



# PRIME TIME NEWS

"Your most unhappy customers  
are your greatest source of learning."

Bill Gates



## PRESIDENT'S MESSAGE

New waste recycling regulations are coming in four of Canada's largest Provinces, including for paint and coatings, in Ontario, Quebec, BC, and Alberta. Ten years ago, under the CCME Canada-wide Standards for Extended Producer Responsibility, all provinces developed new regulations to recover and recycle waste in a number of product categories for the packaging and non-packaging sectors. Paint and coatings fall in the latter category. The transition to new regulations under a new Act has been ongoing in Ontario for the past five years and it is expected to conclude in 2023. The paint regulation will be finalized for June 2021.

When considering new regulations for leftover paint recovery, Provincial Governments are reminded to consider the success of the paint industry under existing programs across the country. For the non-packaging sector, paint has been among the leaders in waste recovery under existing programs in each Province. Consider the fact that the paint and coatings industry currently recycles more than 28 million kilograms of leftover paint in Canada annually, enough to paint more than 560,000 average-sized homes. For Ontario alone, that represents 15 million kilograms and enough paint to paint 296,000 homes. It does all of this in each Province under full producer responsibility programs paying 100 percent of the costs of recycling, which is in effect what is now referred to as Individual Producer Responsibility (IPR). Paint and other materials in the non-packaging sector are already there.

As governments proceed to develop new regulations, they must consider the variety of products being recovered in the context of waste recovery. There cannot be a '*one size fits all*' approach to waste recovery as products are very different in terms of weight, composition, collection and recycling systems, consumable versus non-consumable, etc. The current paint recycling programs across Canada are robust and have been operating exceptionally well over the past number of years. They have consistently met and at times exceeded established program targets.

Paint waste recovery is a complex undertaking as it deals with a consumable product that can be very challenging for a reverse supply chain due to the weight of paint waste, the high cost of collection versus other materials, and the complexity related to collection systems such as municipal and return-to-retail sites versus permanent and parallel events for residents to return paint waste. Other elements of paint waste recovery that must be considered when governments develop new regulations are the following:

recovered

- Special waste categories require additional precautions relating to collection sites, containers, and transportation
- Low frequency of need for consumers to dispose of paint as it is generally retained for “touch-ups” or reapplication and generally disposed of when residents move or sell a home, often no more than once every decade
- Consumers often take leftover paint to a municipal hazardous waste collection site or event
- Seasonal nature of paint sales for architectural paint for both exterior and interior

The bottom line is the paint industry in Canada has lived up to requirements for paint waste recovery under expert program operators in Canada that include Product Care in eight provinces, Eco Peinture in Quebec, and the Alberta Recycling Management Authority.

The paint industry already delivers on the key principles espoused by all waste recycling programs, that is, managing end-of-life products in a safe and environmentally sound manner, paying 100% of the cost of paint recycling, providing a robust and convenient collection system across Canada that is easily accessed by residents, all of which reduces the use of new raw materials.



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



Gary LeRoux, President & CEO, CPCA



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## 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's submission highlights costly and inefficient waste management requirements in Ontario's New Draft HSP Regulation
- Members to participate in Quebec and Alberta's consultations on new Extended Producer Responsibility programs

- CPCA comments on the proposed risk management approach for Benzophenone
- Comment on the "Renewed Federal Agenda for Reduction of VOCs from Consumer and Commercial Products 2021-2028"

- Draft Screening Assessment Report (DSAR) for Aliphatic Amines proposed nine long-chain substances as CEPA-toxic
- First Bilateral Meeting Set For Coatings and Adhesives Working Group with the Coatings Industry and Canada's Pest Management Regulatory Agency
- All current DSL, NDSL, and SNAc lists posted monthly on the Canada CoatingsHUB

## Orr&Boss Economic Forecast for Canada's Coatings Industry

### Construction activity in North America

Remains strong and is expected to remain strong through the first half of 2021 on a year-over-year basis. DIY to be strong in Q1 but expected to level off for the rest of the year.

### Architectural & Decorative Coatings

Will trend up 4-5 percent this year. DIY will be up 6-8 percent with most of that increase coming in the first half and Professional to be up 1-3 percent. Professional commercial segment expected to be down about 10 percent and Professional Residential up about 4-6 percent.

### Non-Decorative Coatings Markets

The Canadian market will more or less track the North American averages. North American industrial production continues to expand although they are still slightly below pre-pandemic levels. This is a good indicator of the general industrial and powder markets.

### Protective Coatings

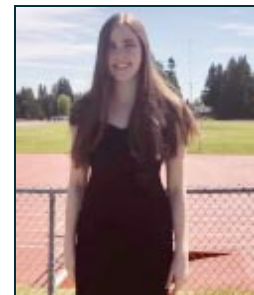
These remain at low levels, but these markets are not decreasing any longer but not yet seeing any uptick in demand.

## Three CMP Phase 3 DSARs Propose All Substances Not Toxic

The government recently confirmed all substances in the Ethers, Benzotriazoles, and Piperazine groups not CEPA-toxic for human health and the environment, including all coatings and adhesives implicated substances in these groups.

## 2021 CPCA Coatings Technology Scholarship Award

CPCA congratulates the recipient of its 2021 Coatings Technology Course scholarship: Gemma de Fondaumière from Vancouver, Canada. She is the daughter of Carlene de Fondaumière who works at Univar Solutions. Gemma is a first-year university student attending the University of British Columbia in the faculty of science. Her primary focus is biology and cognitive psychology. In her second year, Gemma wishes to specialize in biological sciences. Her love for children and passion for sciences led her to decide on a career path related to pediatric medicine. During her studies, Gemma also works as a swim coach for children and can perform first aid measures when necessary. Volunteering at the Special Olympics B.C. Association has enabled her to develop her abilities to work with people within the community. Gemma thanks CPCA for choosing her to be its 2021 recipient of the Coatings Technology Scholarship. CPCA wishes her well in her future endeavors.



## World Coatings Council Progresses on Sustainability Reporting

CPCA is an active member of the World Coatings Council, which provided an update in March on the progress of its **World Sustainability Report** being developed with input from all WCC member associations and their member companies. CPCA will soon be directly interviewed to provide insights on the Canadian coatings industry's sustainability efforts. The publication of this global report will be aligned with the UN Sustainable Development Goals (SDGs) and is anticipated in September 2021.



Not a CPCA Member? Join CPCA Today!



## CPCA IN THE NEWS

### CPCA Published Two Articles in CFCM

Recently published articles included *Legislative Modernization for Chemical Regulation* and *Current Paint and Coatings Issues in Canada*. The latter article covers a recent PMRA decision to prohibit specific uses of chlorothalonil, newly proposed paint recycling regulations in Ontario, the prospective adoption of CARB VOC limits for AIM products in Canada, and ongoing chemical assessments in the CMP.

### CPCA's Piece on Circularity in the Coatings Industry Included in Product Care's Annual Report

CPCA contributed a piece that discusses approaches members are taking industry-wide to standardize sustainability reporting and identifies areas where R&D should be focused to improve circularity of coatings and resulting products.

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 CO<sub>2</sub> and reforestation efforts across Canada.

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## GREEN INITIATIVES

### Clariant Develops Stabilizer & Dispersant for Biocide-free Paints

Clariant's **SP PLUS** improves the flowability of organosilicate paints making them biocide-free and as easy to handle as dispersion paints, hence helping paint formulators to formulate safer

## AKZO Nobel Partners with Polar Pod for Pioneering Scientific Mission

Polar Pod will enable an international study of the Antarctic Circumpolar Current, which has a major influence on the Earth's climate and is an immense reserve of marine biodiversity. **This scientific zero-emission expedition** consists of a manned oceanographic platform silently drifting around Antarctica. Akzo Nobel has been brought on board as a sponsor and exclusive paints and coatings partner.

## BASF's Projects and Innovations for Entire Life Cycle of Packagings

**BASF experts** recently provided insights into projects along the entire life cycle of packaging products, from their manufacturing to their use to recycling options. Furthermore, BASF has set the goal to process a total of 250,000 tons of recycled and waste-based raw materials annually as of 2025. The company is also determining the CO2 footprint of all its products and intends to complete this process by the end of 2021.

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

[treecanada.ca](http://treecanada.ca)



## MEMBER RECOGNITION

### PPG Honoured by Bosma Enterprises with Employment Innovation Award

PPG is the recipient of the **BOSMA ENTERPRISES 2021** Employment Innovation Award, which is presented to an outstanding person or organization that has shown exemplary leadership in creating employment opportunities for individuals who are visually impaired.

### Hempel Hires David Hunter as Director of Marketing for North America

**Hunter** will be responsible for the marketing activities in the US, Canada and Mexico. He previously served as a NACE International (now AMPP) and SSPC Instructor for more than 14 years.

*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.*



## CANADIAN ECONOMY

### Canada's Economy Powers Into 2021 Despite Covid-19 Restrictions

**Gross domestic product** (GDP) expanded at a **9.6 percent annualized rate** in the fourth quarter. Statistics Canada's flash estimate showed GDP on track to grow 0.5 percent in January, defying expectations.

### No Reopening Plan for Canada-U.S. Border

## 2020 Most Impactful on Canadian Auto Industry

According to DesRosiers, microchips and key base metals input supply chain disruptions push Canada auto sales down. A 2020/2021 **decrease by 10 percent** was reported in February.

## Canadian Manufacturers Facing Raw Material Availability, Prices Hikes Issues

Significant **global trends** are affecting **raw material prices** such as strong global market demand leading to shortages, oil price rise, and a global shortage of shipping containers. **Solvents and epoxy resins' prices** are going through the roof. Neopentyl glycol and methanol are in short supply. There are also **pigment shortages**. Plastic polymers are in short supply, hence affecting the packaging of 5L paint cans. Shipping costs have risen due to a persistent shortage of truck drivers. See how raw material suppliers are navigating multiple diverse challenges. Read also the 2021 CEO Forum insight.

## Latest Offering in Mixing Equipment Supplies

[Read More](#)

*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](#)



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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

## MPA-based Alkyd Coating Exceeds Fossil Counterpart Performance

Biorizon's **Bio-Aromatics4Coatings** (BA4C) Consortium succeeded to develop bio-MPA-based alkyd coatings which exceed fossil phthalic anhydride performance, sustainability, and resource efficiency and will be produced at a price in the same order of magnitude.

## Long Term Durability Anticorrosive Coating

The preparation of **GO composite coating** with an orderly layered nanostructure by cathodic electrophoretic deposition gets long-term durability anticorrosive coatings. This recent work



## Concrete Structural Adhesives Inspired by Mussels

A prestigious **NSF CAREER Award** recognizes the development of new durable adhesive joints for concrete structures by mimicking mussel adhesion. The adhesive joints are usable for affordable housing and next-generation infrastructure.

## Latest Antimicrobial Coating Technologies Against COVID-19

See a list of the latest products by Atacamalab, Keyland Polymer, Corning Incorporated, and PPG's Copper Armor.

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## INTERNATIONAL NEWS

### Market Research Reports

CPCA has compiled international market research reports for 2025-2028 in the following market segments: Emulsion waterproof, anti-graffiti, optic, aerospace, thermal spray coatings and in adhesives and sealants, MS Polymer adhesives, silicones, etc.

### 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*



## SHARE THE NEWS!

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