



PRIME TIME NEWS

“Work Hard in Silence, Let Your Success be Your Noise”

Frank Ocean, American singer and songwriter



PRESIDENT'S MESSAGE

Things are heating up as we all rush furiously into the new year. It's unclear what the year will bring, but rest assured there will be a lot of churn on the regulatory front in Canada. First, as mentioned here previously, the Government is moving forward quickly on amending the Canadian Environmental Protection Act (CEPA, 1999). Among other things, CEPA governs everything related to chemical assessment and the risk management, such as regulations, flowing from those assessments. The proposed amendments to the Act require the federal Government to “implement a framework of how principles of environmental justice will be considered and balanced with social, economic and scientific factors.” More than 500 substances used by CPCA in coatings, adhesives, sealants and elastomers (CASE) were ‘risk assessed’ over the past five years under Canada’s Chemicals Management Plan and more than 1200 in two previous rounds. Risk Assessment is not currently codified in the Act, but the plan is to codify it in this current round of amendments. It's not clear what that will mean for the assessment of chemicals in commerce, if anything. However, industry has maintained all along that a risk-based approach must be the way forward on chemical assessment. If codifying it in the Act helps cement that approach in stone, then fine. But, if the definition of risk assessment is altered significantly it may mean a backward step for chemical assessment in Canada.

What is rare this time for a Government Bill is that it was introduced in the Senate because there was no time to review it per the House of Commons' agenda. It's clear the current Minister and Government wanted to move forward as quickly as possible in a minority Parliament, which usually lasts less than two years. However, it will proceed through 2nd and 3rd reading in both the Senate and the House of Commons and back to the Senate for Royal Assent. This is not the normal process for amendments for an Act of Parliament. As such, it's unclear how it will progress through the Senate and the role played by ‘elected’ members of Parliament. It takes on a different complexion when an Act is reviewed, clause-by-clause, by unelected members of the Senate who may have a different outlook in terms of their views on an issue and certainly have much less understanding of the implications for all stakeholders, most importantly industry, who are the ones mandated to take action under the Act. It's unclear how they will view often very granular scientific aspects of proposed amendments they have not been engaged in related to the Act in the past as Ministers and Members of Parliament have. In fact, Members of Parliament had two years reviewing the Act via the Parliamentary Standing Committee on the Environment and Sustainable

Furthermore, Senators are less benighted to stakeholders as are elected members of Parliament in terms of the future impacts of their decisions. The Minister must face their constituencies at least once every four years, or less, as an MP in a general election in order to be held accountable. In addition, Ministers are responsible for various industry sectors related to their Ministerial mandates as well as an obligation to represent businesses in their districts. Senators are not guided by such requirements and do not face an election and are guaranteed to remain in their position until the age 75, no matter what. It makes a difference in terms of accountability.

Given the foregoing it will be incumbent upon those industry sectors significantly implicated in the proposed amendments, such as the paint and coatings industry, to be prudent in how they communicate views on any changes or enhancements to the current legislation. Senators sit in the Senate 130 days a year and likely do not have the same history on chemical assessment over the past 20 years, nor the level of administrative support or understanding related to very complicated scientific matters on chemical assessment. Moreover, they would not have been privy to industry submissions and extensive discussions in the House of Commons Standing Committee on Environment and Sustainable Development, especially as it relates to the importance of science in the determination of whether a chemical used in thousands of widely used consumer products – produced by multiple industry sectors - should remain in commerce.

Industry stakeholders remain hopeful that the knowledge gained over 20 years on chemical assessment in Canada will be fully considered in the Senate. It is especially important to ensure any future decisions are grounded in the widely supported risk-based approach laid out in the hearings of the House of Commons Standing Committee on the Environment and Sustainable Development. Over the past 20 years under CEPA I industry has proven its commitment to ensuring chemicals in products are safe for both human health and the environment.



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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Conference 2022 Keynote Speaker

Dan Bresnitz will be the keynote speaker at CPCA's Annual Conference in Quebec City in May. He is



the MUNK SCHOOL OF GLOBAL AFFAIRS AND PUBLIC POLICY. He has just been appointed the Clifford Clark Visiting Economist at the federal Department of Finance. He has published several books on innovation and prosperity with the most recent entitled “**Innovation in Real Places.**” He has a unique and realistic perspective on what Canada must do to leverage its many investments in innovation in order to be among the top countries on innovation in the world.

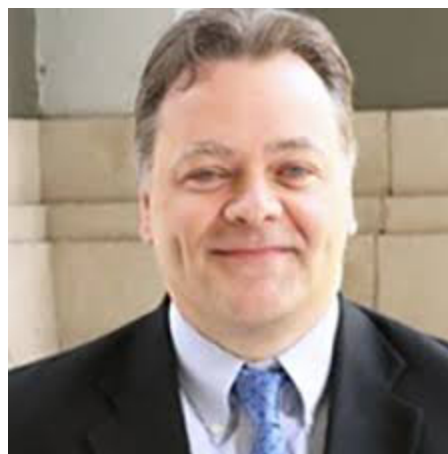
To get a copy of his [book click here.](#)



IN MEMORIAM

American Coatings Association Mourns the Loss of David F. Darling

On January 30, 2022, Dave Darling, Vice President, Health, Safety and Environmental Affairs at the American Coatings Association (ACA) sadly passed away from a very short illness, at the age of 53. Dave was a 25-year veteran of ACA. While he was well-known for his ability to navigate the regulatory world of AIM VOC content standards, he also supported a wide range of ACA issues and activities. Over the years, Dave’s dedication and collaboration with members and other stakeholder organizations has extended to the World Coatings Council (WCC) and often with the CPCA on common files related to regulatory alignment between Canada and the United States. Dave participated in a number of technical committee meetings and CPCA’s Annual Conference. David’s eagerness and warm personality built a wide network of colleagues and friends, especially among CPCA and ACA staff and members. We were fortunate to have worked with him and benefited from his experience, hard work and dedication to the industry. Dave will be sorely missed at the ACA and in the paint industry generally. CPCA has extended its condolences to his family, colleagues and friends. ACA will honor David’s legacy and contributions to the ACA and the industry at the 2022 ACA Awards Dinner in Indianapolis in April. In addition, ACA is establishing an ongoing award in David’s honor, The David F. Darling Prize, which will recognize individuals going forward who, through coatings science and research, demonstrate innovation in the areas of sustainability and environmental stewardship.



ADVOCACY REPORT

CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA Paint Manufacturer Members Report Significant Supply Chain Disruptions
- ECCC Consults Paint Manufacturer Members on the Proposed Ban for All Coal-Tar Sealants Sold in Canada

- Members Encouraged to Attend Series of Five ECCC Webinars on the Environmental Emergency Regulations
- World Coatings Council Assessing US CRRC's World's First Offering Exterior of Wall Product Ratings

NOTE: Members requiring further information on any items included in this newsletter can search them on the CoatingsHUB or contact [CPCA directly](#).

Paint and Coatings Members Report Significant Supply Chain Disruptions

Drastic supply chain disruptions have consumed a significant portion of our members' resources over the past two years. Product formulators in member companies, both large and small, are dealing with long delays for key raw materials, lab equipment, and needed paint equipment and accessories, all of which negatively impact entire production lines, inventory, and distribution. These freight, shipping, and transportation delays are expected to continue. Although supply chain issues are anticipated to gradually straighten out, recovery will still be slow and likely interrupted by further waves of the pandemic. It already appears as if 2022 will be another year of transition before industry will get back to pre-Covid supply of critical raw material inputs some time in 2023. This is at a time when our members' R&D resources and lab support have to address numerous issues or growing regulatory survey, consultation and restrictions.

ECCC Consults Paint Manufacturer Members on the Proposed Ban for All Coal Tar-based Sealants in Canada

On December 13, 2021, the government launched a consultation directly soliciting members on technical feedback on the current use of coal-tar based sealants in Canada. The proposed ban will not be limited to the manufacture, import and sales of pavement and roofing sealants as in the US. CPCA learned that the government is also concerned with the manufacture, import and sale of coal tar-based enamels and epoxies which are applied on metal structures and as pipeline coatings. CPCA urged its members who still carry the odd products that are coal tar-based to respond to the technical consultation.

PMRA Establishes a Science Advisory Committee on Pest Control Products

Health Canada is establishing a new Science Advisory Committee (SAC) on Pest Control Products. The SAC will provide independent scientific advice to support evidenced-based decision making on pesticide health and environmental risk and value assessments as well as on risk management options. CPCA highlighting all eligibility conditions for nominating an advisor to work on the SAC either on a permanent or ad-hoc basis.

ECCC Consulting Canadian Paint Companies on Environmental Footprint Methods

A consultant contracted by Environment and Climate Change Canada is carrying out a survey on the Canadian paint and coatings' market readiness for substantiating claims on the environmental footprint of products and services. The European Commission has been advancing an initiative on substantiating green claims and it is not yet determined whether this will be voluntary or mandatory. Decorative paints have been identified as one of the 19 Product Areas. The Government of Canada is seeking to better understand the state of readiness of Canadian industry (focusing on companies/industries that export to the EU) for measuring and disclosing environmental footprint information.

CPCA Members Encouraged to Attend Series of Five ECCC Webinars on the Environmental Emergency Regulations

CPCA encouraged its members to attend the ECCC webinar series for a better understanding of the requirements to fully in full compliance with the E2 Regulations. The E2 program has prepared five different webinars on specific E2 Topics which will be held in the winter and spring time.

World Coatings Council Assessing US CRRC's World's First Offering Exterior of Wall Product Ratings

products in the US. In 2019, the CRRC expanded to include the rating of exterior wall products. Launched in January 2022, the Exterior Wall Product Ratings program (EWPRP) will assess product's surface radiative performance (solar reflectance and thermal emittance) of exterior walls over a 3-year period. Any exterior wall product can be rated as long as it is in compliance with the CRRC EWPRP Manual and related standards and methods. The ratings will be published on the CRRC Rated Wall Products Directory and CRRC Product Labels will be available to licensees. These ratings will enable end users to identify eligible products for compliance with various codes and programs that promote the use of solar-reflective walls for reducing building energy use and/or mitigating the urban heat island effect.

As some factory-coated metal and architectural coatings have thousands of colours offered for particular exterior wall products, thus making it cost-prohibitive to seek individual product ratings for every color. Licensees have the option to establish Colour Family Groups and obtain product ratings at a discounted rate. In the case of the Cool Roof Program, which assesses the product's surface radiative performance of roofing, the CRRC has established the Rapid Ratings Program, which is based on the laboratory-aging practice in ASTM D7897. These interim values are displayed on the Rated Roof Products Directory and on the CRRC Product Label until the product successfully completes the required aged testing. The World Coatings Council (WCC) recently received a formal presentation on these two new US programs.

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!

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Four Students to Receive CPCA's CoatingsTECH Diploma



CPCA IN THE NEWS

More Credit for Coatings Industry on Sustainability!

While CPCA continues advocating for a balanced approach to public policy and regulation for the coatings industry in Canada, the *Coatings Industry Deserves More Credit* for its tremendous successes around sustainability. We hope various stakeholders and governments understand how far the industry has come over the past decade as it seeks to amend the Canadian Environmental Protection Act. Doing the right thing is not always about strangling strong, viable manufacturing sectors and losing high-paying jobs in Canada. Throughout the world, CPCA members have made great strides in lowering VOC emissions in Architectural coatings. The coatings industry has achieved impressive success in waste paint recycling and other important circular economy advancements. Antifouling marine coatings carry tremendous eco-efficiency benefits when applied to tankers, bulk cargo, and other vessel types reducing greenhouse gas and other emissions by an average of 9%. Cool roof coatings provide value by enhancing the ability of commercial buildings and homes to regulate temperature, leading to a reduction in energy usage demonstrating energy savings of up between 10-70%. Coatings for water transmission improve the pipeline infrastructure as a corrosion-resistant external coating, for both potable and non-potable water, which helps every Canadian, especially vulnerable populations!



CANADIAN PAINT AND COATINGS ASSOCIATION
ASSOCIATION CANADIENNE DE L'INDUSTRIE DE LA PEINTURE ET DU REVÊTEMENT

CREATING CLEANER AIR ONE TREE AT A TIME!

CPCA is a proud supporter of Tree Canada, providing annual donations on behalf of CPCA members, which contributes to reforestation efforts across Canada and helps reduce CO₂ in the air we all breathe.

[LEARN MORE](#)

GREEN INITIATIVES

Coatings have numerous applications for countless substrates. What's remarkable about the environmental advances in coatings is that they are engineered to perform well under varied conditions and provide advanced performance characteristics to the finished product. This means protection from degradation such as corrosion, abrasion, high or low temperatures, ultraviolet rays, moisture, and microbes. All of these enhance the life-cycle of valuable assets and ensure improved product stewardship and sustainability.

Clariant Launches 100% Bio-based Surfactants Range Driving the Transition Towards Renewable Carbon

Clariant's range of Vita surfactants & polyethylene glycols (PEGs) is fully based on bio-based, renewable carbon from plants that contribute to the removal of fossil carbon from the value chain

DCL Sustainability Initiative in 2022

DCL will soon complete a project to fit solar panels at its dispersions manufacturing site in the UK where their water-based dispersions are manufactured. It is anticipated that this will **reduce electricity consumption by 15 percent**.

Vinavil Follows an Increasingly Sustainable Approach with New Professional Glue for Wood

The new **VINAVIL PRO** range of products for wood demonstrates how gluing technologies become increasingly more environmentally friendly. The new range is the first professional adhesive for wood without formaldehyde, using 25% certified recycled plastic bottle and 100% certified recycled cap. Recycled plastic is bought from certified resources.

BASF Developed New Adhesives for Labels that No Longer Interfere with Paper and Paperboard Recycling

BASF has achieved a breakthrough by developing **recycling-friendly adhesives** and has made a decisive contribution towards more sustainable labeling. With Acronal RCF 3705 or Acronal RCF 3706, the adhesives do not interfere with the recycling of transport boxes, such as paperboard and cardboard boxes with paper labels. This innovation opens up new possibilities for a circular economy in the packaging industry and in many other sectors.

More Companies Get Behind Exxon's Proposed CCS Project

A coalition of energy companies backing **ExxonMobil's proposal** for a \$100 billion carbon capture and storage hub in Houston has recently added Shell, BASF and Air Liquide to its roster, bringing the total number of participants to 14. Dow is also among the supporters. The 14 of oil and gas producers, refiners, chemical makers, and power generation companies propose to capture emissions from industrial sites around Houston and transport them to injection wells in the Gulf of Mexico.

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

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MEMBER **RECOGNITION**

Axalta's Radar Transmission Simulator Receives 2022 BIG Innovation Award

Axalta Radar Transmission Simulator (ARTS) with Colour Palette Optimizer for Autonomous Vehicles was named a winner in the **2022 BIG Innovation Awards** presented by the Business Intelligence Group (BIG). The annual business awards program recognizes organizations, products and people that bring new ideas to life in innovative ways. ARTS is a patented technology breakthrough that uses Axalta's colour-modeling expertise to optimize coating formulations while ensuring compatibility with radar sensors used in advanced driver assistance system (ADAS)-equipped vehicles.

Univar Solutions Recognized as a Best Place to Work for LGBTQ+ Equality by the Human Rights Campaign Foundation for Second Year in a Row

The HRC Foundation's CEI, which **Univar Solutions** has participated in for the past four years, is the nation's foremost benchmarking survey and report measuring corporate policies and practices related to LGBTQ+ workplace equality.

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 Economic Forecast

There is nothing to suggest a period of austerity, with a minority government in Ottawa and an elections this year in the two largest provinces. This likely means **growth comfortably above potential in 2022** and a GDP forecast in the order of 3.6 percent is maintained. The vigour of the labour market and the resulting rise of incomes suggest that consumption will be the growth driver in coming quarters, despite a rising cost of living and borrowing. Though the rise of interest rates could brake demand and prices for homes in the second half of 2022, homebuilding is expected to remain sustained given low supply on the resale market. The ability of the global economy to recover from the Omicron shock will also depend on the development of a geopolitical conflict in the EU zone.

Conference Board: Canadian Businesses Have a Lot to Worry About

In February, the **CBC's Index of Business Confidence** fell 1.8 points to 83.8 (2014=100) and now sits at its lowest level since Q3 2020. Fifty per cent of survey respondents expect prices in Canada to rise at an annual rate of 5 per cent or greater over the next six months. 64.1 per cent believe that their profitability will worsen or remain the same during this period. Roughly 55 per cent believe that shortages of qualified staff will negatively impact their planned investments and 81.9 per cent expect supply chain disruptions to worsen or remain the same.

Canada's Trade Balance Took a Step Back in December amidst Omicron Concerns

In December, Canada's total **exports decreased 0.9 per cent while imports rose by 3.7 per cent** to a record 57.7 billion. Canada's merchandise trade balance moved from a surplus of \$2.5 billion in November to a deficit of \$137 million in December. Imports of motor vehicles rose 5.1 per cent in December, their highest level since February 2020.

Persistent Supply Chain Problems Deeply Impacted Chemical Manufacturers

U.S. chemical manufacturers reported in a **recent survey** that persistent, and in some cases worsening, supply chain problems and transportation constraints had a **detrimental impact on their operations** in all regions. Supply chain disruptions, soaring prices, labour shortages, and a rampant pandemic will continue to create challenges in the coming months. China's "COVID zero" policy means a single infection can shut down a factory, a port, and even a city. As of mid-January, 3 Chinese cities and 20 million people had been locked down.

Electric Vehicles Require Fewer Parts. That's the New Reality for Suppliers

Automotive suppliers accustomed to delivering 300,000 parts a year for an internal-combustion-engine vehicle might receive orders for **60,000 or 100,000 EV parts**.

Robot Sales in North America Set New Record

Propelled by a surge in demand from non-automotive manufacturing sectors, sales of industrial robots in North America **set a new record in 2021, totaling \$2 billion**, a 14 percent increase over the previous high in 2017.

Cobots in Quality: Rapid Deployment, Fast ROI

robots. The emergence of **low-cost, easy-to-use collaborative industrial robot arms** has made advanced automation available to companies of all sizes.

PCI Online CASE 2022 Buyers Guide e-Book

[View the new e-book version.](#)

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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- Advances in Green Chemistry
- Supply Chains of Tomorrow
- R&D and Sustainable Development
- Regulations and Sustainability
- Smart Coatings Innovation



TECH INNOVATIONS

Researchers to Produce Carbon-on-Metal Coating with Anti-corrosion Benefits

The Federal government has **committed \$24 million** through the New Frontiers in Research Fund for a project poised to extend the lifespan of metals. The Queen's University led project uses unique molecular coatings that could save billions of dollars on maintenance across several sectors including aerospace, automotive, cancer therapy, consumer electronics, and infrastructure.

Nanotechnology for a Sustainable Future: Addressing Global Challenges with the International Network4 Sustainable Nanotechnology

The paper **Safe- and sustainable-by-design**: The case of **Smart Nanomaterials** looks at the contribution that nanotechnologies can give to the achievement of the UN Sustainable Development Goals (SDGs) and argues that it can accelerate progress towards the SDGs until 2030, both directly and through interdisciplinarity. It discusses the role of nano-enabled solutions, technology transfer, circular economy, and includes examples.

Review of Progress and Key Findings on Antiviral Nanocoatings

Nanotechnologists and material scientists offer **sustainable solutions** to develop antiviral surface coatings for various substrates including fabrics, plastics, metal, wood, food stuffs etc. to face current pandemic period.

dimensions. The new material is a two-dimensional polymer that self-assembles into sheets, unlike all other polymers, which form one-dimensional, spaghetti-like chains. Such a material could be used as a lightweight, durable coating for car parts or cell phones, or as a building material for bridges or other structures.

Researchers Develop Lava-Like Fire Retardant Coating

Australian researchers have developed a non-toxic, fire extinguishing coating inspired by molten lava. When exposed to extreme heat, the hybrid coating melts and gradually forms a flowing but non-combustible ceramic layer. The coating aims to save buildings from being completely engulfed in flames. It needs additional refinement before its commercialization.

Polymer Upcycling of Common Plastic Adds Toughness, Recyclability to Structural Adhesives

Oak Ridge National Laboratory researchers used polymer chemistry to transform a common household plastic into a reusable adhesive with a rare combination of strength and ductility.

Infrared Reflective Pigments Enable Environmentally Friendly Architectural Coatings

The family of Infrared Reflective pigments allow for the reflection of infrared solar radiation rather than its absorption resulting in lower surface temperatures. If that object is the roof or wall of a building, the interior temperature is lower since the conduction of heat from the surface to the interior is also reduced, making the building more comfortable for the occupants and reducing total carbon footprint. Reducing daytime surface temperatures of the manmade structures like buildings and streets, pavements, lessens the Urban Heat Island.

Study: Effects of Alginate Salts in Coatings

Researchers from the University of Genoa evaluated the effect of different alginate salts on the rheological and tensile properties of water-based architectural coatings. As a seaweed derivative, alginate is commonly used as a thickener in other industries. The researchers used a basic formulation containing cellulose as a thickener, while three different salts of alginic acid—sodium, potassium and ammonium—were also investigated as alternative coating thickeners. The results showed that alginate counterions slightly influence the stability during the storage but showed a greater influence on viscosity. Dried samples showed different tensile properties.

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Market Research Reports

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

CPCA Monthly Reports on M&A and Distribution Agreements

Each month CPCA updates recent M&A activity as well as various commercial agreements by members and others in the industry of interest to all members. [The current list for February 2022 is available on the Canada CoatingsHUB \(For Members Only\)](#)

[View the Reports](#)



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