

# PRIME TIME NEWS

"It has been a central paradigm of modern societies, supported by long-standing scientific evidence, that not all hazards pose actual risks or, if they do, that these risks can often be adequately controlled."

Hezler et al., *Archives of Toxicology* (2021) 95:2589-2601



## PRESIDENT'S MESSAGE

### Post-Pandemic Coatings World

As we enter what appears to be the opening-up period of the pandemic, it is time to ponder the road ahead. At the time of writing Covid-19 cases were rising significantly across Europe and in the United States due to slowing vaccination rates and a new Delta variant. I say 'opening-up' because the 'end' is likely several years away before one can truly make such a statement and hope for the best.

It is a good time to take stock of where we are and where we have come from. As noted in this space recently, the paint and coatings industry performance varied by segment in terms of how each fared during the worst of the pandemic shut-downs. As noted previously, the Architectural segment fared rather well throughout the pandemic, while others such as Auto Refinishing were significantly challenged.

A recent Orr & Boss "Global Coatings Market Value" report showed there will be strong growth in all markets for an overall 8.9% growth rate in 2021 making up for losses in 2020 in the Auto OEM market at 13.9% and Auto Refinish at 10.9%. In 2022 this is expected to stabilize at a more normal growth rate estimated at 4.3% for OEM and 3.7% for Auto Refinish, respectively. The 'North American' Market Value Growth is estimated at 8.1% for 2021 and stabilizing at 3.8% in 2022, thus a more normal rate of growth across all 16 coatings market segments.

There has been much concern about raw material prices being up by an estimated 20%, some higher than that in Europe, compared to 2020 levels. However, there are signs of those prices moderating somewhat and not rising at the rates seen in March or April. However, supply is still an issue and likely to remain so for the remainder of 2021 as supply becomes more normalized and choke points in the supply chain are sorted out. Housing markets are still strong in North America and industrial production has grown slightly, but still below pre-pandemic levels. Members can find more details on all market segments for North America and around the world [here](#).

Industry observers are most pleased to see a normalization of markets and trends in the coming

a very active federal Government. The challenge for the coatings industry will be ensuring that government-related decisions for legislative amendments, and thus regulations, are based on evidence that the available science dictates for the many inputs used in thousands of coatings products. It must not be based on politics and political advocacy. A key part of that effort is the need for better alignment with the United States in a highly integrated coatings industry for all sectors, including the chemical sectors.

CPCA continues to work on new strategic plans for board consideration in the coming weeks as well as working with other like-minded groups to help preserve a level-playing field and a positive operating environment in Canada for industry. This will ensure continued cooperation with Canada's largest trading partner and ensure that good-paying manufacturing jobs stay in Canada.



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



Gary LeRoux, President & CEO, CPCA



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 Continues to Advocate Strongly for Retaining the Consumer Product Exclusion in the HPA
- Important Bulletin Sent on Final Paint Recycling Regulation in Ontario
- Prohibition of Coal Tar-based Sealant Products Proposed in Canada
- New Regulations on Formaldehyde Emissions from Composite Wood Products Coming into Force
- CPCA Updates Members on the Re-evaluation Timelines for Biocides in Canada
- Ontario's Blue Box Program Moving to Full Extended Producer Responsibility
- Environment and Climate Change Canada Provides Update on Blockchain and Supply Chain Transparency Projects
- SAICM Report Urges More Circularity for Building and Construction Materials

## **CPCA Continues to Advocate Strongly for Retaining the Consumer Product Exemption under the HPA**

Health Canada has been working toward a better understanding of the scope and scale of hazardous consumer product use in the workplace and their potential impact on workers' health and safety. Their ultimate goal is to inform employers how best to protect workers who might be over-exposed due to frequent use, handling, and storage of hazardous consumer products in workplaces. Health Canada has been engaging with stakeholders and partners to help inform the final decision on this critical issue as it relates to hazard communications and impacts it has on the important regulatory alignment between Canada and the United States to ensure trade flows are not disrupted. CPCA participated in a recent Health Canada workshop on this issue and since then has spoken directly with Health Canada officials to advocate for the optimum outcome possible for the coatings sector and the thousands of 'consumer' paint and coatings products on store shelves across Canada. There are many negative impacts on manufacturers and importers from removing the existing exemption and no strong case has been made for doing otherwise.

## **Important Bulletin Sent on Final Paint Recycling Regulation in Ontario**

CPCA encouraged members to participate in the [Product Care webinar](#) held on June 29, which provided details on the final Ontario *Hazardous and Special Products Regulation 449/21* that requires producers obligated under the regulation to register with RPRA by October 31 or join a PRO such as Product Care. Compared to the draft regulation, the final regulations update certain definitions including for paint, to keep them consistent with current MHSW regulations with minor changes to the accessibility and collection requirements. Producer's collection, management and promotion systems must be in place by October 1, 2021.

## **Prohibition of Coal Tar-based Sealants Products Proposed in Canada**

The final screening assessment (FSAR), Risk Management (RM) Approach, and proposed Order adding six coal tars and their distillates to Schedule 1 of CEPA were recently published. The proposed RM instruments include a regulation that would prohibit the import, manufacture, and sale of coal tar-based sealant products in Canada. CPCA plans to submit formal comments on behalf of the coatings industry in Canada and solicits members' and non-members' valuable input as it could impact them over the long term.

## **New Regulations on Formaldehyde Emissions from Composite Wood Products Coming into Force**

The final *Formaldehyde Emissions from Composite Wood Products Regulations* under CEPA 1999 prohibit the import, sale or offer for sale of composite wood products that emit formaldehyde above the established limits. While in alignment with the U.S., they also require that composite wood panels and laminated products must be certified by a qualified TPC prior to import or sale. The Regulations come into force in 2023.

## **CPCA Updates the Re-evaluation Timelines for Biocides in Canada**

The American Coatings Association and Canadian members were recently provided with updated timelines regarding the ongoing reviews of several key biocidal active ingredients in Canada by the Pest Management Regulatory Agency (PMRA).

## **Ontario's Blue Box Program Moving to Full Extended Producer Responsibility**

Ontario's EPR regulation for '[packaging](#)' producers require those who produce packaging to pay 100% of the costs of the program compared with 50% paid by the sector under the previous Blue Box program. The regulation will transition Ontario's blue box recycling program to full extended producer responsibility (EPR) starting in 2023. It covers paper products and packaging (PPP) for largely personal, family or household uses as opposed to the non-packaging sector under the Hazardous Special Products Regulation, which includes paint recycling. This final regulation shifts to producers the entire financial and operational responsibility for end-of-life PPP. Packaging-like products, specifically, are very similar to PPP that is already accepted in the blue box program. The final regulation overtly favours large producer responsibility organizations (PROs) some of which still have to enter into agreements to represent individual producers.

## Environment and Climate Change Canada Provide Update on Blockchain and Supply Chain Transparency Projects

Although there is no current ongoing project with the paint and coatings sector, Environment and Climate Change Canada (ECCC) regulators have partnered with stakeholders from other sectors to begin work on three blockchain projects. ECCC will make preliminary information available as the three projects progress. It is anticipated that using blockchain in supply chain management will likely require the creation of new rules, such as the probable creation of private blockchains among known parties to join the system. Building a trusted group of partners to share data on a blockchain will entail overcoming several challenges, such as governance mechanisms for a consensus protocol. The blockchain can be used for narrow applications such as the traceability of products, which rather limits the types of information to be recorded. Meanwhile, the Government continues to work on supply chain transparency. A supply chain industry survey was recently completed, and national consultations will follow with a focus on transparency, labelling and digitalization. ECCC will be seeking CPCA members' participation.

## SAICM Report Urges More Circularity for Building and Construction Materials

Compared to other consumer products, such as textiles, electronics, or toys, products relevant for the **building and construction** sector are used solely in the context of the built environment and, therefore, directly linked to the life cycle of buildings. A building's life cycle can last from several decades to centuries hence creating a greater lag between the design and manufacturing stages and its end-of-life stages. During this time lag, knowledge and requirements increase for specific chemical hazards and potential impacts on health and the environment. The issue of legacy chemicals and the end of life of construction products entering the waste stream (construction and demolition waste often represents a country's largest proportion of total waste), raises concerns over hazardous construction and demolition waste which needs to be managed soundly. The report recommends:

- Increasing information transparency on chemicals;
- Ensuring information flow along the entire life cycle of building products;
- Designing for circularity;
- Minimizing impacts of legacy chemicals in existing buildings while developing new recycling technologies; and
- Targeted regulatory action.

## WCC Coatings Summit Scheduled for January 24-26, 2022

Hosted by the **World Coatings Council** (WCC) and Vincentz Network, the Coatings Summit provides a unique opportunity for coatings industry executives to gather in one place for interactive sessions that address a wide range of topics, from business strategy and economic forecasts to sustainability and new technology.

*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

## CPCA Article Featured in the International Paint & Coating Magazine July/August Issue

This CPCA article entitled: *Ongoing Challenges for Sustainable Water-based Paint in Canada* has been submitted to **IPCM** and published soon. Please also find [here a link to a CPCA blog](#), which is also available on LinkedIn. The issue of biocides in paint, and the increasingly tight regulation of

evaluation of biocide uses for paint and coatings has not been well understood by regulators and thus challenging for the industry. CPCA's extensive advocacy efforts continue to address this urgent matter, which seeks greater alignment with the United States in a highly integrated paint and coatings value chain.

*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.*

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## GREEN INITIATIVES

### **AkzoNobel CEO Part of the Cross-industry CEO Alliance to Cut Carbon Emissions by 55 Percent by 2030**

The **European CEO Alliance** issued policy recommendations supporting a progressive and ambitious push to achieve climate neutrality. AkzoNobel CEO, Thierry Vanlancker added that, "Collaboration is key to fighting climate change, building economic resilience and ensuring that the EU Green Deal is a success. Through the European CEO Alliance, we'll continue working together to accelerate the implementation of sustainable solutions and technologies within the buildings sector – one of several critical project areas. As a company, we're progressing well with ongoing efforts to cut our own carbon emissions in half by 2030." AkzoNobel plans to achieve 100 percent renewable electricity in the EU by 2022.

### **Long-standing BASF and Givaudan Joint Effort Leads to Non-animal Testing Strategy Approved by OECD**

Following a successful long-standing collaboration between **BASF and Givaudan** to develop and validate alternative methods, three alternative strategies are available to predict whether a substance will cause allergic reactions in the skin of humans. "Over the past 10 years, various companies and scientific institutions, such as the Institute for In Vitro Sciences (IIVS), have worked with us to validate the individual methods of the strategy," emphasizes Dr Susanne Kolle, lab team leader at BASF.

### **Dow Released "INTERSECTIONS," its First Consolidated ESG Report**

Specific areas of focus include actions to reduce its carbon footprint, foster a circular economy for plastics, support its communities, and accelerate an equitable workforce. Dow tripled sales of

## Hempel Acquires Ground-breaking Coatings Technology

Hempel's **ground-breaking technology** will change the market for insulation coatings while enhancing workers' safety and lowering customers' environmental footprint.

## AkzoNobel Launches Automotive Film Technology

The AN's **radar-transparent intelligent film technology** allows vehicle makers "to no longer worry about hiding sensors behind solid metal, which can block the signals of safety features such as anti-collision warnings." The technology can also be used by the aerospace and signage industries.

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

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



## MEMBER RECOGNITION

### Société Laurentide Appointed Gaston Landry CFO

**Gaston Landry** is a graduate in economics who holds a CMA from McGill University. Landry began his career in 1988 at Benjamin Moore, where he quickly became Financial Controller. In 2014, he was appointed Manager of Business Consulting for both the Canadian and international network of independent retailers and distributors.

### NanoXplore Virtually Closes The Market

Dr. Soroush Nazarpour, President and Chief Executive Officer, **NanoXplore Inc.**, TSX: GRA, joined Berk Sumen, Head of TSX Company Services, TMX Group, to celebrate the Corporation's graduation to Toronto Stock Exchange and close the market. NanoXplore is headquartered in Montreal, Quebec.

### Alexander Enström Joined Hempel to Lead Its New Global Marine Organization

As **Hempel VP and head of Marine**, Enström will be a member of Hempel's Operational Management Board with the aim to doubling the business by 2025.

### Manufacturing Leadership Council Taps Dow as 2021 Manufacturer of the Year

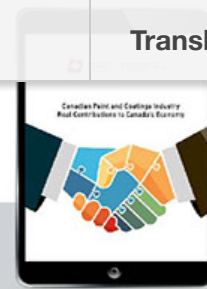
**Dow was named 2021 Manufacturer of the Year**, Large Enterprise, by the Manufacturing Leadership Council, a division of the National Association of Manufacturers (NAM). This is the third time Dow has won this award in recent years. It honours manufacturing companies and leaders that are shaping the future of global manufacturing.

### PPG Named to the Fortune 500 List for the 27th Year in a Row

PPG is proud of the team that helps the company reach **this goal each year**:

- #4 on the 2021 FORTUNE® World's Most Admired Companies list in the paint and coatings industry
- #1 on Coatings World's Top 100 Companies list
- #18 on the ICIS® Chemical Business Magazine's Top 100 Chemical Companies list.

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

### Conference Board of Canada: Economic Recovery Under Way, but Third Wave Hinders Some Provinces

Every Canadian province will **record a solid economic recovery in 2021**, after the return of strict restrictions on activity in the early spring combined with rapid gains in vaccinations is gradually reducing the number of COVID-19 cases across the country. This should pave the way for a healthy economic recovery in the second half of 2021 and into 2022.

### Inflation Reached a Decade High of 3.6 Percent in May

Inflation accelerated again in May, due mainly to “**base effects**” on gasoline prices which recovered from the plunge last spring. Higher prices were shown in cars, new homes and food. Strong consumer spending coupled with supply shortages will keep inflation hot for the rest of 2021.

### Canada and Provinces' Innovation Report Card 2021

Canada earns a **C and ranks 10th among 16 peer countries in 2021**, up from 12th in 2018. Ontario remains the top-ranked province; however, it loses its B grade and slides two positions into 9th. Quebec also falls two spots into 11th.

### Challenges, Concerns as Canada Eyes 2035 Ban on Gas-powered Vehicle Sales

Ottawa's announcement recently **moves up by five years the date** for the transition to sales in Canada of **zero-emission light trucks and vehicles exclusively**.

### Canada Invests in Green Jobs for Youth

The Minister of Natural Resources announced over **\$44 million to create green jobs and training opportunities for youth** aged 15 to 30 in the fields of science, technology, engineering and math (STEM), and several other related fields including the clean technology sector.

### Varying Growth Patterns for Top 11 Paint Manufacturers

Collectively the **top 11 global manufacturers of paints and coatings** increased their sales volume by about 14 percent in Q12021 compared to 2020.

### Free e-Book: Leveraging Supply Chain Opportunities in a Post-Pandemic World

The Environment & Energy Leader e-Book will be **downloadable on August 23**.

### Canadian Auto Sales Surge Nearly 52 Percent in Q2 after Small Increase in June

Light truck sales rose **53.5 percent** while passenger cars were up 45.5 percent.

Members are encouraged to access the Report on the Canada CoatingsHUB.

Read the Monthly Report



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## TECH INNOVATIONS

### Wood Research Findings

- Fraunhofer Institute to Develop Fire-Resistant Wood Coating Following the Example of Nature**  
 The **FireCellCoat project** is funded by the Federal Ministry of Education and Research until 2022. The formula is said to be based on the nanocellulose of pine in the Canary Islands which has a weather resistant multilayered structure highly absorbent of water.
- Improved Hydrophobicity for Wood Surfaces**  
 In a recent study, hydrophilic wood has been **modified into a hydrophobic wood** through a simple surface coating using polyvinyl acetate (PVAc) / reduced graphene oxide (rGO)-poly (diallyl dimethylammonium chloride) (PDDA).

### Startup Researchers to Develop First-of-a-kind, Safe Antifouling Marine Coating

The project, "**STTR Phase II: The Next Generation of Environmentally Friendly Coatings for Marine Antifouling**," will further develop a novel non-toxic antifoulant that keeps the hulls of marine vessels clear of biofouling without the environmental harm imposed by current antifoulant products.

### New Transparent Coating for Face Shields to Capture Respiratory Droplets

**Northwestern University researchers** have developed a new transparent material that can capture droplets and aerosols, effectively removing them from air. The clear coating can be painted onto any surface including textiles. When droplets collide with the coated surface, they stick to it, get absorbed and dry up. The main ingredient is a polyelectrolyte polymer.

### Watermelon Seeds to Cement Concrete Structures, Heal Cracks

Watermelon seeds can also be used to strengthen and heal concrete structures, thanks to a new technique developed by a team of civil engineering researchers at **Visvesvaraya National Institute**



## WRI Zero Carbon Building Accelerator to Help Tap Energy Savings in Buildings

Buildings are one of the largest contributors to climate change, accounting for nearly 40 percent of energy-related CO2 emissions. The Zero Carbon Building Accelerator will coordinate the development of national roadmaps and action plans toward a zero-carbon building sector by 2050.

## Sensors for Working Safely With Robots & Pick-to-pallet Robotics

Human-robot collaboration is driving demand for new technology. Fetch Robotics and Körber have developed a new integrated case pick-to-pallet product. In this context, Assembly notes that the sales of industrial robots in China increased by 19 percent in 2020, while robot installations in 2020 were down 2 percent worldwide.

## Useful Guide Publications

- **Awesome Artificial Intelligence Guidelines**

This repository aims to help simplify the ecosystem of guidelines, principles, codes of ethics, standards and regulation being put in place around AI.

- **Radiation Cured Coatings - A Comprehensive Guide**

The developments of new raw materials are increasing the market applications of these types of coatings.

- **European Coatings: Do Antibacterial Coatings Really Offer What They Promise?**

The vast majority of bacteria do not cause diseases. Some strains even hinder the spread of other pathogens. In addition, a coating fighting bacteria is usually not effective against viruses and other pathogens such as fungi or parasites.

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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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