

PRIME TIME NEWS

"Wherever there is change, and wherever there is uncertainty, there is opportunity!"

Mark Cuban, American billionaire (Shark Tank)



PRESIDENT'S MESSAGE

Once again the government in Ottawa is talking about legislative 'modernization', which usually means tightening the noose around efforts of the chemical sector to deliver highly performing products for customers.

Developments around the anticipated federal amendments to the Canadian Environmental Protection Act (CEPA) were discussed at a recent meeting of multiple chemical industry groups and the views varied, but all agree that the federal government is signaling amendments to CEPA. However, the specific timeline is unclear, due to uncertainties around a likely federal election in the Spring, based on a federal budget in March and the ongoing economic challenges precipitated by the pandemic. While it is unclear when action will be taken by this government, it is very clear the intent is to broaden the scope of chemical assessment and the related risk management measures such as regulations and other restrictions. Industry must continue to advocate for the long-standing risk-based approach for chemical assessment and not accept incessant and unsubstantiated calls for hazard-based approaches that have strangled the European Union under REACH for years.

Given recent statements by Ministers and others, 'modernization' will likely lead to eventual amendments that will be of some concern for chemical industries and will include the following:

- Data requirements for chemical assessment being widened in scope, entrenching concepts like alternative assessment, informed or problem substitution, vulnerable populations, etc.
- The requirement to subscribe to a new concept on what Government is referring to as "the right to a healthy environment" will be somehow incorporated into CEPA
- Sections of the Act will be changed to allow more input from 'civil society' in support of the existing ENGO efforts to tighten both chemical assessment and risk management in the name of environmental justice, which could irrevocably change the way CEPA is enforced in future
- Possible changes to the current nomenclature, particularly as it relates to substances being designated CEPA-Toxic and the 'lowering' of the bar for such a designation

- There may also be amendments addressing chemicals of very high concern (CVHC) to align with actions in Europe, which could alter the way forward on risk assessment and risk management of numerous chemicals across the board

Currently, there is no anticipated change to the risk-based approach by the current Environment Minister but mounting pressures could cause that to change.

Any 'modernization' is of course of grave concern for the coatings, adhesives, sealants, and elastomer (CASE) industry, as one of the most implicated industries under CEPA with respect to chemical assessment. A broader scope for assessment could mean more bans and more use restrictions than in the past, which will become problematic for product formulations writ large. CPCA, and other industry groups, must now focus on highlighting the benefits of current chemicals in commerce and how they are often misrepresented in the context of inherent toxicity and other challenges under the heading of 'problem formulations'. Industry must be clear as to 'how' these substances are actually used and 'why' they are critical for product performance in multiple industry sectors. For example, many coatings products ultimately help extend the life-cycle of valuable private and public assets, while at the same time reducing the environmental footprint of the industries they serve. These industry sectors include construction, auto, marine, transportation, aerospace, etc.

The benefits of certain chemical inputs are often not well understood by those who seek to restrict chemical uses and secure more restrictions. Industry must be more direct about the complexity of assessing many chemicals vis-a-vis their specific use profiles. In fact, in many cases, they are not even suited for various risk-assessment and government decision-making frameworks. It's the job of the paint and coatings sector to point out the enormity of such benefits to those conducting assessments, those amending legislation, and those using the products, the latter group are more aware. As such, industry must up its game on raising awareness as to why chemicals in their products are of critical importance across multiple value chains.

If work on the 'modernization' of CEPA evolves beyond the long-standing and widely respected risk-based approach to chemical assessment, there will be significant fallout for any government. Given the current stir on this file, it will be important for the entire chemical industry to promote and support the existing risk-based approach to chemicals management in Canada. CPCA will be doing what it can in the coming days and weeks with outreach to federal Ministers and senior officials on the benefits of coatings and how it supports the government's goal on the environment in getting to net zero emissions by 2050.

The paint and coatings industry is part of the solution!



*For industry insights, articles, and updates
on current issues follow or connect with me on LinkedIn!*

Gary LeRoux, President & CEO, CPCA



HAPPY ANNIVERSARY

2021 Marks 100 Years of Coatings Innovation for Tnemec

Tnemec (cemenT) has spent the last 100 years focused on providing products and services that have helped to 'cement' its reputation as one of the most reliable, innovative coating providers in the industry. This year, Tnemec celebrates a century –or as they call it, a 'yrutnec' – of good fortune and great products, while they look into the future at the next 100 years of coating innovations. Since its foundation in 1921, when it created the first cement-filled coatings, its goal

four-coat coating systems, decreasing application time, lowering labor costs and increasing the life cycle of structures around the world. In 2013, Tnemec released an innovative thermal insulating coating, Aerolon. CPCA congratulates this long-time member for a remarkable century roadmap and impressive achievements, including the innovative and creative uses of its coatings on water tanks with the annual Tank of the Year contest throughout the United States. Tnemec plans to celebrate its birthday and success story with all of its loyal family and all of their long-time and new clients.

Visit tnemec.com for more information on this historical celebration and to learn more about the company's evolution.

tnemec.com



CANADIAN PAINT
AND COATINGS
ASSOCIATION

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

NOW LIVE CPCA's 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.

LOGIN



ADVOCACY REPORT

CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA Formally Urges the Federal Government to Maintain the Current Risk-based Chemicals Management Approach if CEPA is Amended
- Members Alerted on Global Ban of a Widely used UV Stabilizer to Prevent Degradation of Plastics
- CPCA to Provide Comments on the Remaining Use of Benzophenone in Certain Consumer Paint Products Still Sold in Canada
- Member Input Solicited on Technical Challenges the Paint Industry Will Face if Canada Adopts Stringent California (CARB) VOC Limits
- Engagement with Members on Final Review of the Third VOC Regulation for Certain Products
- CPCA Endorses Industry Coalition Comments on the Federal Strategy for Risk Assessment and Management of 343 Bisphenol A Alternatives
- Advocacy Continues on Need for Efficient and Effective Paint Waste Recycling Regulations in Ontario

CPCA Focuses on Concerns Expressed on Benzophenone

done regardless of the fact that suitable alternatives are not available with the same requisite functionality. As such, more feedback is being gathered from CPCA members on the proposed risk instrument, that is, a Code of Practice.

New VOC Regulations Coming for Architectural Products

Federal Government regulators are contemplating the adoption of California (CARB) 2019 Architectural VOC limits in Canada. This is being done while those CARB limits are not even adopted by 'all' California counties, nor will they be adopted by any other neighboring States to Canada. The reason for such reluctance is based on the fact that those neighboring States, like Canada, must deal with much colder climatic conditions and lower VOC products for such things as road markings, which can present a serious danger to Canadians. As such, CPCA recently shared with Environment and Climate Change Canada more critical information on the technical challenges associated with the strictest VOC limits in the world in force in California. One size does not fit all, especially given the fact that Canada has reduced VOC limits in paint and coatings 'substantially' over the past ten years, in the order of 42 kilotonnes in total. The coatings industry continues to be part of Canada's solution to get to net zero emissions by 2050.

CPCA Coatings and Adhesives Expert Working Group to Meet with PMRA Officials

The purpose of the recently constituted joint working group of biocide experts is to improve the industry's understanding of the biocide regulatory decision-making process and, conversely, the government's understanding of the impact of their decisions on the protection and safety of CASE (Coatings, Adhesives, Sealants, Elastomers). This is especially important as it relates to a vast array of paint and coatings products and how their many users, the manufacturers, are often negatively impacted by certain decisions. This CPCA expert working group will meet at least twice a year to exchange information and views on current technical issues related to the evaluation and re-evaluation of CASE preservatives. CPCA will be able to rely on the active participation of expert toxicologists and advisors among member registrants and manufacturers. Other US and RCC government representatives, as well as other paint-related organizations, will also assist in these ongoing discussions, as and when required. The hope is this will lead to better outcomes for all, based on full consideration of the available data, for more informed decision-making. Most importantly, the hope is that this will ensure full alignment with our largest trading partner, the United States, specifically related to decisions taken by the US EPA on the very same substances.

Product Care Now Reviewing Proposed new Regulation for Paint Recycling in Ontario

Since the windup of the MHSW program in Ontario, the Minister of Environment, Conservation, and Parks (MECP) consulted with stakeholders on a new regulation for paint recycling, under the new Resource Recovery and Circular Economy Act (RRCEA). The proposed regulation was posted for review and comment from all stakeholders. The draft regulation is available on the Environmental Registry of Ontario (ERO) until March 28, 2021, with the final regulation coming into force by end of June 2021. CPCA will be working with Product Care on the analysis of these new regulations and making appropriate interventions where required to ensure a reasonable regulation for paint recovery and recycling in Ontario. The goal is to reduce the incredible red tape and costs associated with these Government regulations for waste in Ontario and to ensure there are reasonable costs for consumers. Currently, Ontario has the highest cost for paint waste recovery in Canada and in some cases twice the cost in some Provinces.

Federal Inspections Reveal CPCA Members in Full Compliance with the *Canada Consumer Product Safety Act*

Health Canada recently published 2019-2020 compliance reports for several regulations, which fall under the *Canada Consumer Product Safety Act* (CCPSA). The Act covers a variety of consumer products in Canada such as children's products, furniture, artist's supplies, chemical containers and more. All of these involve the use of paint and coatings products. CPCA was pleased to see that no manufacturer member, or their clients and distributors, were implicated in any compliance issues related to paint finishes in consumer goods. In particular, Health Canada inspectors visited establishments and sampled and tested relevant products with regard to the

members. **Congratulations to our members for passing with flying colours!**

World Coatings Council Sustainability Report Progress

WCC association representatives recently met to review survey materials on a global report to track relevant performance indicators for paint and coatings companies in the 17 UN Sustainable Development Goals, the ones deemed to be most important for industry. The report will include results of a survey completed by 14 WCC member associations and 52 member companies from 16 countries regarding their current contributions and perspectives on sustainability. Members have access to more details on the [CoatingsHUB](#). It is targeted for final publication in September 2021 and going forward member companies will be able to report in a common manner on the advances made with respect to their innovation and sustainability measures as it relates to their operations.

More details on these and other industry issues are available for members on the Canada CoatingsHUB or can be found in the Regulatory RADAR.



Not a CPCA Member? Join CPCA Today!



CPCA IN THE NEWS

Paint and Coatings Industry (PCI) Magazine

CPCA recently provided a detailed briefing to the paint and coatings industry on [Current Regulatory Matters in Canada](#) including chemicals management and ongoing biocide re-evaluation for critical substances used in coatings.

To stay on top of the ongoing regulatory changes CPCA added the chemical substance database to the CoatingsHUB in January 2020. It contains 1,100 substances known to be used in the coatings, adhesives, sealants, and elastomers sector (CASE) industry, the status of which can be searched by chemical (CAS-RN). As the federal government moves forward with further chemical assessment of chemicals of concern, CPCA will continue to update the substance database for each chemical assessed under Canada's Chemicals Management Plan (CMP). This ensures all information in the coatings and adhesives database is current and can easily be reviewed by members via the Canada CoatingsHUB. [Read more here](#)

Canadian Coatings and Finishing Magazine (CFCM)

The Canadian paint industry continues to face complicated trade-offs between the 'formulation-driven' trend toward higher preservative concentration levels needed in waterborne coatings due to recent [VOC regulations](#), versus the 'regulatory-driven trend' toward lowering paint preservative concentrations generally. It is a trend that will lead to unsafe thresholds for [biocides](#) used in coatings formulations, which will, in turn, lead to increased risks for residential and occupational users.

CPCA is a regular contributor to several well recognized industry magazines and news outlets.

Find the Articles in CPCA's Blog!



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CREATING CLEANER AIR ONE TREE AT A TIME!

CPCA is a proud supporter of Tree Canada. Providing yearly donations on behalf of CPCA & the entire Membership which contribute to the sequestering of CO₂ and reforestation efforts across Canada.

[LEARN MORE](#)

GREEN INITIATIVES

A Vibrant Start to the New Year for CPCA Member Clariant

The company will expand its pigments laboratory for the African market, which will be an African showcase for sustainable and locally produced colour technology. All pigments and pigment preparations will be lead free, contain low VOC and are free of APEO (Alkylphenol ethoxylates).

Hempel's Ambitious Leading Strategy on Sustainability

Hempel intends to double its revenue by 2025, hence doubling its positive impact around the World. The strategy will be realised through both acquisitions and organic growth as well as ambitious investments in sustainability, innovation and digitalization.

EDF Energy North America Supplies BASF with 35MW of Electricity

BASF Freeport general manager Chris Witte said: "The agreements underline BASF's commitment to sustainability. The addition of renewable energy to our Texas sites will ultimately benefit all three areas: sustainable products, processes and power."

CPCA and its membership are Proud Sponsors of Tree Canada and participate in the National Greening Program.

treecanada.ca

MEMBER RECOGNITION

BASF Canada Appoints Apala Mukherjee as New President

This recent appointment will be effective on March 1. In her new role, Mukherjee will chair **BASF Canada Executive Committee** and head BASF Canada's Leadership team. Moreover, she will lead BASF Canada's internal business support groups, including Market and Customer Development and Sustainability. Prior to moving to Canada, Mukherjee was Director, Sustainability of Value Chains for BASF Corporation, located in New Jersey. CPCA congratulates Apala Mukherjee and



Forbes Lists Home Hardware Among Canada's Best 200 Employers

It's been a difficult year to be an employer—and an employee as a result of the pandemic. Canada's unemployment rate is up significantly, from 5.6 percent last year to roughly 8.6 percent today. Still, many companies like [Home Hardware](#) (and its Beauti-Tone paint brand) have persevered, especially those offering much needed services in these challenging times.

PPG on Fortune Magazine World's Most Admired Companies List

For the 13th consecutive year, [PPG](#) ranked one of the top in the chemicals category. PPG addressed a special thank to all 47,000+ team members that make this company such a great place to work.

If you get appointed or if your company receives an award or a special recognition, please inform CPCA

CPCA's Monthly Report covers recent mergers and acquisitions and various commercial agreements within industry and multiple sectors. Members are encouraged to access the Report on the Canada CoatingsHUB.

Read the Monthly Report



CANADIAN ECONOMY

Canada's Economy on Pause & U.S. Economy Goes into Deep Freeze

The [economy slows down](#) this winter as Canada awaits vaccinations. Although the majority of [SMEs remain rather pessimistic](#) about the economic outlook for [2021](#), recent investment intentions survey shows that SME confidence is improving. In the meantime, the US saw its worst performance in the postwar era.

What Will the Coatings Year 2021 Look Like?

CEOs of major coatings manufacturers gave us their opinion on how the [coatings year 2021 will be like](#). CPCA members also have access to the Orr&Boss detailed forecast for various segments of the industry on the [CPCA CoatingsHUB](#).

Canadian Businesses Spent \$9.7B to Reduce Environmental Impacts in 2018

Business investment to reduce environmental impacts up 15 percent from fiscal 2016. In Canada, 9 out of 10 businesses invested in at least one [environmental protection activity](#).

Additional News of Interest

- [Supply Chain Interruption Tops 2021 Risks for Business](#)
- [Zero Emission Refrigerated Trailers Introduced in the US](#)

Read CPCA's Economic Impact Study which provides an overview of the real contributions made by the Canadian Paint and Coatings Industry to the Canadian economy.



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INSIGHT

CANADA'S SOURCE FOR
INDUSTRY INSIGHTS IN
THE PAINT & CASE SECTORS

*Complete with market updates, the latest on
industry issues, World Coatings Council
and more...*



TECH INNOVATIONS

Novel Composite Coating for Biomedical Applications

A new study describes the synthesis and characterization of an iron oxide-hydroxyapatite-chitosan composite coating and its biological assessment for biomedical applications.

Water-Repelling Coating Innovations

A new paper, "Sky-blue Superhydrophobic Coating and its Applications" describes a colour coating with excellent self-cleaning, oil/water separation, and anti-corrosion properties.

A superhydrophobic, deep color, infrared-reflective and breathable coating was prepared on polyester fabrics by a dip coating process.

New ASTM International Standard

ASTM Standard to determine abrasion coating resistance on smart devices. It will be used on the touchscreens of smart devices to meet consumer demand to ensure the hydrophobic, oleophobic, or omniphobic thin film coatings are not fleeting.

Canadian Researchers Look inside Metals for a Better Future

Western University researchers look at what happens inside the material, as opposed to just at the surface, so that they can really understand how and where cracks initiate. Their analysis could improve the longevity of metal components in cars and have several other long-lasting economic and environmental benefits.

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INTERNATIONAL NEWS

Market Research Reports

Other CPCA Statistics and Research for Members on the CoatingsHUB

CPCA has compiled international market research reports for 2025-2028 for multiple market segments.

[View the Reports](#)



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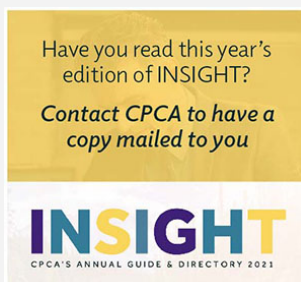


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We'll See You Next Month.***

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The Canadian Paint and Coatings Association
Our mailing address is:
900-170 Laurier Avenue West
Ottawa ON K1P 5V5

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