



# PRIME TIME NEWS

"Do not go where the path may lead, go instead  
where there is no path and leave a trail."

Ralph Waldo Emerson



## PRESIDENT'S MESSAGE

### Ongoing Challenges for Sustainable Water-based Paint in Canada

The issue of biocides in paint, and the increasingly tight regulation of them, has been gathering steam in Europe, Canada and the United States. It is among the top issues for the coatings industry. Until now, regulators have long been focused on the review and subsequent regulation for many uses in crop protection, sanitization, etc. It has recently become clear that the more restrictive evaluation of uses for paint and coatings has not been well understood by regulators and thus challenging for the paint and coatings industry. CPCA's extensive advocacy efforts continue to address this urgent matter.

The most recent evidence of those challenges was the ban of a very common biocide for paint and coatings use in Canada in 2019, OIT. The ban was reversed a year later in 2020. However, it is unclear why the same data used to restore both OIT as well as use levels for CMIT/MIT in Canada, produced a different decision for both. CPCA never understood why the ban occurred given the fact there was strong scientific data provided for the re-evaluation and approval of OIT at existing label use rates in Canada. While the ban reversal was positive, it had already caused unfortunate disruption for the coatings industry and the formulations for many product lines we see on store shelves today.

There is currently a cluster of critical biocides that protect paint products under re-evaluation in Canada. Final decisions for those biocides are imminent and will have severe use restrictions imposed on most of them including two outright bans. As such, those critical ingredients will be taken out of the mix of options for paint formulation in Canada and will affect product performance, consumer choice and ultimately price. Yet, they will still be available to manufacturers and consumers in the United States. It is unclear why this re-evaluation - using the exact same science - produces much different results in Canada.

Often overlooked by evaluators is the fact that biocides used in paint and coatings are very good examples of how microbial control technology is used effectively to preserve a material itself, stabilizing paint throughout its production, transportation and storage - before application. It also provides stability after application by protecting the structures on which it is applied such as wood coatings. Today there is a growing demand for paint with lower VOC emissions. This has

intensive care to protect the integrity of the waterborne product in its final form, which can only be provided by biocides in the absence of solvents. In the process this has reduced low-level emissions from coatings substantially! Paint related emissions in Canada have been greatly reduced by more than 41 kilotons over the past 15 years. ***That is the equivalent of taking 3,280,000 cars of the road annually.***

The move to water-based paints, due to huge company investments in innovation, has further contributed to the sustainability of paint and coatings. Such technology advances has led to the paint industry's impressive success in paint recycling across Canada. ***Last year more than 28 million kilograms of paint was recycled, enough to paint more than 500,000 homes.*** More than 94 percent of paint litreage sold in Canada is water-based architectural paint with very low or near Zero VOC emissions constituting a substantial share of those sales. The percentage of waterborne paint used for commercial purposes such as in automotive refinishing has also improved and exceeding more than 30% of total sales in that segment, with more expected in the coming years.

The fact remains that without the use of biocides, also referred to as in-can preservatives, water-based paints would very quickly deteriorate in the can. Without dry-film preservatives, the paint applied to a surface would lack the ability to protect itself and the substrate from attack by fungi, algae and lichens. Latex emulsions and aqueous bases used to manufacture latex paints provide the ideal breeding ground for microbial growth. Without microbial control products, paint would completely break down during storage and would lose all viscosity, texture and adhesion ability.

It is thanks to modern antimicrobial technology, paint can now last several years and the finished coatings they produce will last much longer, greatly extending the lifecycle of valuable assets. In turn, this extends the time and need to harvest new natural resources thereby **reducing the environmental footprint under a more sustainable approach from 'water-based' products.** Finally, for any leftover architectural paint products in Canada the **manufacturers assume full responsibility for paint recycling under provincial legislation, completing the circle in a circular economy approach to paint waste recovery.** Biocides continue to play a critical role in Canada's sustainability.

With the obvious benefits of biocides in paint and coatings it is becoming increasingly concerning to industry, and ultimately consumers, as to why regulatory authorities are evaluating them harshly and differently from one country to the next. For Canada this means a growing lack of alignment with our largest trading partner, the United States. This will only lead to more outright bans or restrictions in Canada that render such ingredients unusable or ineffective in protecting 'water-based' paint. Ultimately, this could also render the paint products useless for those who rely on their performance to extend the lifecycle of their assets, which **help them to also reduce 'their' environmental footprint.** This is not to suggest that these biocides should not be reviewed and controlled, but that the risk assessment methodology and approval process must be more evidenced-based and **must be completed based on consistency with other peer reviewed and expert scientific risk assessments.**

Having critical biocides for paint and coatings put through a rigorous evaluation process and approved for use in one country, while in another country restricted for the same use levels or banned outright, *based on the same data, raises serious questions.* This is especially troublesome when a company can use a product in the United States for paint preservation, but not in Canada, where the paint applications are similar. And, when that same company has to either reformulate the product for Canada, or take it off the market altogether in Canada, it negatively impacts all in the value chain.

Persistent challenges on critical biocides used in paint and coatings in this country is simply not good for Canada.



on current issues follow or connect with me on LinkedIn!

Gary LeRoux, President & CEO, CPCA



## HAPPY ANNIVERSARY

### RUST-OLEUM

#### RUST-OLEUM CELEBRATES 100th ANNIVERSARY

In 1921, **Rust-Oleum's** founder, Captain Robert Fergusson, retired from sea duty to set up the "Anti-Rust Paint Company" in New Orleans. The same passion that drove the Captain to spend his next few years creating the world's first rust-preventative paint still drives the company today. CPCA congratulates Rust-Oleum, which has been a home of **trusted quality—and powerful solutions—for 100 years.**



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.*

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## ADVOCACY REPORT

### CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- Members Updated on Status of Bill C-28 (CEPA Reform)
- CPCA Submits Comments on Proposed Regulations to Amend the HPR (GHS, 7<sup>th</sup> Revision)
- CPCA Participates in Health Canada's Multi-stakeholder Workshop on Consumer Products Exemption
- Ongoing Analysis of Possible Impacts of Proposed Amendments to *Explosives Regulations*, 2013 Targeting Acetone and Aluminum Powder
- Stewardship Ontario Extends MHSW Wind-Up Plan to September 30
- Final Federal Order Repeals the US Surtax (Aluminum 2020)

neither at the Standing Committee on Environment and Sustainable Development (ENVI), which is mostly focused at this time on Bill C-12, the Canadian Net-Zero Emissions Accountability Act. With most analysts still predicting a Summer or early Fall federal election, Bill C-28 may not be heard in the House of Commons until a new government is in place later this year.

### **CPCA Comments on Proposed Regulations to Amend the HPR (GHS, 7<sup>th</sup> Revision)**

CPCA applauded Canada and the US moving forward on more alignment with respect to the latest GHS revision. This proposal also further aligns Canada with other trading partners, such as the European Union, Australia, and New Zealand. However, there are still variances between Health Canada's and OSHA's proposals and these differences require further attention and consideration by Health Canada. CPCA, as a member of the CIC (Current Issues Committee), supported several other CIC industry comments that were also filed at that time. The association recommended that Health Canada maintain a close alignment with the 'coming into force' and timelines of the revised regulations by adopting a staggered implementation approach and giving sufficient time to manufacturers and importers to absorb the costs, while minimizing the burden in a post-COVID-19 implementation. CPCA also recommended establishing a joint North American planning process between Health Canada, OSHA and the Mexican COFEPRIS to advocate for a true North American alignment of GHS revisions.

### **CPCA Attended a Health Canada Multi-stakeholder Workshop on Consumer Products Exemption under the *Hazardous Products Act***

Health Canada is currently evaluating a number of options on how to move forward with the issue of the consumer product exemption of the Hazardous Products Act. CPCA argued against a blanket removal of the exemption which would add significant cost and workload burden for industry in having to align all consumer products with WHMIS labelling standards. Alignment with the US HCS approach is also on the table and would minimize extra costs for CPCA members. The discussion will inform Health Canada's proposal on this issue which is not expected until Fall 2021.

### **CPCA Members Analyzing Possible Impacts of Proposed Amendments to *Explosives Regulations*, 2013**

The primary objective of the proposed amendments to this regulation is to strengthen the security regime for restricted components by updating the list of restricted components in the *Explosives Regulations* to include four new chemicals of concern. Among the newly restricted components, is acetone, which is a common industrial and laboratory solvent in paints and in paint thinners/cleaners, as well as aluminum powder in dry form and with a particle size of less than 200 µm, which may be used in the manufacture of silver metallic pigments for coatings. The new regulatory measures would place security controls on the sale and storage of these two chemicals in order to minimize illegitimate access. Law enforcement would be made aware of any tampering, theft or suspicious sales. The proposed amendments create a new three-tiered approach. Acetone will be regulated as a Tier 3, which contains the least burdensome requirements for industry, and Aluminum powder as a Tier 2, which includes more restrictions and obligations. CPCA members already had the opportunity to provide industry input on this matter and were informed on this new approach at the end of last year via a special webinar organized by CPCA with NRCan officials.

### **Stewardship Ontario Extends MHSW Wind-Up Plan to September 30**

On May 18, Stewardship Ontario hosted a consultation regarding necessary amendments to the MHSW Wind-Up Plan extending the operation of the program to September 30, 2021, and recently approved by the Oversight Authority (RPRA). This has no implications for the HSP regulation for paint per se, though that new regulation was recently posted on the ERO and consultations are ongoing before it is finalized and comes into force. CPCA is working closely with Product Care to ensure the new paint regulation in Ontario is fair and reasonable. Details on the proposed draft HSP regulation for paint recycling in Ontario are available [here](#). Product Care will be hosting a webinar on the HSP Regulation on June 29, 2021. [To Register click here](#).

effect in last October. This Order came into force retroactively. Back in September 2020, CPCA drafted a letter based on feedback from members on Canada's proposed countermeasures that would specifically impact the industry, as they appeared to include *Tariff 3212.90.00: Pigments Used in Manufacture of Paints and Dyes*. This particular tariff was later specifically excluded from the countermeasures.

*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

### Ontario Paint Manufacturers Issue Press Release Supporting New Recycling Regulation in Ontario

CPCA recently published this article in CFCM. **Paint manufacturers have long been committed to post-consumer paint recycling** since EPR programs for waste recovery began in 2009 in Canada. Paint recycling is mandated under provincial jurisdiction across Canada and managed effectively by program operators in all ten provinces. The Ontario government has just published a new regulation for paint recycling as part of the proposed new Hazardous and Special Products (HSP) regulation. CPCA was pleased to see that the Minister of Environment, Conservation and Parks committed to ensuring that the new regulation would “moderately reduce the administrative cost to business.” The paint industry in Ontario will continue working with the Ontario Government to ensure that the final HSP regulation supports the continued success of paint recycling while helping the MECP meet its **goal of reducing administrative costs for business**. Please see the recent **Press Release issued by CPCA**.

### CPCA Blog: Continued Partnership with Tree Canada to Help Restore Canada's Ecosystems

To further its efforts on the social aspect of sustainability, **CPCA partnered with Tree Canada in 2020** to help restore damaged Canadian ecosystems and forests. Trees are a natural solution to fighting climate change. They capture CO2 through growing wood and biomass storage in the ground and tree stems. Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees. In addition to contributing to Tree Canada's National Greening Program, CPCA has planted over 1,250 trees to date and anticipates planting another 1,250 over the course of the partnership. Each tree sequesters as much as 200 kg of CO2 and helps with the air we breathe. We invite all members and non-members in the Canadian paint industry to join the Association in supporting our Canadian ecosystems and fight climate change by restoring the forest cover in partnership with Tree Canada. This can be done either by supporting their National Greening Program with tree planting projects across Canada or their Grow Clean Air program for those willing to offset their CO2 emissions.

*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

### **CPCA Member DOW Launches Closed Loop Circular Plastics Fund with LyondellBasell and NOVA**

Dow, LyondellBasell and NOVA Chemicals have established the Closed Loop Circular Plastics Fund to invest in scalable recycling technologies, equipment upgrades and infrastructure solutions. Managed by Closed Loop Partners with an initial \$25 million investment, the Fund invites businesses across the plastics value chain to join in advancing the recovery and recycling of plastics in the U.S. and Canada.

### **Members AkzoNobel, BASF and Partners on Verge of Sealing Revolution in Packaging Coatings**

A crucial discovery has been made at the Dutch Advanced Research Center Chemical Building Blocks Consortium, in collaboration with the Universities of Twente and Wageningen University, BASF, and AkzoNobel. It relates to a new, recyclable coating to replace the type of “metallized” packaging (which blocks out oxygen) that is typically used for products such as crisps and coffee. Currently, this sort of packaging consists of several layers requires a lot of energy to produce and is difficult to recycle. A process has now been devised which involves the smart combination of two water-soluble polymers.

### **PPG to Introduce CORAFLON Platinum Powder Coatings for Architectural Metals**

PPG introduced PPG CORAFLON® Platinum fluoroethylene vinyl ether (FEVE) fluoropolymer powder coatings for architectural extrusions and sheet aluminum. The patented coatings technology offers high transfer efficiency rates of more than 20 percent and improved corrosion resistance compared to standard FEVE powder coatings. The coatings are compliant with the Fenestration and Glazing Industrial Alliance and American Architectural Manufacturers Association 2605 and backed by more than nine years of third-party testing data, passing 4,000 hours of cyclic corrosion testing.

### **Uzin Utz and BASF Cooperate on Climate Protection**

By using renewables instead of fossil resources alone, CO2 emissions at Uzin Utz can be reduced by nearly 3,000 tons per year in terms of raw materials. The Ulm-based construction chemicals manufacturer purchases BASF basic products made of renewable raw materials according to the BASF certified biomass balance approach.

Creating a more sustainable yacht industry and helping to protect the world's oceans are the main goals driving a new partnership between AkzoNobel's Yacht Coatings business and the [Water Revolution Foundation](#). Established in 2018, the ENGO Foundation works to preserve the world's oceans by helping the yacht industry to drive down its environmental impact. [AkzoNobel has received the highest possible MSCI ESG rating \(AAA\)](#) for six consecutive years and is part of the Clean 2000 – a ranking of companies with the highest revenue from sustainable solutions.

#### 4-Day Work Week Could Cut GHG Emissions 20 Per Cent

As businesses grapple with return-to-work strategies—fully remote, hybrid?—a new UK study finds that a 32-hour work week could help fight climate change by reducing [GHG emissions by more than 20 percent](#). The report illustrates that shifting to a four-day working week by 2025 could significantly shrink the UK's annual carbon footprint.

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

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



## MEMBER RECOGNITION

#### André Buisson Becomes Majority Shareholder of the Société Laurentide Group

[André Buisson](#), President and Chief Executive Officer of [Société Laurentide](#), and CPCA Board Member, recently became the majority shareholder of the group, thus concluding a long process of business transfer. His son, Félix Buisson, has also become a shareholder. To ensure the company's sustained growth and sustainability, the Fonds d'action québécois pour le développement durable (FAQDD) is involved in the transition. The FAQDD encourages and supports initiatives aimed at accelerating behaviours or practices that favourable to sustainable development in Québec.

#### Michael Heinz to Lead BASF SE's North American Affiliate

Michael Heinz is the new chairman and chief executive officer of the [North American affiliate of BASF SE, BASF Corp., since June 1.](#)

#### Sherwin-Williams' Bob Israel Joins Board of Directors at Twin Cities Habitat for Humanity

The [Board of Directors at Twin Cities Habitat for Humanity](#) welcomed seven new members since the beginning of 2021, including [Bob Israel](#), Vice President, Global Sustainability, The Sherwin-Williams Company.

#### Sherwin-Williams Protective & Marine Division Honoured with the Queen's Award for Enterprise: Innovation 2021

[SW won the Queen's Award for Enterprise for its FIRETEX® FX6002](#) coating that delivers exceptional passive fire protection for structural steel. This ultra-fast drying intumescent coating has transformed steelwork projects with its unprecedented speed of curing and dry handling times, gaining speedy adoption by architects, engineers and applicators.

#### New Defoamer BYK-1789 to Win Ringier Award

BYK-1789, the new solvent-free and silicone-containing BYK defoamer, was awarded the prestigious "[Ringier Technology Innovation Award 2021](#)" in the "Coatings Industry" category in China. The award ceremony has been held in Shanghai last month. BYK-1789 is a 100% defoamer that has been specially developed for aqueous corrosion protection coatings.

#### Quadra Made It Onto the 2021 List of Best Workplaces™ for Mental Wellness

organizations that were surveyed among those that were Great Place to Work-Certified™ in the past year.

*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 Recovery Stalls at the Beginning of Q2

GDP grew at an annualized rate of 5.6 percent in Q1. **The start of Q2 brought less encouraging news.** Preliminary estimates indicate that economic activity in April declined by 0.8 percent. May is expected to be quite slow.

### OECD Expects Canadian Economy to Grow by 6.1 Percent in 2021

The **OECD prediction is up** from an estimate for growth of 4.7 percent that the OECD made in March. Higher prices for commodities like oil and the projected increases in demand resulting from the U.S. fiscal package in March are also behind the boost in Canada's economic recovery. The second half of 2021 could also see increases in consumer spending and improvements to the labour market as public health measures are lifted once the latest waves of Covid-19 die down.

### PwC 24th CEO Survey—Canadian Insights

Coming from the shock of 2020, a bounce-back was inevitable, **especially as vaccines roll out and certain markets begin to reopen.** The PwC CEO survey results show the resilience businesses have demonstrated in the past year is now translating into confidence. Most CEOs are focused on long-term investments for the next three years, in areas including digital transformation (71 percent), initiatives to realize cost efficiencies (68 percent) and organic growth programs (60 percent). Organizations now have an opportunity to leverage their strategic investments in digital transformation, but despite being a top threat to growth, with 87 percent of Canadian CEOs concerned about cyber threats, only 61 percent have explicitly factored cyber threats into their risk-management activities, and only 69 percent are planning on increasing investments in this area.

### FedDev Ontario Sponsors McMaster Aerospace and Automotive Research Hub with \$10M Investment

**iHub**, located at the McMaster Innovation Park, in Hamilton, Ontario, will support manufacturers, automotive and aerospace suppliers and SMEs in developing, testing and incorporating the latest technologies required for the production of next-generation electric and autonomous vehicles and energy-efficient and intelligent aircraft.

### Conference Board of Canada: Preparing Canada's Economies for Automation

The Conference Board of Canada has developed the **Automation Vulnerability Index (AVI)** to track occupational vulnerability and workforce resiliency.

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



*Read the Monthly Report*



# INSIGHT

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INSIGHT is distributed to over 3,000 paint and coatings experts across North-America.*



## TECH INNOVATIONS

### High Payload Cobot

**Universal Robots** is launching a new version of its UR10e cobot with an increased payload of 12.5kg (27.55lbs), creating new possibilities for applications such as palletizing, machine tending, and packaging. The enhanced cobot takes more weight from the hands and shoulders of humans, leading to improved ergonomics and working conditions.

### BYK NEW Spectro2profiler: Color, Gloss & Grain Control

**Spectro2profiler** is a turning point in the analysis of structured surfaces. Color, gloss, 3D topography and 2D reflectivity are measured simultaneously in one easy to use instrument. Thus, color and appearance harmony can be objectively controlled and optimized. Typical applications include coarse paint textures like powder coated surfaces and fine paint or plastic textures.

### Antimicrobial Innovations

In today's global society, **viral infections have become a serious health challenge**, with disease outbreaks able to spread easily and rapidly cross continents. The Coronavirus pandemic has increased the demand for antiviral measures and treatments for clean surfaces, especially in public places. See this team review of a range of natural and synthetic surface materials and coatings with documented antiviral properties, including metals, polymers and biopolymers, graphene and antimicrobial peptides.

- **Review of Antiviral Surfaces, Surface Coatings and Their Mechanisms of Action**
- **Silver Attacks Bacteria, Gets 'Consumed' | Impacts of Antibacterial Interactions on Silver Affect Coatings Applications**
- **Antimicrobial Transparent Coating Finds Use in Fingerprint Scanners**  
**Integrated Biometrics** is making its fingerprint scanners safer and more durable through a new partnership with NBD Nanotechnologies. NBD Nano will be supplying IB with transparent RepelFlex MBED coating for its full line of fingerprint devices.
- **Cotton-based Hydrophobic Antimicrobial Fabric**  
**A scalable, cost-effective antimicrobial coating** process that is made compatible with the existing industrial finishing processes of fabrics.

### Coal-derived, Solid Resins as Economic Raw Materials for Coatings

**Solvent extraction** of subbituminous coal at mild conditions (360°C) provides solid extracts that consist of numerous organic molecules that can be utilised in the synthesis of polymeric

## Innovative Graphene-based Coatings

- **Halifax Innovator Aims to Green the Global Shipping Industry, One Coating at a Time**  
The **system**, which is the first patented technology to use nanoparticles of graphene to achieve a high-performance, sustainable marine coating, has earned Marciel Gaier, 29, an award from **Mitacs**.
- **Steel Protection via Zn Graphene Oxide Composite Coatings**  
**Electro galvanization** using Zn-graphene oxide composite coatings shows enhanced corrosion resistance performance.
- **Sustainable Ceramic Coatings Manufacturer Launches Graphene Reinforced Ecocoat Kenzo**
- **UMaine, Notre Dame Study Novel Liquid Coatings to Reduce Catheter-associated Infections**

## 35th Biennial Western Coatings Symposium and Show to be held on October 17-20, in Las Vegas, Nevada.

The regional conference and trade show serving primarily, but not exclusively, **Western USA and Canada provides educational and networking opportunities** for technical individuals involved in the development and manufacturing of coatings, their employees and related vendors in the Coatings Industry. The Show includes a three-day technical program, a two-day technical exhibition and opportunities to network and socialize.

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## INTERNATIONAL NEWS

### Market Research Reports

CPCA Monthly Report on International Market Research for Paint and Coatings and Adhesives and Sealants

Now available on the **Canada CoatingsHUB for Members Only**

CPCA programs include **detailed statistical and management information** to help members in their ongoing efforts in the Canadian marketplace, all based on data collected from informed sources like Statistics Canada and members doing business in Canada.

**Other CPCA Statistics and Research for Members on the CoatingsHUB**

*CPCA has compiled international market research reports for 2025-2029 for multiple market segments.*

*View the Reports*



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