

# PRIME TIME NEWS

“Climate change is a terrible problem, and it absolutely needs to be solved. It deserves to be a huge priority.”

Bill Gates, Founder of Microsoft



## PRESIDENT'S MESSAGE

The focus on sustainability within the coatings industry has evolved since the idea was first introduced years ago. Today, sustainability matters are routinely considered when performing many, if not all, business operations, while continuing to ensure strong product performance. The focus has expanded beyond reducing volatile organic compounds (VOCs), which has been one of the signature successes of the coatings industry in Canada with more than 94 percent of all architectural coatings now water-based, achieving huge emissions reductions of more than 44 kilotonnes.

The focus now includes energy and resource conservation, waste minimization, process efficiency enhancement, use of renewable materials, and the list goes on. Companies are also looking to impact the entire value chain and considering the societal impacts of their activities. This is happening throughout the coatings industry in Canada, and around the world, from SMEs to large national and multinational companies. This is already evident in the regular annual sustainability reports issued by paint and coatings companies and those have been improving significantly over the past several years.

It is because of this commitment to sustainability that the World Coatings Council (WCC), comprised of associations like CPCA from around the world, moved forward with a plan to develop the first WCC Global Sustainability Reporting approach. An RFP was awarded to a company based in Germany, response, who has since conducted extensive member surveys and developed key performance indicators (KPI) for more than a year in concert with WCC member associations. Ultimately, the report will become a resource for coatings companies around the world to help facilitate their individual sustainability reporting.

The goal of this initiative is to build on the sustainability successes of the coatings industry, and there are many. In fact, coatings help many other industry sectors reduce their environmental footprint by extending the lifecycle of their products from high-performance coatings, reduced fuel consumption from antifouling coatings, extended product stewardship from recycling leftover paint, etc. The pinnacle of sustainability reporting is the set of *Global Goals for Sustainable Development* created a number of years ago to provide guidance on sustainability reporting for all industry sectors and organizations in general.

case of coatings are as follows, from first to last: (12) responsible production and consumption; (11) sustainable cities and communities; (3) good health and well-being; (9) industry innovation and infrastructure; (13) climate action; (6) clear water and sanitation; (8) decent work and economic growth; (4) quality education; and (14) life below water. The remaining sustainable development goals are also important but will not be an integral part of guidance for sustainable reporting in the coatings industry.

With respect to the perceived *challenges* the topics that were noted for urgent action or concern for major risks included: product design and lifecycle management, waste and hazardous material management; responsible supply chains; community relations and contribution to industrial development; labour rights; customer satisfaction; and economic performance. Many will understand and appreciate how those could be key issues for the coatings sector and some would resonate more than others depending on the country in question and their product lines. The consultant has taken a deeper dive on these variables and KPIs were defined for all, accepted and incorporated into the business metrics for coatings companies. These will help member companies determine how each metric could be reflected in a company's sustainability reporting in future.

The next step is developing the KPI toolkit for our respective member companies. All those who are members of the associations that make up the World Coatings Council will be able to continue sharing best practices for future sustainability reporting in a \$164 billion US (2019) global coatings industry. This will help the coatings industry to more accurately reflect its substantial global contribution to making the world a more sustainable place.



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

# INSIGHT

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# ADVOCACY REPORT

**CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings**

- CPCA Comments on Proposed 2021 Registry Fees for Ontario HSP Paint Recycling
- Health Canada to Focus Discussions on Top 5 Variances Between Canada and the United States' GHS Revision 7 Regulatory Proposals
- Health Canada Consulting on Proposed Amendments to Section 5.12 of the *Hazardous Products Regulations*
- Federal Government to Analyze VOC Emission Reductions from the Industrial/Commercial Adhesives and Sealants Sector
- Federal Government Outlines Next Step on Plastic Pollution Approach
- World Coatings Council Report on UN Global Alliance to Eliminate Lead Paint

## **CPCA Responds to Consultation on Proposed 2021 Registry Fees for Ontario HSP Paint Recycling**

The MOECP stated that a 'cost-benefit impact analysis' was completed and must be the foundation on which fees are set under the HSP Regulation, but it has not been shared. Manufacturers, the brand holders, are fully responsible for delivering waste recovery in Ontario including covering 100% of the costs of waste recovery in the Province. Obligated brand holders remain hopeful that RPRA's fee-setting approach will be based on quantitative modeling, which links resources or fees to expected waste recovery outcomes, and is fully transparent. The paint industry is concerned, based on the past fee-setting approach, that it could cost the same for RPRA to 'oversee' Paint waste recovery in Ontario as it costs the program operator or PRO to manage the entire paint recovery program and reverse supply chain in the Province. There were many unanswered questions in the fee-setting approach considered for the HSP Regulation. Fees should have been set in the context of improved waste recovery outcomes, and with due regard for efficiency and economy. However, they were set according to how much revenue the oversight Authority (RPRA) required rather than set based on realistic and fair modelling to ensure fairness and improved outcomes.

It is now clear with the recent announcement of HSP fees in Ontario arbitrarily basing fees on the weight of materials sold into the market making those with heavy products, like paint, being punished over other material groups. The fee has nothing to do with the actual recovery of a consumable product like paint with up to 10% of the total sold available for recovery and it has nothing to do with oversight work related to the material. Thus it is completely arbitrary and completely unfair. Adding insult to injury it also penalizes one of the most successful recycling programs in Ontario as the paint industry has met and exceeded established targets since the start of the program. It only confirms the fact that the current approach to waste recycling in Ontario, widely criticized by many, and it is still transitioning to the new Act for more than 5 years to date and with two years to go.

## **CPCA Informs Health Canada of Top 5 Variances Between Canada and the United States' GHS Rev. 7 Regulatory Proposals**

Upon Health Canada's request to industry representatives of the Current Issues Committee (CIC), CPCA consulted its members to identify the Top 5 of 14 variances between Health Canada and the US OSHA's proposals that should be prioritized in HC/OSHA follow-up discussions in the fall. CPCA Top 5 list emphasizes the need to perfectly align implementation/transition deadlines and to minimize variances that would cause significant changes to SDSs and labelling.

## **Health Canada Consulting on Proposed Amendments to Section 5.12 of the HPR**

Health Canada is conducting an email consultation with CPCA members and other stakeholders on a new proposal raised by industry regarding updating the requirements of safety data sheets and labels when significant new data become available with regard to a hazardous product.

## **ECCC Planning a Study and Cost-Benefit Analysis on VOC Emission Reductions from the Industrial/Commercial Adhesives and Sealants Sector**

Environment and Climate Change Canada (ECCC) is soliciting contractor bids for a study to estimate VOC emissions and conduct a cost-benefit analysis for emissions reductions from the Canadian industrial and commercial adhesive and sealant sector. This data will serve to identify

VOC emissions reduction opportunities and possible economic impacts of the future ruling. adding increased administrative burden on industry, which the Treasury Board of Canada has long maintained is way to high regulatory performance and must be addressed sooner than later if Canada businesses are to remain competitive.

## Federal Government Summarizes Feedback Received on Plastic Pollution Discussion Paper

The next step for Environment and Climate Change Canada (ECCC) is to publish draft regulations for consultations on banning or restricting certain single-use plastics. Further consultations will follow on key elements of minimum recycled content requirements for establishing performance standards.

## WCC: UN Global Alliance to Eliminate Lead Paint

The World Coatings Council (WCC) participated in a recent global webinar hosted by UNEP's SAICM's (Strategic Approach to International Chemicals Management) Lead in Paint Community of Practice entitled, "Reformulation is Entirely Possible." On June 9, over 80 participants from around the world attended the WCC presentation "Overcoming Barriers to Reformulation." The WCC worked with the Lead Paint Alliance (LPA) to develop a FAQ list focused on providing the justification for a legal standard greater than 90 ppm for marine coatings. This FAQs provide examples of countries that have a different standard, and also includes the LPA FAQs in the regulatory toolkit. This has the dual benefit of increasing industry support for reasonable restrictions and aiding compliance efforts. WCC is also updating its regulatory toolkit.

*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!*



CANADIAN PAINT AND COATINGS ASSOCIATION

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

## CREATING CLEANER AIR ONE TREE AT A TIME!

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## GREEN INITIATIVES

## AkzoNobel Sets Pioneering Carbon Reduction Target to Help Tackle Climate Change

**AkzoNobel** has become the first coatings company to follow up on its commitment to setting science-based sustainability targets by announcing carbon reduction targets for the full value chain. The company's 2020 target is to reduce carbon emissions for the whole value chain by 42

## MAPEI FRP System: Innovative External Application to Counteract Seismic Risk in Reinforced Concrete Buildings

To meet the demand for cutting-edge technological solutions to strengthen structures and upgrade their seismic capability, MAPEI S.p.A., in collaboration with the Federico II University of Naples, has developed an innovative, low-impact, rapid FRP system for strengthening non-confined beam-pillar joints in reinforced concrete, which needs to be applied externally. This technique avoids having to remove portions of external cladding, reduces the overall cost and minimizes the disturbance to occupants.

## BASF and Porsche Partner to Develop High-performing Lithium-ion Battery for Electric Vehicles

BASF has been selected by Cellforce Group, a joint venture between Porsche and Customcells, as the exclusive cell development partner for its next-generation lithium-ion battery. BASF will provide high-energy HED™ NCM cathode active materials to contribute to fast charging and high energy density.

## Dow and Siemens Created Testbed to Help Bring Digital Transformation to Chemical Process Manufacturing

Siemens and Dow aim to inspire new approaches to applications and the digitization of workflows in an industry that may be left behind by the rapid pace of technology innovation. In the industry, processes are typically built on top of analog methods and workflows. The testbed is intended to demonstrate ways to improve factory control and integrated modular automation and to adopt augmented reality and digital twins for quicker access to safety manuals, maintenance forms, and other resources to boost productivity. Some methods have uses in R&D and compliance.

## BASF's Irgastab® enables LOTTE Chemical to Deliver High-clarity Medical Polypropylene for Syringes used in COVID-19 Vaccinations

The Korean LOTTE Chemical is producing the polypropylene (PP) required for medical applications using a BASF non-discoloring processing stabilizer. Plastics used for medical applications require sterilization which causes degradation and discoloration of the polymer. BASF's Irgastab® serves to ensure that medical PP remains safe and suitable for use. With the rollout of vaccinations worldwide, the need for PP syringes has increased exponentially.

## Supply Chain Sustainability Contributed to Resilience during the Pandemic

As the pandemic played out around the world, sustainability increased in prominence. A significant majority of companies believe sustainability in their supply chain contributed to resilience and helped them endure the Covid-19 crisis.

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

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



## MEMBER RECOGNITION

### Larry Lozinski, President and COO of Cloverdale Paint to Retire End of 2021, Darrin Noble to Succeed Larry

Larry has been President and COO of Cloverdale Paint for the past 7 years, during which time the company has grown significantly through both acquisitions and organic growth. Darrin Noble, formerly VP of Store Operations at Home Hardware, will transition to Cloverdale on September 27 and work alongside Larry until December 31. Darrin will be Cloverdale's President and COO on January 1, 2022. Darrin spent the last 14 years holding senior leadership positions with Home

Hardware manufacturing national store operations, manufacturing and the coatings and specialty chemicals division. Darrin has been a steady and supportive force in the Canadian industry serving for a number of years on the Boards of CPCA and Product Care, the latter serving for a time as Chair.

### **Rust-Oleum President to Lead RPM Consumer Group**

RPM International Inc. announced that **Bill Spaulding**, President of Rust-Oleum Corporation, will be promoted to RPM Consumer Group President, effective September 1, succeeding to Terry Horan, who retires on August 31.

### **Barentz Appointed Mark Blakely as President of its North American CASE & Plastics vertical**

Barentz recently appointed **Mark Blakely** as President of its North American CASE & Plastics vertical. Mark brings more than 30 years of leadership experience, serving in both executive commercial and operations roles in global manufacturing and distribution.

### **Société Laurentide Nominates Dave Barclay as Vice-President Culture and Talent**

**Mr. Barclay** will be in charge of managing the company's talent and organizational culture. His professional background over the past 12 years will allow him to develop the team in the company's Mission.

### **Two Scientists Achieve Prestigious Title of Axalta Fellow**

**Dr. Carmen Flosbach** and **Dr. Michael Koerner** have been elevated to Axalta Fellow, which is the highest honor that a scientist or engineer can earn within Axalta's Technology function. Axalta Fellows deliver commercial success with cutting-edge technologies and a strategic impact on Axalta's businesses.

### **Six CPCA Members Figure among the Top Seven Paint Companies around the World**

CoatingsWorld's **Top Paint Companies Report 2021** indicates that PPG ranks first, Sherwin-Williams 2nd, AkzoNobel 3rd, Nippon Paint 4th, RPM 5th, Axalta 6th and BASF 7th.

### **BASF and Dow Top C&EN's Global Industry Ranking for 2020**

BASF ranked the highest on Chemical & Engineering News' annual list of the **Global Top 50 chemical companies**, followed by Sinopec and Dow. The top 50 reported combined chemical sales of US\$795.8 billion in 2020 dropped by 7.1 percent compared to 2019.

### **PPG Named to Forbes' 2021 'Best Employers for Women' List**

**PPG** was the top paints, coatings, and chemicals manufacturer included on the list. In order to strengthen diversity, equity and inclusion across the company, PPG focuses on increasing female representation to align with population demographics in the communities in which it operates. PPG introduced changes to its recruiting process in 2020 - using AI to reduce unconscious biases in job descriptions, analyzing labour market data to determine a representative demographic mix of candidates, and launching Employee Resource Networks to attract underrepresented candidates.

### **This year's NACD Responsible Distribution Excellence Award Goes to EMCO Chemical Distributors Inc.**

Established in 1971 and headquartered in Wisconsin, **EMCO Chemical Distributors** is recognized as one of the leading providers of chemicals and chemical-related products and services in North America. EMCO annually handles more than 350 million pounds of products.

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: Two-Year Financial Markets Outlook

Canada's top economic forecasters expect the economy to expand by 6.3 percent, with the booming housing market significantly contributing to the recovery. See major Canadian City insight which expects steam to pick up—potentially to pre-pandemic levels—in the second half of 2021. The Canadian labour market added 94,000 (+0.5 percent) positions in July, bringing total employment within 1.3 percent of the February 2020 pre-pandemic levels. Gains in full-time employment led the growth (+83,000). Because labour markets remain far from normal, the Bank of Canada won't increase short-term interest rates until early 2023. The inflation spike will moderate to 3.3 percent this fall, and to 2.6 percent next year.

### Canada's Manufacturing Sector Beating Pre-pandemic Output, Leading Canada Out of Recession

Canada's over-reliance on the U.S. leaves it vulnerable to any trade frictions and improvement that happen between the two countries. Manufacturers are seeing that effect now as the Biden administration continues to on rebuilding the U.S. economy.

### Coalition for a Better Future Comes Together to Propose a Bold New Economic Vision for Canada

Former federal Cabinet ministers will co-chair the new advisory council that was launched on August 6. They are being joined by the Business Council of Canada and more than a growing movement of businesses and organizations united under the banner "Coalition for a Better Future." Their goal and commitment is to develop an ambitious economic vision for Canada and layout a plan for achieving it. The advisory council will be working with other groups to convene a summit of Canadian thinkers, leaders, and policymakers on October 27-28 in Ottawa. The summit will provide a platform for a discussion about Canada's long-term growth and explore concrete ways the public and private sectors can work together to bring forward solutions.

### CME Wants Canadian Exemption from Buy American Rules

The U.S. administration has detailed its Buy American policy, which is proposing that goods bought by the U.S. federal government must contain 75 percent U.S. made content by 2029, up from 55 percent. Canadian Manufacturers & Exporters (CME) expressed concern that this policy will hurt Canadian manufacturers that sell to the US Federal Government directly, along with manufacturers that are part of those procurement supply chains.

### Chip Shortage Pushed Production of Cars, Trucks, and Auto Parts Down 6.6 Percent

The global chip shortage has put the squeeze on car production and driven the price of used cars and trucks higher by more than 45% in June.

### Could the Clean Economy Offer Brighter Futures for Workers at Risk of Automation?

92 occupations are at a high risk of automation and account for one in five employees in Canada.

### Rethink 2021: Manufacturing's Future on Display

engage with leaders and experts, including interactive case studies.

## Internet Responsible for Approximately 1 Billion Tons of GHG Emissions Per Year

This is roughly comparable to the **annual CO2 emissions of the entire aviation industry worldwide**. As Internet usage rises, so will the energy required to deliver online services. While turning to cloud platforms, each Internet-powered property has a climate impact that can be mitigated. Organizations need the insights, tools, and control to lower their supply chain carbon emissions without sacrificing security, speed, or reliability of their networks.

## Will Critical Minerals Soon Become the New “Oil”?

With clean energy projects growing in popularity, at least **3 billion tonnes of minerals** will be needed to meet demand.

*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](#)



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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.*

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## TECH INNOVATIONS

### A New Generation of AI-powered Robots Taking over Warehouses

**The new robots**, with their ability to manipulate objects of variable shapes and sizes in unpredictable orientations, could open up a whole different set of tasks for automation.

### The Role of Advanced Coatings in Integrated Design

**Green Science Alliance** aims to **replace all the petroleum-based chemical products** on earth with 100 % natural biomass-based chemical products. So far, they have successfully developed biodegradable plastic, resin, coating, paint, and adhesive. They recently created natural biomass biodegradable resin-based 3D printer ink. Some of their technologies are registered by the UN Organization.

### Wood Waste Turned into a Toughened Wood Coating

resists abrasion, stains and sunlight better than traditional coatings. <https://www.aalto.fi/en/news/bio-based-coating-for-wood-outperforms-traditional-synthetic-options>

### Whitepaper: “Cool Roof” Acrylic Coatings for Green Buildings

New developments in acrylic copolymer emulsions and fluoropolymer acrylic hybrids provide additional benefit, enhanced durability and solutions in the restoration of aged roofs.

### Swedish Researchers Tap Graphene Coating to Combat Biofilm

The new advanced method, binding insoluble antibiotics to graphene coatings, could prevent the formation of biofilms on medical implants.

### Antifouling Coatings

- **Multifunctional Biopolymer Coatings Inspired by Fish Skin**  
A novel biopolymer coating could be utilised as eco-friendly surfaces for drag reduction and anti-biofouling.
- **New Conductive Coating Can Eliminate Biofouling**  
Breakthrough experiments in Adelaide have demonstrated how electrically charged surface coatings can eliminate biofouling, or sea organism growth.
- **Natural Rosin-based Zinc Resins for Marine Coatings**  
Pure RZn-x resins without toxic antifouling agent can maintain the antifouling performance for more than 6 months.

### Studying Shellfish for Advanced Adhesives

Purdue University chemists study shellfish to develop new, safer, and more sustainable adhesives for many applications.

### Corrosion Resistance of Epoxy Resin Coatings

A new study focuses on the corrosion resistance of epoxy resin coatings reinforced with fly ash cenospheres and multi-walled carbon nanotubes.

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## INTERNATIONAL NEWS

### Market Research Reports

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Other CPCA Statistics and Research for Members on the [Canada CoatingsHUB](#)

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

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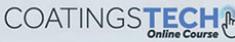
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Where DIY Painters go to get the job done!  
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