PRIME TIME 😂 NEWS

"The brands that will thrive in the coming years are the ones that have a purpose beyond profit." Richard Branson, British billionaire entrepreneur and business magnate

PRESIDENT'S MESSAGE

Last week CPCA completed its first in-person annual Conference and AGM, **SPARK: Coatings Change and Innovation**, since 2019 in Vancouver. It was great to get together again with members and non-members alike! We would like to thank all who came to join us in beautiful Quebec City at the renowned Fairmont Chateau Frontenac Hotel. As we do at each conference, we were pleased to have several post-graduate students join us. I would like to thank the six Ph.D. students who joined us for the day and who are working on various subjects in the coatings industry. They are the future leaders of the coatings industry. The students were: **Maylis Carrère** (study in biobased latex for exterior applications); **Marie Mottoul** (self-healing interior coatings for wood); **Sorour Davoudi** (matt UV curable coatings); **Vahideh Akbari** (wood densification with biobased coatings); **Ingrid Calvez** (UV-curable matt coatings, self-mattifying coatings); and **Gym Yalli**. Thanks to Prof. Veronique Landry who is the current NSERC CanLak Industrial Research Chair for interior wood product finishes.

The conference did indeed SPARK discussion on important subjects for the coatings industry including a fresh look at the numbers in both the global coatings industry and Canada, with a presentation by the very capable **Dan Murad of the ChemQuest Group**. There was a focus on product stewardship and sustainability, as always, from a strong Quebec-based coatings company (CanLak Coatings). **Vice-President, Eric Vaillancourt**, showed that CanLak has grown the company significantly by investing in R&D, as many CPCA members have, addressing emerging trends and technologies to ensure customers have what they need in the marketplace. It's always important for the industry and CPCA members to remain focused on product development while considering sustainability parameters.

Adrian Krygsman, Troy/Arxada, provided an update on the status of critical biocide ingredients for the industry. One of the most critical aspects of biocide preservatives for in-can and film preservation are the active ingredients that prevent degradation of the product. This is now a primary concern, for example, with well over 90 percent of architectural paint being water-based and – more than ever – requires preservation. If not, consumers will have paint they must use in a matter of days and cannot re-use or recycle leftover paint due to spoilage. This will have a deleterious impact on the success the coatings industry has achieved in consumer paint recycling with an average of 20 million kilograms of paint recycled annually in Canada, enough to paint over

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than the emissions of 300,000 cars on the road. Surely it is not the Government of Canada's intent to reduce recycling?

Mark Kurschner, President of Product Care Recycling, noted there are still challenges with the level of regulation and red tape in the Provinces, which have responsibility for oversight of recycling. Despite those challenges the paint and coatings industry has done well in meeting and exceeding targets, paying 100% of the cost of paint recovery and recycling in Canada.

Chris Ellen of Azelis Canada reminded all of the chemical sustainability within critical supply chains. He talked about the need to ensure best practices for the management of environmental, social, and economic growth and those best practices come from R&D and the lab. Communications related to product stewardship and sustainability are key to ensuring measurable performance. What gets measured, gets done!

This year's keynote speaker, **Dan Breznitz, Chair of Innovation Studies at the Munk School of Global A airs**, provided insight on Canada's challenges in meeting innovation targets. His most recent book, "*Innovation in Real Places: Strategies for Prosperity in an Unforgiving World*" shows Canada leading OECD countries in terms of best-educated people, spent the most federal taxes on innovation but at the bottom of OECD countries in terms of turning these two key metrics into new businesses and new jobs. He provided examples of countries that understand how to convert education and dollars into economic growth, and how they have transformed their economies while ensuring a good level of income for all.

Many outside the coatings industry take colour for granted even though it is an obvious part of everything to do with coatings. The colour timeline is a key aspect when manufacturers select a coatings colour as **Catherine Larose of Duha Group and Colour Hive** talked about. Companies like Duha must gauge the emerging colour trends two years or more in advance until they are on-trend in other sectors like fashion before they end up in paint and coatings products on store shelves.

The final panel of the day focused on something every industry is now considering and that is the digitalization of the supply chain, which includes all aspects including sourcing RM supply, transportation and distribution, plant operations, building resiliency, changing customer preferences, staff training, etc. The session was moderated by **Kristin Johansson, Editor-in-Chief of the Paint and Coatings Industry Magazine** and discussion leads from **EY Canada, Humza Akhtar with Marie Danièle-Menard**, and industry panelists: **Darrin Noble (Cloverdale), Vince Rea (PPG Canada); Christina Thomas (Azelis Canada); and Jean-Francois Tanguay (IMCD)**.

Other discussions revolved around the regulatory challenges faced by the paint and coatings industry in Canada and the current debates in the Senate of Canada amending the Canadian Environmental Protection Act (CEPA), Bill S-5. These amendments seek to significantly alter the world-class chemical management system Canada has been widely lauded for, despite Environment Minister Guilbeault's commitment in the Senate hearings to retain the strong, risk-based system we now have in Canada.

The unelected Senate is now in the process of adding more amendments to the original ones that are already causing concern for multiple industry sectors. If passed they could irreparably harm many industries in Canada without any benefit to either human health or the environment. Those extra amendments are being proposed and accepted in the Senate **without** any substantive, peerreviewed data to support it; and with little consideration of the views held by senior Government officials who know whereof they speak. These proposed amendments are often based on 'one-off' documents, for the most part, provided by ENGOs with a clear agenda to call into question a world-renowned chemical assessment approach. It begs the question as to why this important Bill was ever tabled in the Senate in the first place when the House of Commons is the usual place for amendments to Bills; where there was also a House of Commons Standing Committee that reviewed CEPA over two years, with a more substantive understanding of the impacts; and were 'elected' representatives can be held accountable for their decisions. Does Canada want a chemical assessment approach based on politics over strong data-driven analysis? Or do we want **Subscribe**

approach taken when the Bill finally arrives in the House of Commons.

The Annual General Meeting took place during the conference as usual with **Darrin Noble** confirmed as **CPCA's current Chair** as were the board terms of the other board members. The chair later handed out a number of deserving awards at the Annual Chair Awards Dinner as follows:

<u>The Roy Kennedy Award</u> went to **Terry Sutherland (PPG Canada)** for outstanding contribution to CPCA and for epitomizing Roy Kennedy's dedication to the Association, its members and the industry. Terry has been a valuable member of key technical committees and working groups over many years and has made significant contributions to countless submissions and consultations for the benefit not only of PPG, but the entire industry.

<u>The Industry Achievement Award</u> was presented to Normand Guidon (Canlak); Larry Lozinski (Cloverdale); Jake Jevric (Lorama Group); Adrian Krygsman, (Troy); Patrick Rodrigue (Peinture Micca); and CPCA's very own Micheline Foucher who has served CPCA and its membership for 47 years. This award is presented to individuals who demonstrate exceptional achievement in advancing the interests of the industry and/or the Association.

<u>The Industry Distinction Award</u> was presented to **Eric Bos (Sansin); Sharon Kelly, (Kelcoatings); Pierre Chapdelaine (Peinture MF); Michele Stauffer (BASF); and Dan Goldberg (Chromaflo)**. These individuals are recognized for their long-term contributions to the Association at the national or local level and have retired or are soon to do so.

CPCA also recognized several 2020 – **2021 milestone anniversaries** of our membership including; <u>Debro</u>, <u>Rust-Oleum</u>, and <u>Tnemec</u> who recently celebrated 100 years in business; <u>Société</u> <u>Laurentide</u> for their 70th year in business; and <u>Clariant</u> for 25 years in business.

Last, but certainly not least, CPCA is extended a warm thank you to our past Chair, **Richard Tremblay (Laurentide)**, formerly of Benjamin Moore, with the Chair's Recognition Award in thanks for his service and support of CPCA both as Chair and long-time board member.

We also want to thank all our sponsors who help make this event possible:BenjaminMoore,Canlak,EMCO-Inortech,ProductCare, Cloverdale, PPG, Azelis, Beautitone, Chromaflo, Vinavail, and Goudey.Product

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Gary LeRoux, President & CEO, CPCA





ADVOCACY REPORT

CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA and Other Chemical Associations Push for Streamlined Adoption of Bill S-5 Without More Amendments
- Government Officials Provide Future Directions of the Renewed Chemicals Management Plan (CMP) Until 2024
- Members Alerted on Several Recent Government Proposals to Prohibit Certain Substances, Group of Substances, and Products in Canada
- World Coatings Council Elected to Serve United Nations Environment Program (UNEP) Business and Industry Major Group (BIMG)
- Orr & Boss Provides CPCA with Market Trends for the Canadian Paint and Coatings Sector
- Do Not Miss Full Coverage of CPCA's Annual Conference in the June Issue of Prime Time NEWS

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

CPCA and Other Chemical Associations Push for Streamlined Adoption of Bill S-5 Without More Amendments

Bill C-28 to Amend CEPA, 1999 died on the queue last year and is now debated in the Senate in a largely identical version called Bill S-5. The Bill reached second reading and is now being discussed clause by clause in the Standing Committee on Energy, Environment and Natural Resources (ENEV). Earlier this month, CPCA President and CEO Gary LeRoux had the opportunity to provide testimony before the committee on behalf of the sector. He urged the government not to alter the current fundamentals of CEPA in Bill S-5 such as the risk-based approach to chemicals management while suggesting several improvements related to the proposed amendments. CPCA and other industries will be closely monitoring even further changes being suggested by Environmental groups, which are not based on strong peer-reviewed data and which does not rise to the critical level of assessment, which the Government of Canada has relied on to date.

Government Officials Provide Future Direction for the Chemicals Management Plan to 2024

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management approach in relation to vulnerable populations, cumulative effects, and endocrine disruptors following the amendments to modernize CEPA, 1999, which is expected to be adopted in Parliament before year-end 2022. Officials indicated that the concluding assessment of 4,300 substances will be completed as per CMP's current priorities. Environment and Climate Change Canada's current major initiatives are primarily focused on how to address the PFAS class of compounds following discussions with other jurisdictions and specific sectors such as improving supply chain transparency and on the active risk management of plastic pollution. Government officials also intend to adopt a new stakeholder integrated engagement strategy, which is a tailored approach to better inform the decision-making process by increasing the outreach, funding and capacity support of Indigenous communities, civil society organizations and vulnerable populations at a national and regional level. Meanwhile, industry will continue to play the same integral role as before, led by the Industry Coordinating Group (ICG) to which CPCA is a member. Moreover, the officials will also be seeking more involvement from SMEs, as well as from distributors and retailers.

Recent Government Proposals to Prohibit Certain Substances, Group of Substances and Products in Canada

Government has proposed the prohibition of importation, manufacturing and sales of several substances or groups of substances to take effect within the next few years. These initiatives target two flame retardants, one phthalate, long-chain PFCAs, phenol methylstyrenated, coal tar-based sealants, and single-use plastic items. CPCA will be closely monitoring the scope, requirements and timelines associated with these initiatives for the benefit of its membership.

World Coatings Council Elected to Serve as Business and Industry Major Group (BIMG)

WCC is now an accredited organization with UNEP/UNEA. The World Coatings Council (WCC), with American and Coatings Association (ACA) staff serving as the WCC industry's representative, has recently been elected to serve on the UNEP Business and Industry Major Group. The BIMG is one of nine major sector groups that work with UNEP as they consider issues concerning sustainable development. **This is an important recognition that coatings are essential in building and maintaining a sustainable economy and should be a contributor to the UN's discussions on this subject.** BIMG is currently accepting nominations for two co-chairs who will represent BIMG at the UNEA's Sixth Session in Nairobi, Kenya, tentatively in February 2024.

Orr & Boss Provides CPCA with Market Trends for the Canadian Paint and Coatings Sector

Orr & Boss Consulting has prepared for CPCA an exclusive report on the most recent trends for the Canadian coatings market. Overall, it is expected that the Canadian paint & coatings market should grow this year in both volume and value terms. Most end-use segments will see increases in volume and value this year with the exception of those related to building and construction where interest rates hikes will likely slow down what had been a red-hot Canadian housing market. Raw material pricing and supply will remain the biggest issues. Pricing and supply should gradually improve but it will not be until 2023 that the market approaches anything resembling a normal supply situation. A much deeper and detailed analysis for Canada is available to CPCA members only.

Do Not Miss Coverage of CPCA's Annual Conference in the June Issue of Prime Time NEWS

The 108th Annual CPCA Conference Spark – Coatings Changes and Innovation just took place in Quebec City on May 25-26, 2022 and was very well attended after returning from two years away due to the pandemic. Thank you to all our sponsors (<u>Benjamin Moore, Canlak, EMCO-Inortech, Product Care, Cloverdale, PPG, Azelis, Beautitone, Chromaflo, Vinavail, and Goudey</u>) and all the members and non-members who supported this event and contributed to making it a tremendous success.

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INSIGHT

alls on these and other industry issues are available for members

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on the Canada CoatingsHUB or can be found in the kegulatory KADAK.



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CPCA'S Annual Guide & Director for 2022 will soon be available. Complete with market updates, the latest on industry issues, and more...

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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 ensures improve product stewardship and sustainability.

Société Laurentide Encourages All to Get Rid of Their Old Paint Containers!

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something good for the environment! As Quebec's paint recycling program operator, Laurentide Re/sources ensures that disposing of each gallon in an eco-friendly manner by feeding the production of its Boomerang brand made from leftover paint.

GIT Launches Propeller Coating for Yacht and Recreational Boaters

Building on the success of XGIT-Prop in the commercial marine transportation sector, GIT is helping boat owners unlock peak performance from their vessel's propellers. XGIT-Prop is a durable and long-lasting coating solution that will provide added protection from marine growth for multiple seasons. The product uses GIT's proprietary hard foul release technology which gives propellers self-cleaning capabilities against marine growth.

Clariant Among Chemical Companies Innovating in Production of Biosurfactants

Biobased surfactants is a focus for many chemical companies. Clariant is using ethylene oxide derived from plants instead of fossil fuels to move toward 100% biobased surfactants made from first-generation processes. According to a Clariant life-cycle analysis, making a kilogram of ethylene oxide from fossil fuels emits the equivalent of 1.5 kg of CO2. Making that same kilogram from ethanol emits slightly less 1.4 kg of CO2. But the biomass that's fermented into ethanol from corn or sugarcane absorbs 2.0 kg of CO2 from the air as it grows and is carbon negative (-0.6 kg of CO2/Kg). But it does not count the GHG emissions associated with growing the biomass and the provenance of the feedstock makes all the difference in the total carbon footprint as it varies widely. But second generation ethanol made from waste or sustainably grown cellulose where the fermentation and distillation equipment uses carbon capture can be massively carbon negative. Clariant operates one of the world's only second-generation ethanol plants, a 50,000 tonne/year facility in Romania that started making ethanol from straw in 2021.

AkzoNobel Launches Collaborative Sustainability Challenge

AkzoNobel recently launched a pioneering initiative designed to collectively accelerate carbon reduction in the paints and coatings industry by hosting an event with SYSTEMIQ which involved a select group of partners: Altana, Clariant and the World Green Building Council. Participants could make a deep-dive into energy transition, process efficiency, solvent emissions and circular solutions. This Collaborative Sustainability Challenge builds on the success of Paint the Future, which has already established a strong collaborative innovation ecosystem with startups, suppliers, academia and customers.

BASF and BMW Group Rely on Renewable Raw Materials for Automotive Coatings

The BMW Group is the first carmaker to place its trust in more sustainable automotive OEM coatings certified according to BASF's biomass balance approach. The BMW Group has chosen to use BASF coatings at its plants in the EU and South Africa. Using these more sustainable product versions for vehicle coatings enables CO2 avoidance of around 40% per coating layer; this will reduce the amount of CO2 emitted in the plants by more than 15,000 metric tons by 2030.

Dow Supports the AEPW Fund Targeting \$500M for Plastics Circularity

The Alliance to End Plastic Waste and Lombard Odier Investment Managers have formed a new fund that will seek to raise \$500 million to help accelerate the development of a circular economy for plastics. Jim Fitterling, chairman and CEO of US-based Dow and chair of the Alliance to End Plastic Waste, says, "This strategy presents a meaningful opportunity to put the plastic waste management ecosystem firmly on the agendas of institutional investors to accelerate the transition to a global plastic circular economy."

Stockholm+50 Soon to Commemorate the 1972 United Nations Conference on the Human Environment and Celebrate 50 Years of Global Environmental Action

By recognizing the importance of multilateralism in tackling the Earth's triple planetary crisis – climate, nature, and pollution – the Stockholm+50 event aims to act as a springboard to accelerate the implementation of the UN Decade of Action to deliver the Sustainable Development Goals,

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



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MEMBER RECOGNITION

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

Brenntag North America Names New Commercial Director – Key Accounts

Rachel Laberge was named the new commercial director at Brenntag North America on May 1. Rachel joined Brenntag Canada four years ago, following 22 years at CCC as National Sales Director.

Brenntag and Univar Among the Top 3 of ICIS Top 100 Chemical Distributors Global Ranking

According to the 13th annual ICIS Top 100 Chemical Distributors, the most comprehensive global ranking of these critical companies in the supply chain, the first three companies are Germanybased Brenntag with \$16.4bn in 2021 sales, followed by US-based Tricon Energy at \$10bn, and USbased Univar Solutions at \$9.5bn.

Dow Tops C&EN's 2021 US Industry Ranking

Dow ranked highest on Chemical & Engineering News' annual list of the US Top 50 chemical companies with nearly \$55 million in chemical sales. The top 50 companies' chemical sales together increased 34.9 percent year-over-year to \$333.6 billion, reflecting a recovery from pandemic-related challenges.

BASF Ranks 12 on List of DiversityInc Top 50 Companies for Diversity

For the tenth consecutive year, BASF earned a ranking as one of the Top 50 Companies for Diversity by DiversityInc. BASF was also singled out this year as a Top Company for Sponsorship, a Top Company for Mentoring, a Top Company for Executive Diversity Councils, and a Top Company for Latino Executives as part of the specialty lists of company distinctions.

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

Canadian Manufacturers & Exporters Calling on the Feds to Provide Temporary Financial Relief to Companies Impacted by Supply Chain Disruptions

Nine out of 10 Canadian manufacturers are encountering supply chain issues, with over 60 percent rating the impact of these disruptions as either major or severe. They have lost about \$10.5 billion in sales and 80 percent have been forced to increase prices and delay fulfilling customer

also urged the Feds to resolve the Buy America and other protectionist es sector represents more than 10 percent of Canada's GDP.

The Conference Board: Consumers Feel the Pinch of Higher Prices

The Index of Consumer Confidence decreased by 11.7 points in May to reach 88.1 points (2014 = 100). This is the largest monthly decrease since the pandemic's onset. Many households continue to feel inflation's pinch, with optimism over current finances edging lower this month to 12.4 per cent. With inflation at 6.8 per cent, the highest since January 1991, affordability remains a key concern.

Rapid Recovery from Pandemic's Economic Impacts for Most Canadian Provinces and Territories

In 2021, as many sectors of the Canadian economy continued to emerge, the Real Gross Domestic Product (GDP) rose in every province and territory except for Saskatchewan. Contributing most to the increase of 4.8 percentage points at the national level was Ontario, with 1.79 percentage points. Next was Quebec, accounting for 1.12 percentage points. Surpassing Alberta's contribution (0.76 percentage points) was British Columbia (0.84 percentage points).

BDC: Why Companies That Go Digital Perform Better

A key finding from this recent BDC study, which was based on a survey of more than 1,500 Canadian small- and medium-sized firms, is this: A digital divide is emerging among Canadian businesses—and those that invest in digital technology are clearly winning.

The Costs of Net Zero Driving: Are Canadians Along for the Ride?

Canada has an ambitious emissions reduction agenda leading up to 2035 and beyond. Achieving a successful reduction in GHG emissions requires many moving parts, including the accelerated electrification of passenger transportation. The Conference Board of Canada examines the role that government, manufacturers, and Canadians will need to play to transition to net-zero transportation.

Manpower Shortage and the Future of Automation

It has been argued that about half of the activities undertaken by workers could be automated by 2055. This does not mean that all of these activities will be automated. Nor does it mean that 50 percent of jobs will necessarily disappear in the next 30 years without other jobs emerging. However, the shortage of workers is a powerful motivation for automation over the next few years. The challenges of filling worker vacancies may be good news for workers now, but the long-term consequences for them still remain to be seen.

Canada Faces Record Retirements from an Aging Labour Force

The number of seniors aged 65 and older has grown six times faster than children 0-14. Statistics Canada recently released a second series of results from the 2021 Census which features the age structure of the Canadian population and the types of dwelling in which Canadians live.

Banning Plastic Products Will Not Protect the Environment

This MEI publication found that the federal government's "zero plastic waste" policy puts it in opposition to current and potential innovations that are coming out of the plastics industry. The policy will hurt the economy without any guarantee of helping the environment.

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

Chemistry Computer Science and Product Development Increasingly Interwoven

Many companies are in the early stages of exploring the implementation and use of artificial intelligence (AI), machine learning (ML), as well as automation in their existing R&D workflows. Fed with the appropriate starting data, AI can not only make predictions for a given synthetic procedure or proposed formulation but also use the learned models to suggest novel procedures, materials, and formulations.

Graphene-enhanced Protective Coatings for Helicopter Rotors

A Canada-based graphene company has been awarded two contracts by Canada's Department of National Defence program to develop graphene-enhanced materials to protect helicopter rotors from erosion & wear due to exposure to sand, ice, and water.

Self-sealing Coatings for Fuel Pipelines

Researchers have presented a self-sealing polyurethane coating containing high oil-absorption resin for storage facilities and fuel pipelines.

Israeli Startup Testing New Type of Coating Designed to Help Keep Buildings and Other Structures Cool

The coating was developed based on the idea of harnessing the sun's radiation in a reverse method—instead of radiation heating up buildings, it would actually help to cool them down. Made up of four layers, the coating includes: a reflective IR emission layer at its base; a flexible, transparent, and thermal conductive layer; a layer of active cooling particles; and a confidential top layer.

New Lightweight Coating Protects Satellites from Flying Debris

Satellites in space get hit constantly by debris moving at a few kilometers per second. With this new seashell-like coating that is self-assembled in nanolayers, the satellite debris shield can be made thinner, hence decreasing weight and dramatically reducing costs. The coating is also thermally stable even at temperatures reaching 1,500 C.

Researchers to Develop Solid Lubricant Coatings for Conveyor Systems

High sliding friction between conveyor belts and slider bed materials is responsible for more than half of the total energy losses in a flat conveyor system. Researchers will develop novel graphite coatings that will significantly reduce energy consumption and equipment failure in conveyor systems. The technology is based on a unique, patented bonding approach, in which graphite coatings adhere tightly to a substrate material. The novel technology could lead to significant savings in many other industries.

Environmentally-friendly Plastic Coatings

Chemists developed a new class of catalysts that enable the manufacturing of polyethylene dispersions directly in water. This opens up perspectives for the environmentally-friendly, solvent-free production of plastic coatings.

Disposable Masks Used to Make More Durable Concrete

Researchers have demonstrated that old masks can be incorporated into a cement mixture to create stronger, more durable concrete.

Novel Self-repairing and Anti-corrosive Coating

Scientists have presented an ultra-fast self-repairing of anti-corrosive coating based on synergistic effect between cobalt octoate and linseed oil.

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