meet established waste recovery targets for leftover paint as they have since the inception of the program in 2010.

### Two Other Canadian Provinces to Change Their Recycling Regulations

The B.C. Ministry of [Environment and Climate Change Strategy](#) has initiated consultations on priorities for designating additional products under the BC

the product categories under consideration which include Automotive additives and touch-up paint, sealers and adhesives. In addition, the Ministry will be expanding EPR or other waste reduction policy approaches regarding packaging and paper products beyond residential sources. The Alberta Recycling Management Authority (ARMA) will implement fee increases before the end of 2020 and recently consulted CPCA on those changes focused on aerosols. The Saskatchewan Minister of Environment approved Product Care's Product Stewardship Program (PSP) on June 19, which will provide changes to fee rates and the registration process.

## **Government's Regulatory Consideration of Plastics/Microplastics Expected This Fall**

Last January, ECCC published the "Draft Science Assessment of Plastic Pollution" that proposed the application of the precautionary principle for microplastics. CPCA provided comments stressing the complete lack of a solid scientific foundation and robust risk assessment knowledge for any kind of short-term approach on microplastics outlined the draft science assessment. Government now seems intent on further considering the addition of "plastics" as a broad CEPA-toxic category to CEPA, Schedule I. Many Canadian associations including CPCA joined in efforts to send a clear message to government officials urging them against this particular action. Until recently industry has been urging the government to adopt different strategies to address plastic pollution such as focusing on waste management and to stick to the risk-based approach in the CMP, which has worked well to date as it has been based on an evidenced-based, science assessment of chemicals. At the time of writing, there is now widespread industry speculation that Canada may soon be moving ahead with a strategy that would list plastics/microplastics as toxic. By doing so Canadian regulators would be marching out well ahead of the current scientific evidence on plastics/microplastics, which would capture all polymers in this unusual and far-reaching approach as they would meet the very broad definition of microplastics, which are critical for coatings manufacturing.

## **CPCA Meets with Federal Officials on a Potential Repository of Canadian Government Regulatory Metadata**

It is the intention of Environment and Climate Change Canada (ECCC) to create a repository of regulatory metadata by exploring ways to help government develop digital solutions to improve regulatory information dissemination and industry access to it. This project follows comments communicated to ECCC by CPCA at past meetings. The early stages of this project involves conducting a user experience study on the challenges and needs users have related to searching regulatory information. A first informal meeting was held with CPCA members as part of a broader engagement and consultation process with other stakeholders planned for the fall to solicit feedback on federal regulatory information such as the challenges when searching for information channels to federal information. Members who could not participate in the meeting are encouraged to communicate challenges encountered when retrieving regulatory information.



## Amendment Regulations

After receiving comments on the Canada Gazette, Part 1 regulatory proposal published in May 2019, the Explosives Safety and Security Branch updated their proposal to address issues raised by stakeholders. Administrative and structural changes are being planned but no change in the policy approach as to what was proposed last year, which aimed to address the sales of acetone, ammonium nitrate or calcium ammonium nitrate and aluminum powder flakes among other precursors. The format of Part 20 was separated into three Tiers: Tier 1, 2, 3. The government is aiming to publish the final amendment in Canada Gazette, Part 2 early next year with a 90-days coming-into-force period.

### Government Proposes TMSS as Non-Toxic

This substance, Silanamine, 1,1,1-trimethyl-N-(trimethylsilyl)-, hydrolysis products with silica (TMSS), CAS RN 68909-20-6, is mainly used in the manufacturing of cosmetics, sunscreens, multipurpose cement adhesives, paints, silicone rubbers, inks and toners and medical devices.

### World Coatings Council to Re-evaluate Current Position on Paint Biocides

The WCC will consider holding an additional technical workshop aimed at achieving greater understanding on exposure to biocides and related risk assessment. This will include revisiting socio-economic impacts as these risks are currently perceived differently in different regions of the World with significant negative impacts on trade. It appears that some regulators systematically adopt very conservative assumptions in exposure models for all types of uses. All WCC members reviewed a recent German study by VDL, the coatings association in that country, which states that isothiazolinones and formaldehyde releasers are indeed the most relevant active substances for paint preservation. The former can induce allergical skin reactions while the latter are being classified as carcinogen of category 1B and therefore under obligation to be phased out in the future. As a consequence of strict EU regulations, potential options for in-can preservation of water-based coatings and adhesives are being reduced in some regions to a point that it can negatively impact coatings manufacturing. Thus the relation of R&D investments to market value becomes unfavourable for biocides in general and in-can paint preservatives in particular in the EU and in North America. All options to transfer active substances from other sectors have failed. For example, pesticides transferred from other product types have either been exhausted or were not found feasible and product innovation has been mainly focused on new combinations of remaining authorized agents. If this continues, the future of water-based paint will be in jeopardy and a possible reversion back to more solvent based products in order to preserve the integrity of the paint will be imminent. This will, in turn, greatly reduce the amount of paint recycling, which has been growing over the past number of years under circular economy approaches under product stewardship.

### WCC Provides Lead Paint Alliance (LPA) Update

WCC has established "regional champion" organizations to take the lead in industry outreach and education efforts, specifically in Latin America, Asia-Pacific, Africa, and

minimize occupational exposure to lead paint; secure the participation of representatives and interested experts from Governments, intergovernmental organizations, non-governmental organizations (NGO's) including civil society, regional bodies, philanthropic organizations, academia, the media and the private sector; and promote the establishment of appropriate national regulatory frameworks to stop the manufacture, import, export, sale and use of lead paints and products coated with lead paints. The LPA Model Rule continues to advance the 90 ppm limit across many regions. This limit has been proven to be difficult to reach in some regions due to the difficulty to establish legal mandatory instruments and the residual presence of lead that is not intentionally added. WCC pointed out that the long-standing effectiveness of lead-use restrictions through the 600 ppm limit already eliminated 99% of the presence of lead in paint products. A WCC UN webinar is scheduled for November 2020 in which a good global commitment will be reported.

### 2021 CoatingsTech Conference Calling for Papers

The American Coatings Association (ACA) has issued a [Call for Papers](#) for its 2021 CoatingsTech Conference, which will be held April 19-21, 2021. The theme of the 2021 conference is "[Essential Coatings Technology: Supporting Tomorrow's Sustainable Development Challenges Today.](#)"



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

## MEMBER RECOGNITION

### Dow Among the Finalists of Two Responsible Business Awards 2020

The World's leading celebration of responsible business excellence will take place virtually on October 8-9. [The Reuters Responsible Business Awards](#) have served as the benchmark for 32 winning business entrants from 18 different countries. Dow is listed among the finalists for the Business Transformation Award and for the Circular Innovation Award 2020.

### New BYK Products Win Ringier Award

BYK-3480 and BYK-3481 were recently honoured by Ringier with the '[Ringier Technology Innovation Award 2020](#)' in the Coatings Industry category. Both products have advanced properties for significantly reducing static surface tension and defoaming in water-based systems.

### Sherwin-Williams Now Accepting Impact Award Entry Submissions for Water and Wastewater Projects

contractors, specifiers and owners for excellence in delivering long-term asset protection for the wide array of systems and structures. The 2020 Impact Award winning projects will be presented virtually in November.



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

## SUSTAINABILITY

### **BASF Launches New Ecofriendly Waterborne Basecoat Line**

During the development of the waterborne basecoat line, **BASF's focus was put on sustainable aspects**: The innovative formulation optimizes the processing properties for fast and efficient application and enables spray painters to produce highly efficient and at the same time environmentally friendly refinishing results. The VOC value of this product line is the lowest on the market, making it the eco-friendliest AR coatings.

### **Sustainability Offers New Opportunities for Hempel**

**Hempel** is determined to make a positive contribution to solving a number of the world's current and future sustainability issues across segments. Hempel has an important role to play in this regard and their coatings have never been more in demand than they are today. Hempel announced in October 2019 that it had joined the Getting to Zero Coalition, a multi-stakeholder group that aims to see the introduction of commercially viable zero-emission shipping vessels by 2030. This partnership between the Global Maritime Forum, Friends of Ocean Action and the World Economic Forum, is bringing together industry stakeholders to have commercially viable ZEVs operating along deep-sea trade routes.

### **Benjamin Moore Coating Leverages Pure WB Silver in Unique Antimicrobial Formula**

Suited for commercial environments and healthcare facilities, **Eco Spec® WB Silver** is a low-odor, fast-drying, zero-VOC interior paint that won't interfere with a facility's existing cleaning protocols. Eco Spec WB Silver combines the superior performance of Eco Spec WB with the benefits of pure micronized elemental silver and other US EPA-approved antimicrobial agents that fight the growth of mold, mildew and bacterial odors on painted surfaces. Eco Spec WB Silver was the first paint in the United States to use this form of pure silver in its formulation. The antimicrobial properties remain even after wear and repeated washing.

### **Dow Among the 2020 PEOPLE'S "50 Companies That Care" & Reaching Midpoint Milestone of Valuing Nature Goal**



make a difference in their lives and communities. Through the pandemic, Dow has retooled assets to help address critical supply shortages of personal protective equipment and hand sanitizer, provided financial contributions and in-kind product donations, and acted to protect the safety and overall wellbeing of team members. Dow recently announced that it has reached a milestone, achieving \$500 million of savings from its Valuing Nature goal. This is halfway to Dow's 2025 Sustainability Goal to deliver \$1 billion in business value from projects that enhance nature.

### **Covestro Outlines Strategy Amid Pandemic Challenges**

Covestro has drawn on [a new corporate vision](#) to chart a clear course for the company. Over the long term, the company plans to align its entire production, its range of products and solutions as well as all areas to the circular concept. "That means we aim to comprehensively establish the principle of circularity at our company," Steilemann said. Focus topics are: alternative raw materials, innovative recycling, joint solutions and renewable energies.

### **Sustainable Solutions in Corrugating Adhesives**

[Sustainability and recyclability](#) continues to be critical in this segment. While both corrugating base papers and adhesives are repulpable and therefore recyclable, some of the chemistries used in manufacturing specialty performance packaging, can present issues in recycling and provide environmental concerns to machine operators. Similarly, wax treatments of waterproof containers renders corrugated board not recyclable. New coated papers introduced a new set of bonding challenges. The most recent environmental trend has been to move away from borax. Next generation modified starches are now starting to make progress in moving to completely borax-free corrugating adhesives.

### **PPG Launches Low-VOC Waterborne Coating System for China Refinish Market**

[Launched in June 2020](#), the new waterborne system offers extremely low VOC content while meeting or exceeding the properties of traditional systems. Operational benefits for automotive body shops include: Reduced transportation and storage costs, reduced use of cleaning, Increased cost savings from minimal VOC treatment.

### **New Research Could Lead to More Environmentally Friendly Paints and Coatings**

Janus particles have a dual nature, because they are engineered to have two surfaces each with distinct physical properties. One combination for a Janus particle is to have one side hydrophilic (attracted to water) and the other hydrophobic (water repellent). Until recently, Janus particles could not be produced in large quantities. [A Binghamton University coauthored study](#) shows how Janus nanoparticles could be the key to more environmentally friendly paints and coatings.

### **Additional Readings**

Company, your Industry and the World

- Collaboration and Innovation for Sustainable Packaging
- New Nanocoating Improves Surface Cleaning and Disinfecting

## TECHNOLOGY & INNOVATION

### Liquid Crystals to Create Colour Changing Coatings

Inspired by chameleons, scientists at the [Pritzker School of Molecular Engineering in Chicago](#) have developed a way to stretch and strain liquid crystals to generate different colors. By creating and manipulating a thin film of polymer filled with liquid crystal droplets, they have determined the fundamentals for a colour-changing sensing system that could be used for smart coatings, sensors, and even wearable electronics.

### Anti-viral Copper Coatings to Help Slow Transmission of COVID-19

[A U of T Engineering team](#) is developing a new way to coat minute particles of copper onto the inside of fabrics, such as those used in face masks. The technology could provide an additional layer of safety to help slow the spread of COVID-19.

### Nippon Paint Malaysia to Launch New Coatings Innovation: VirusGuard 99% Effective Against the Coronavirus

The [VirusGuard](#) utilises the Silver Ion Technology. Safe for adults, children and even animals, the Silver Ion Technology is environmentally friendly.

### Boron Nitride Nano-coatings to Replace Antibiotics while Protecting Against Bacterial and Fungal Infections

[Antibacterial nano-coatings based on boron nitride](#) are highly effective against microbial pathogens (up to 99.99%) and are a safe alternative to the usual antibiotics in implantology since they do not have typical negative side effects.

### Suppression on Heat and Smoke Diffusion in Flame Retardant Epoxy Coatings

[A new paper](#) describes the reduced heat and smoke diffusion by zirconium nitride (ZrN) in intumescent flame-retardant epoxy coatings.

### New UV Adhesive for Decorations and Dome Coatings

[Vitalit®UC 6685](#) was formulated by Panacol specifically for decorations on plastic, glass or metal. Due to its slight magnifying property, the transparent adhesive produces a high-quality image of the structures and illustrations underneath.

### Water-based Polyurethane Composite Anticorrosive Barrier Coating

The [barrier coating](#) has been enabled via enhanced dispersion of functionalised graphene oxide in the presence of acidified multi-walled carbon nanotubes.

A team from [UNIGE](#) has artificially reproduced a nanoscale coating on different types of surfaces that usually covers the eyes of fruit flies, and which provides anti-reflective, anti-adhesive properties.

### Wash Off Adhesive Launched

This [water-based formula](#) provides debonding of non-recyclable label materials from PET and glass containers - making them recoverable. Debonding occurs when the container is processed utilizing a water temperature of 88 degrees C/190 degrees Fahrenheit or higher with an alkaline solution. This sink/float recycling process cleanly separates the label from the container and PET flakes.

### Additional Readings

- [EC Spotlight: Five videos on Latest Innovations and Developments on Water-based Metal Coatings](#)
- [Research: Sunflower Oil is Corrosion Inhibitor](#)
- [Scientists Say New Disinfectant Protects Surfaces from Coronavirus for 90 Days](#)

## ECONOMIC NEWS

### Canada's Recovery Continues at a Slower Pace

The [StatsCan data](#) showed that in the second quarter, Canada's GDP plunged by 12 per cent — the biggest drop on record. However, exports and imports jumped by more than 10 per cent in July, which was mainly due to cars and car parts flowing back across the Canada and U.S. border. Nevertheless, the Conference Board of Canada is predicting Canada's GDP to decline by 8.2% by the end of 2020. Although the current increase in the number of jobs indicates Canada's economic recovery continues, it also suggests a recovery to the pre-pandemic level of employment remains far off. It might take until the end of 2021 to see the GDP return to a pre-pandemic output. However, one province is poised to see lower losses and faster recovery: British Columbia, which managed to mitigate the impact of closures and labour market effects. Its GDP will increase by 6.7% at the end of 2021.

### Cargo Theft a Growing Concern in Canada

Last year, \$35 million in cargo theft losses were reported to the [Insurance Bureau of Canada](#), compared to \$2.1 million five years earlier.

### Artificial Intelligence and Telework: Security Measures to be Taken

[Cybersecurity](#) will generally be a significant issue for businesses in the years to come. With teleworking, cloud computing and the advent of artificial intelligence, large amounts of data are likely to fall prey to hackers attracted by the personal information or trade secrets contained therein.



## Hydrocarbon Alternatives Regulations

The Amendment alters the consumption baseline value that is used to determine HFC quantities that can enter Canada under the phase-down process that started on January 1, 2019. The Amendment also aims to ensure an adequate supply of HCFC-123 for use as a fire-extinguishing agent by extending its allowed period of consumption until 2029 for the servicing of existing equipment in service as of December 31, 2019.

## Supply Chain Pros Can't Keep Up with Complexity

**Technology integration** and customer demand ranked among the top challenges today's supply chains face according to a recent survey. The top five issues contributing to supply chain complexity include:

- Integrating and ensuring software, materials handling equipment (MHE), and technologies work together throughout the entire logistics ecosystem (cited by 48 percent);
- Integrating functions across the supply chain – from manufacturing to end-customer deliveries (cited by 46 percent);
- Meeting consumer expectations for speed, cost and adaptability (cited by 46 percent)
- Integrating with third-party logistics (42 percent)
- Handling returns (31 percent)
- One in four supply chain professionals still rely entirely on manual methods somewhere in their warehouse.
- A third of supply chain pros say their packing and shipping processes are fully automated.

## IATA Launches Online Database of Aircargo Facilities

The **platform** is designed to help the air cargo industry match shipping needs with the availability of infrastructure capabilities.

## Canadian economic indicators

### Canadian Housing Starts Increased for a Third Consecutive Month in August

However, CMHC expects national starts to trend lower by the end of 2020 as a result of the **negative impact of COVID-19** on economic and housing indicators. There continues to be a significant risk of increased mortgage delinquency in the third or fourth quarter of this year.

### Auto Sales Recovery Plateaus in August, With Fewer Sales Than Last Summer

New data says **Canadians bought 8.9% fewer automobiles** this August compared with a year ago.

## Additional Readings

- [Antifouling Coatings: A Need for Innovation](#)
- [Marine Applications for Adhesives and Sealants](#)
- [Digital Transformation in the Global Adhesives and Sealants Industry, 2020](#)



Please visit the **CPCA CoatingsHub** for additional news in the **Management Information Resource**.

## INTERNATIONAL NEWS



Open the **Monthly Report** on International Market Research for the Paint and Coatings, Adhesives and Sealants Industry.

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