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PRIME TIME NEWS

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

Frank Ocean, American singer and songwriter



PRESIDENT'S MESSAGE

As part of the announcement in April 2021 on strengthening the *Canadian Environmental Protection Act*, the Government of Canada signaled its intent to enhance chemical ingredient transparency throughout the supply chain and to strengthen mandatory labelling for cosmetics, cleaning products, and flame retardants in upholstered furniture specifically. Ostensibly, the goal is to provide Canadians greater access to information about all substances in commerce.

Currently, a robust system is already in place in Canada to ensure worker safety first and foremost and then of course consumer safety. Underpinning this effort is the *Globally Harmonized System for the Classification and Labelling of Chemicals* (GHS) under which the requisite Safety Data Sheets (SDS) remain the gold standard for all workplaces: manufacturing, transporting, storing and selling hazardous chemicals. This ensures those handling chemicals in commerce are fully aware of specific uses in products and any valid concerns with those products. And, where required by law, labelling is provided for consumers in compliance with Health Canada's longstanding *Consumer Chemicals and Containers Regulations* (CCCR). Furthermore, heavily regulated sectors, such as paint and coatings, are fully compliant every step of the way with all federal regulations in place for chemicals in commerce. Presumably the federal government would not have approved chemicals in commerce if they did not meet high standards of assessment for which Canada is well known. This also includes extensive provincial regulations for worker safety and federal laws for the transportation of dangerous goods.

Now the federal government seems to be moving forward towards a series of workshops and interactive events in which participants will be brought together to “collaboratively develop and test innovative solutions.” However, there is no substantive, verifiable data as to what those ‘solutions’ are meant to address. Consultations are consultations, whether they are held virtually, in-person, via bilateral or multilateral consultations with government, etc. In effect, this is already being done via current and robust processes in place via the Chemicals Management Plan with extensive engagement of industry groups, civil society groups, one-on-one with industry, etc. It is

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beyond the comprehensive data already provided and used to make informed, risk-management decisions related to both human health and the environment. .

It has been suggested that there is a growing need or demand by consumers for more information on chemicals in products they use. It is unclear how strong those demands are, what chemicals are targeted and the data supporting those demands. Of course, when asked every consumer will say they want safe products, which is completely understandable. It has been stated that Government has a difficult time getting all the information they require, yet there is already federal legislation that allows them to legally 'demand' industry data as needed, which industry must provide by law under various legislation as noted.

Maybe the first order of business is to determine if the processes in place collecting volumes of substantive data under a long list of legislation and regulations is enough and then decide if it's worth creating a whole new apparatus, using more consultants and 'experts' to duplicate what is already in place and robust. Many policy areas of government are obviously linked in one way or another. Surely an array of federal government policies targeted at specific areas of concern cannot be the reason for creating more work and programs when those already in place suffice.



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

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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 a professor at the University of Toronto, and co-director of the Innovation Policy Lab, and the Munk Chair of Innovation at 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**

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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

Tnemec Mourns the Loss of Pete Cortelyou

Peter “Pete” Cortelyou, Chairman and former CEO and President of Tnemec Co. Inc., passed away on February 11 at the age of 75. Cortelyou officially joined the Tnemec team in 1975 as Controller and Office Manager and was elected President and CEO in 1986. He resigned from his position in 1994, but rejoined Tnemec in 2003 and was shortly thereafter elected CEO. He served in that role before retiring in 2016. Mr. Cortelyou was essential in helping the company celebrate its centennial milestone in 2021, as his legacy spanned nearly half of Tnemec’s 100 years anniversary. CPCA extends its condolences to the Cortelyou family and colleagues and Tnemec staff.



HAPPY ANNIVERSARY

MAPEI Celebrates 85-Year Anniversary

The Coatings and building products manufacturer **MAPEI Corporation** opened on Feb. 12, 1937, in Milan.



On achieving the 85th company milestone, Luigi Di Geso, President and CEO of MAPEI North America, stated, “MAPEI is known throughout the industry for excellence – not only for excellent products, but also for the excellence of the philosophies and practices that lead to the creation of those products. That excellence is rooted in our firm connection to Italy and to the passion for innovation with which this company was founded.”



ADVOCACY REPORT

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- Proposed Amendments to CEPA Debated in the Senate
- Government Pre-consulting on Minimum Recycled Content Requirements in Plastic Packaging Including Paint Cans
- PMRA Establishes Transformation Steering Committee to Assist Targeted Review of the *Pest Control Products Act*
- Several CPCA Members to Receive Industry Awards at CPCA's Annual Conference: May 25-26, 2022 in Quebec City
- CPCA Provides Latest Orr&Boss Paint Sales Forecast to Members

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

Senate to Debate Bill S-5 on CEPA Amendment

Bill C-28 was introduced in the House in 2021 but was not fully debated due to the federal election last Fall. Bill S-5 is similar to Bill C-28 in its current form. It was introduced earlier this year in the Senate. Once the Senate approves Bill S-5, it will be returned to the House of Commons for 2nd and 3rd reading and approval prior to receiving Royal Assent back in the Senate. ECCC will then start mapping the next phase of CMP and publish its rolling plan of chemicals to be assessed, likely beginning next year. CPCA will be watching for any further amendments proposed to Senators by environmental groups, which could result in further delay to the final approval of the CEPA Amendment.

ECCC Pre-Consults on Minimum Recycled Content Requirements in Plastic Containers

Environment and Climate Change Canada (ECCC) recently published a Notice of Intent regarding the development of regulations to impose minimum recycled content in a large number of plastic manufactured items. Paint and cleaning products are included in the target list. As part of Canada's plan to achieve zero plastic waste by 2030, the government will require plastic packaging in certain manufactured items in Canada to contain at least 50% recycled content, an objective supported by the Canadian Council of Ministers of the Environment. CPCA informed members, EPR paint program coordinators in the Provinces and paint recyclers about this proposal.

PMRA Forming Transformation Steering Committee to Assist Targeted Review of the *Pest Control Products Act* (PCPA)

The terms of reference for PMRA's Transformation Steering Committee (TSC) seeks to provide feedback on the potential need for changes to the *Pest Control Products Act* (PCPA) related to the recently published discussion document ***Further Strengthening Protection of Health and the Environment: Targeted Review of the PCPA***. It is hoped the responses received will identify technical issues. The TSC provides a key consultation mechanism for industry to set the context for the broader Transformation agenda, solicit and obtain feedback on specific questions to inform potential changes and identify technical issues that can be discussed in technical working groups. CPCA member Adrian Krygsman, Troy/Arxada, represents the paint sector on the TSC, with extensive experience in both CPCA and ACA expert working groups and will be a member on the Steering Committee along with Gary LeRoux.

Industry Achievement Award Recipients to be Honoured at the CPCA Annual Conference on May 26

Terry Sutherland, PPG Canada will be presented the CPCA Roy Kennedy Award this year. Richard Tremblay, Laurentide, will receive Past CPCA Board Chair's recognition. The Industry Achievement Award will be presented to Normand Guidon (Canlak Coatings); Larry Lozinski (Cloverdale Paint); Jake Jevric (Lorama Group); Adrian Krygsman, (Troy/Arxada); Patrick Rodrigue (Micca Paint); and

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CPCA's very own Micheline Foucher, who has served CPCA and its membership for 41 years. Distinction awards will also be presented to members retiring or being having recently retired for their and recognizing their long-time contributions to the association: Sharon Kelly, KelCoatings; Eric Bos, Sansin; Michele Stauffer, BASF; Pierre Chapdelaine, Peintures MF; and, Dan Goldberg, Chromaflo. Read the full [press release here](#) or visit canpaint.com for information on how to register for this event.

CPCA Provides Latest Orr&Boss Paint Sales Forecast

No significant changes are expected for the NA decorative volume for 2022, which is still expected to grow at 2 percent. However, the NA decorative value sales are now expected to rise by 13.5 percent due to current price increases in raw materials. This situation was previously forecast to gradually improve and to gradually tend to return to a near normal supply in the second half of 2022. However, given the rise in oil prices caused by the war conflict in the EU, the supply may gradually improve later this year but the prices are likely to remain elevated due to freight costs and availability. For non-decorative coatings, the volume of sales will also grow by 2% while the value will rise by 12.5%. More details are available to CPCA members only.

More details on these and other industry issues are available for members on the Canada CoatingsHUB or can be found in the Regulatory RADAR.



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CPCA IN THE NEWS

PCI: CPCA Announces Award Recipients

The Paint and Coatings Industry magazine announced the Canadian Paint and Coatings Association (CPCA) lineup of industry members and colleagues to be honoured this year at the [Chair's Awards Dinner, CPCA's Annual Conference in May 25-26](#).

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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.

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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.

SWISS Equips Entire Boeing 777-300ER Fleet with AeroSHARK

Starting in mid-2022, a total of twelve Boeing 777-300ERs will gradually be fitted with the riblet films developed jointly by Lufthansa Technik and BASF. The SWISS entire Boeing long-haul fleet will be equipped with the fuel-saving AeroSHARK surface technology, which significantly reduced frictional resistance and makes the sub-fleet more than one percent more fuel-efficient and lower in emissions.

PPG, PPG Foundation Invested \$13.3 Million in Communities Worldwide in 2021

Throughout 2021, Colourful Communities projects focused on offsetting the heavy tolls of pandemic-caused learning challenges by using colour to create effective learning environments and positive educational experiences for students around the world.

Valspar Launches Line of Exterior Paint & Primer with Water-Beading Technology

The new line, called Valspar® Defense™, provides extreme protection through advanced water-beading technology to repel water year-round and help prevent moisture damage. The product also delivers exceptional protection to resist fading, cracking and peeling and provides high-hiding coverage that blocks existing stains in one coat and in one hour.

Société Laurentide Developed New Product to Sustain Extreme Temperatures

Quebec-based Société Laurentide developed URAQUA, with the goal to offer a product with excellent durability for extreme temperatures. With URAQUA, window, door and siding

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Axalta Commits to New Sustainability Goals for 2030, Sets Carbon Neutrality Goal for 2040

Axalta commits to reduce 50 percent of Scope 1 and 2 greenhouse gas emissions by 2030 and made 10 new sustainability commitments to benefit 80 percent of Axalta's new product developments. **Axalta is also on its way to becoming carbon neutral** in its operations by 2040 – one decade ahead of the Paris Agreement deadline.

PPG and AkzoNobel: No Price Differential in New Paint Packaging with Reduced Carbon Footprint

In 2018, the industry launched its **first sustainable paint packaging** with an innovative manufacturing method based on the recycling of polypropylene (PP) containers. The PPG TIKKURILA Euro brand recently introduced a product packaging with up to 25 percent recycled plastic content in Russia. According to AkzoNobel, packaging accounts for between 10% and 20% of a paint's carbon footprint. Paint pouches alone use 16 percent less fossil fuel, generates 21 percent fewer GHGs and uses 26 percent less water throughout its production than traditional rigid packaging. AkzoNobel and Tikkurila have been at the forefront of some of the more eco-conscious packaging developments in Europe.

BASF Opens New Laboratory Building for Automotive Refinish Coatings and Innovations Beyond Paint & Sign Strategic Cooperation Agreement to Improve the Quality of Plastic Recyclate Materials

The laboratory building includes the '**Lean Lab**', which BASF started operating in 2018 for the functionalization of films for various industries. With its new building, BASF Coatings contributes towards BASF's target to reach net zero carbon emission by 2050. The laboratory building is also a huge milestone for the development and formulation of sustainable product solutions, such as for their refinish waterborne paint portfolio with the lowest value of VOCs. BASF recently signed a strategic cooperation agreement with Zhejiang REEF Technology to develop state-of-the-art plastic recyclate formulations for applications used in the automotive, packaging and consumer industries.

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

treecanada.ca



MEMBER RECOGNITION

If you or your colleagues have important information to report about your company such as awards or special recognition, please inform CPCA

Société Laurentide's New Paint Sample Machine Named One of 10 AQMAT 2022 Innovation Products

The Quebec Association of Hardware and Building Materials (AQMAT) has been selecting innovative and technical advances and precursors of trends for 11 years to recognize the R&D efforts in the industry. A new concept was developed for the **Laurentide Paint line** allowing customers to benefit from all the colours available in a 60 ml format and therefore comparing several colors, testing them on surfaces to paint and be reassured in their final choice. This will also help facilitate merchants' online sales and designers' sales.

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Dow Polyurethanes' flagship digitalization initiative won the **2022 Artificial Intelligence Excellence Award** for its Predictive Intelligence capability. This initiative accelerates Dow's ability to meet customer needs by combining their material science expertise with artificial intelligence (AI) and machine learning capabilities.

LANXESS Among Exemplary Companies Recognized by Capital Magazine as a "Climate-conscious Company"

Statista, together with the renowned magazine Capital, once again conducted a large-scale study to determine which companies stand out as climate-conscious by having reduced the intensity of their GHG emissions the most over the past five years. Lanxess was awarded a silver medal by **S&P Global in the latest SPG Sustainable Yearbook** as one of the best over 7,000 companies.

Heidi G. Petz Serves as Sherwin-Williams President and Chief Operating Officer

Heidi Petz, 47, has served in senior leadership roles in The Americas Group, including last year as President. In her new role, Ms. Petz is now responsible for all of **Sherwin-Williams' operating segments**, which includes The Americas Group, the Performance Coatings Group and the Consumer Brands Group, as well as the Global Supply Chain organization. Ms. Petz continues to report to John G. Morikis, who serves as Chairman and CEO.

OPC Polymers Back Supplying Coatings Resins in NA

Long-time CPCA member **OPC Polymers**, a leading NA supplier to the coatings industry since over 100 years, is back supplying resins to the paint and coatings market. Their Canadian distributors are Andicor and MARKChem. OPC Polymers' supply of resins is growing daily and formulators are invited to directly contact or meet with their expert teams at the ACS in Indianapolis. In addition to resin supply, OPC Polymers welcomes discussion on site/terminal/distribution services as well as receipt, storage, and transfer services for totes, drums, rail, or tank wagons.

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 Performance in 2021

The economy grew at an annualized rate of **6.7 percent in Q42021**, bringing GDP growth in 2021 to 4.6 percent. This performance was driven by strong household consumption and record residential investment.

Bank of Canada Quick Take of Canada's Economy

The bank lays out what can be expected for **the balance of 2022 in Canada**. With the pandemic restrictions and fewer options for consumers to spend their savings on, their spending continues to be redirected to retail goods for the last two years. Retail sales were up 3.2 percent in 9 of 10 provinces. The sales at motor vehicle and parts dealers expanded by 5.3 percent, 10.0 percent in furniture stores, and 8.9 percent in building materials dealers. However, this growth is expected slow down throughout the remainder of the year, **as price inflation will remain elevated** forcing

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AS Canadians have some of the highest debt levels per household among western countries (\$1.77 owed/\$1 earned), any incremental increase in rates will squeeze Canadian households. For the fourth consecutive month, Canadian manufacturing sales rose slightly by 0.6 percent (m/m) in January. Commodity exporters should benefit from both higher prices and potentially new customers as purchasers seek to limit exposure to Russia. The economic strength of the resource center should offset the shock to consumption.

Consumer Price Index (CPI) Rose by 5.7 Percent (Y/Y) in February

This is the largest gain since August 1991. Gasoline prices are more than 32 percent higher now than last year.

Impact of War on Global Economy Extends Beyond Russia-Ukraine Borders

The war will profoundly change the way the world economy operates for decades to come. The war will speed up the deglobalization of the world economy and its division into economic blocs. The immediate effect of the war will be even higher inflation, weaker real GDP growth, and financial market disruptions. Canada might not be so drastically affected by the sanctions towards Russia, the repercussions may ripple through important trade partners, indirectly affecting Canada's trade outlook for 2022. However, Russia and Ukraine's exports comprise about 12 percent of global oil production, 13 percent of titanium production, 14 percent of wheat production, nearly 20 percent of natural gas production, and 70 percent of neon gas production used in the manufacturing of semiconductors.

The Economic Cost of Skill Vacancies: Billions of Dollars Lost in Opportunities

The unrealized value of skill vacancies in the Canadian economy was estimated at \$25 billion in 2020, an increase from \$15 billion in 2015. The Conference Board of Canada is leading a research study to examine skill deficiencies in the workforce.

Forbes: Gen Z And Sustainability: The Disruption Has Only Just Begun

Retailers and brands need to pay close attention because, by 2031, Gen Z's income will surpass that of Millennials. The Gen Z cohort comprises young people born after 1997, who are profoundly committed to making choices that align with their values (health of the planet, reduced carbon footprint, local business support, purchasing previously owned items, etc.).

Brand Watch: Will 2022 be the Year that Sustainable Consumption and Employers with Inspired Purpose Finally Take Hold

Consumers have heard the promises; now they want delivery. So do investors and regulators. Brands can expect reporting standards on non-financial themes to tighten. A recent study also showed that almost half of today's workforce would take a 15 percent pay cut to work for an organization with an inspiring purpose.

Publications of Mixing Equipment Directory & E-Book on Additives for Waterborne Coatings and Resins & Quality Directories

Members are invited to consult the latest offerings from mixing equipment suppliers, the new e-book on additives for waterborne coating, and the quality buyers guide.

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.




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TECH INNOVATIONS

New Low-Cost Waste Smart Coating Captures Toxic Metals

Researchers found a sustainable way to develop a polymer surface coating to remove mercury from water—while providing a wide range of protection including for preventing metal corrosion and solvent damage of plastic PVC pipes.

Patented Coatings Enable Slow-release of Antibiotics in Surgical Implants and Wound Treatment Devices Through Aerosol Deposition Method

The powder formulations can be applied at room temperatures with the aerosol deposition method and no materials hazardous to health are used, hence simplifying its handling. In contrast, other coating methods require high temperatures and are carried out under high vacuum.

Retrace AV Paint Additive Combats SARS-CoV-2

British 'mix and go' additive Retrace AV is simply poured at retail in waterborne paint to provide 99.99% protection from COVID-19, in addition to other viruses and bacteria.

Berkeley Lab Develops Smart-Roof Coating

This all-season smart-roof coating is energy-free and emission-free for air conditioning and heating.

Durability of Polypropylene/graphene Oxide Nanocomposite Coating

A super-hydrophobic polypropylene (PP) coating was developed by dip-coating method to provide long-term corrosion protection.

Polyurethane Coating with Synergistic Anticorrosion Effect

A new paper presents a stretchable and self-healing PU coating with a synergistic anticorrosion effect for the corrosion protection of stainless steels.

Habitat for Humanity Unveiled Its First-Ever 3D-Printed Home

The use of 3D printing in home building is relatively new and offers exciting opportunities to combat homelessness and other housing inequity. Habitat for Humanity recently explored 1,200

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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 is available on the Canada CoatingsHUB \(For Members Only\)](#)

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

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