

PRIME TIME NEWS

“People will listen to you if they like you,
but they will do business with you if they trust you.”

Zig Ziglar, author, salesman, and motivational speaker



PRESIDENT'S MESSAGE

The World Coatings Council (WCC), composed of 20 national coatings Associations around the world, continues looking into the issue of microplastics from paint and coatings. WCC is aware of this issue because efforts around the globe ranging from academic and NGO research to regulatory initiatives are now focusing squarely on microplastics. Several recent publications suggest that levels of paint particles in the marine environment **may** be underestimated and that paint particles **may** be a significant source of microplastics in the ocean. However, these findings have all been based on **‘qualitative’** assessments only. There have been no **‘quantitative’** measurements for paint particle emissions conducted and the existing data on such emissions are limited to **‘estimations’** based on numerous **‘assumptions’** related to disposal, longevity, rates of removal, retention, and usage. Such adjectives do not engender confidence in the findings of such studies.

For example, a 2022 report issued by the U.S. based NGO, Environmental Action, includes an assessment of the contribution of paint to plastic pollution worldwide, across different paint sectors: architectural, marine, road marking, general industrial, automotive, wood, and others. The report suggests that paint is the largest source of microplastic leakage to the ocean and waterways, outweighing all other sources such as tire dust and textiles. However, the authors clearly acknowledged that their estimate of 58% of environmental microplastic leakage related to the paint sector differs from most - if not all - previous reports, which have estimated environmental inputs of paint-related microplastics ranging from 9.6 to 21%, which were also due to **spurious assumptions** about paint.

Microplastics are small pieces of plastic, typically less than 5 mm in size, which have the **potential** to impact the environment and human health. With respect to marine environments, the focus on microplastics has moved from ‘primary microplastics,’

Secondary microplastics include releases of synthetic fibers from clothing, weathering of macroplastic waste, and the degradation of polymeric exterior surfaces or substrates. Several recent media reports and academic studies have identified paint and coatings as a substantial contributor to microplastic waste in marine environments. Nothing is further from the truth if one were to base such assertions on the existing data.

While many acknowledge that microplastics in the marine environment is concerning and real, there is no clear scientific data supporting how or if there are any impacts caused by paints and coatings. An extensive literature search was recently undertaken by World Coatings Council member, the American Coatings Association (ACA), on the state of the science and available data on microplastics vis-à-vis paints and coatings. The European Council of the Paint, Printing Ink and Artists Colours Industry (CEPE), representing 27 EU States, is also currently conducting two substantive studies to explore possible human health and environmental impacts from the degradation of architectural and marine paints and coatings. Any conclusions with respect to impacts of microplastics must be based on scientifically substantiated data, which includes rigorous field study assessing the **relevant** contributing factors. To date, there is little data to suggest there is any concern with microplastic impacts from paint and coatings used in marine environments. Published data on the matter suggesting otherwise consists of several articles and studies, which include **problematic assumptions and methodologies**.

Results of the Literature Review conducted by ACA make it clear that there is limited knowledge on the source, environmental contribution, environmental and human health risks from paint-related microplastics. There are a number of critical points addressing such limitations, which underscore the need for further data-driven, quantitative research on microplastics. This work will be done in the coming months and years to - once and for all - determine the exact nature of the concern, which seems to have gained significant attention of governments and certain environmental NGOs. The coatings industry supports all efforts on sustainability and product stewardship when decisions taken impacting the industry **are based on credible scientific data, not politically agenda-driven studies**.



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Gary LeRoux, President & CEO, CPCA





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CPCA's Annual Guide and Directory — **INSIGHT** — is Canada's trusted source for insights on the coatings industry, CASE sectors, and regulatory development. The publication provides an overview of regulatory changes that have occurred in the past year and an advocacy report of CPCA's actions and outcomes.

INSIGHT also features articles on subjects of key interest to the industry. Often focused on industry challenges, technological advances, or sustainability and EPR initiatives that are shaping the future of the paint and coatings industry.

INSIGHT is published yearly and mailed to a national and international database of CASE leaders in the industry, including manufacturers of architectural, automotive, and industrial coatings; suppliers and distributors of raw materials; equipment manufacturers, and companies with an economic interest in sustaining a strong coatings industry and the people working in it. Other subscribers include national and international associations and government agencies such as Health Canada and Environment and Climate Change Canada. And, of course, many readers online. With a hard copy readership of approximately 3,500 in the industry, and even more in the online version, advertisers have the opportunity to expand their brand's reach and market directly to industry leaders and stakeholders who matter. Advertising opportunities are open to non-members and members of CPCA. **Elevate your Brand and Advertise in INSIGHT!**

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ADVOCACY REPORT

CPCA is Your Partner in Compliance.

CPCA supports member organizations with targeted advocacy activities. Our advocacy efforts support the Canadian Coatings Industry and effect positive

[Canada CoatingsHUB](#) and detailed for members only in CPCA's comprehensive monthly newsletter – Regulatory RADAR.

- CPCA Submits Formal Comments on the Proposed Prohibition of Certain Toxic Substances Regulations, 2022
- CPCA Gathering Member Feedback on Final Assessment and Proposed Risk Management Approach for Resins and Rosins
- CPCA Gathering Member Feedback SNAC Provisions for 4 CASE-Implicated Substances
- Canada to Participate in the Development of an International Legally Binding Instrument to End Plastic Pollution
- CPCA Engaged in Consultation on Use of Updated Single Window Submission Forms Required to be Used in Fall of 2022
- CPCA Reminds Members of the Final Screening Assessment for Ketones Expected Soon Environment and Climate Change Canada (ECCC) Launches Canadian VOC Questionnaire for Commercial/Industrial Adhesives and Sealants Products
- Natural Resources Canada Advances The Canada Green Building Strategy
- Government Proposes Prohibition of Certain Toxic Substances Regulations, 2022
- Significant New Activity Provisions Notified, Proposed, and Applied for Several Substances Contained in Three CMP Phase 3 Groups of Chemicals
- Updates Provided on Committee and Working Group Activities Related to the Targeted Review of the Pest Control Products Act
- Canada Consults on a National Registry of Plastics and Other Control Instruments

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

Federal Government Launches Canadian VOC Questionnaire for Commercial/Industrial Adhesives and Sealants Products

ECCC recently proceeded with the distribution of a VOC questionnaire on Commercial/Industrial Adhesives and Sealants Products to manufacturers and importers of these products in Canada. This category of products figures among the first priorities to addressed in the context of the Federal VOC Agenda 2022-2030. This data will help ECCC determine whether and how the VOC content of commercial/industrial adhesives and sealants products sold in Canada should be reduced. CPCA has encouraged all implicated members to provide the updated data for 2021.

Natural Resources Canada (NRC) Advances *The Canada Green Building Strategy*

The climate crisis requires immediate action to develop climate-resilient buildings as thirteen percent of Canada's greenhouse gas (GHG) emissions originate from the building sector. The Government committed to reach **net-zero emissions** by 2050, with an interim plan to reduce emissions to 53 Mt in the buildings sector by 2030 (37 percent reduction from 2005 levels). The NRC recently published a discussion paper on its strategy. Canada will need to **retrofit a large majority of the standing buildings in this country** through transformation and investment toward deep

portal prior to the finalization of the strategy in 2023.

Proposed *Prohibition of Certain Toxic Substances Regulations, 2022*

The proposed Regulations would further restrict the manufacture, use, sale and import of several individual substances or groups of substances. Among the groups of substances is a new group: Long-chain perfluorocarboxylic acids, their salts and their precursors (LC-PFCA) and among the new individual substances are two flame retardants: Dechlorane Plus (DP) and decabromodiphenyl ethane (DBDPE), and products containing them (with a limited number of exemptions). For the benefit of members, CPCA will closely monitor the final scope, requirements and timelines associated with these prohibitions.

Significant New Activity Provisions Notified, Proposed, and Applied for Several Substances Contained in Three CMP-3 Groups

The federal Government recently published SNAC provisions related to three CMP-3 group assessments. A Notice of Intent for a SNAC was published for one substance declared toxic: TMTD. SNAC provisions were proposed to restrict the manufacture of five non-toxic Resins and Rosins substances. A final Order imposed SNAC provisions for two additional non-toxic substances in the Ethylene Glycol group. All these substances are suspected to become toxic if they enter the environment in greater quantity and/or reach a concentration that may have harmful health effects. Most of the related restrictions do not specifically target CASE uses. However, CPCA has dutifully informed all members about these recent risk management decisions.

Updates on the Targeted Review of the *Pest Control Products Act*

Since May 2022, the Pest Management Regulatory Agency (PMRA) has held many Transformation Steering Committee and Technical Working group meetings to gather insight from partners and stakeholders on the targeted review process of the *Pest Control Products Act* (PCPA). These meetings will continue in the fall and the PMRA will eventually communicate where it stands with regard to changes to the review process. The main themes being discussed are the modernized business process, transparency, pesticide use monitoring, and the use of real-world data, as well as Maximum Residue Limits, and water monitoring. CPCA is represented at these tables and will continue to inform and consult with the CPCA Coatings and Adhesives Working Group (CAWG) members. At the same time, PMRA is expected to deliver important decisions regarding the paint cluster re-evaluations and initiate or continue the scoping phase of several other re-evaluations of paint biocides scheduled over the next few years.

Canada Consults on a National Registry of Plastics and Control Instruments

The federal Government recently published two simultaneous consultation papers that will impact Canada's approach to the circular economy of plastics. In the papers, ECCC proposes to establish a federal plastics registry for plastic producers and to introduce rules to strengthen recycling and composting of plastics through mandatory labelling, which is hoped will prevent inaccurate biodegradability, degradability, and compostability claims. Another proposed regulation still under development is related to Canada's approach to impose the requirement for recycled content of certain consumer and industrial manufactured plastic items, such as paint containers. Meanwhile, Canada will also participate in the UN Intergovernmental Negotiating

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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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

PPG Announces Upgrade to Non-bisphenol Beverage Can Coatings

PPG INNOVEL® PRO is a next-generation, high-performance acrylic coating that draws on PPG Innoval's nearly 10 years as the market's widely used non-BPA internal beverage spray coatings which have been used on more than 220 billion cans in more than 40 countries to date. This newly enhanced coating provides more robust application properties for the recyclable aluminum beverage can.

Tnemec Issues Warning on New NSF Standard 61 (NSF 600) for Water System Components in Contact with Potable Water

These warnings will clearly impact paint and coatings used in various linings for water system components. The NSF Standard 61 establishes more stringent requirements that will come into effect on January 1, 2023. Many types of industrial coatings may lose their certification because of this standard, which significantly reduces the maximum allowable extraction levels of toluene, xylene, ethylbenzene. Tnemec was the only paint manufacturer participating in the NSF Joint Committee on Drinking Water Additives.

Barentz Excited to Support Clean Water Initiatives Through "Fill-it-Forward"

Fill-it-Forward creates interactive technologies and global initiatives that support access to clean water and eliminate single-use waste. Fill-it-Forward offers reusable bottles, cups and more. Barentz has teamed up with Fill-it-Forward to support their projects by offering reusable glass water bottles to their North American teams and by providing scannable stickers to all its customers to support Fill-it-Forward custom giving projects.

Mirakapon Adheres to the ESG Principles: Environment, Society, Governance

Mirakapon provides technical solutions for marine and aquaculture anti-dirt (antifouling) applications, for agri-food anti-bacterial, and mining anti-corrosion. The company has also developed patent pending R&D applications on wood anti-wear and a first waterproof recyclable cardboard replacing the paraffin.

BASF Continues Focus on Clean Energy at US Sites

BASF signing power agreements for a clean energy supply of 20+ BASF sites in the United States and turning a former US industrial site into green space. Energy supply for more than 20 BASF manufacturing sites will be offset with solar and wind power. This will allow BASF's share of renewable energy compared to its total electricity consumption in North America to rise to more than 25% by 2030 compared to 2018 and to achieve net-zero emissions by 2050. Moreover, BASF spearheaded a project that will convert a former industrial site in New Jersey into a green space and community park with wildlife habitats.

Digitization Seen as Critical to Delivering on Sustainability Goals

Circular Economy (CE) and Sustainability initiatives are increasingly becoming a non-negotiable subject for modern manufacturers and distributors. A new global study report covers 230 US and Canadian responses from IT and business leaders in manufacturing and distribution industries, confirming that a huge majority of senior

technology and innovations as key to adopting CE and delivering on sustainability targets, more especially cloud-based computing, analytics and automation. They are making the development of products more efficient, further support sustainable practices and provide analytics for predictive intelligence which can optimize supply chains and resource efficiency.

European Coatings Tech Report Sustainability 2022

See this deep dive into the [European Green Deal](#), including its key points, purposes as well as consequences for the coatings industry.

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](#)

CoatingsWorld 2022 Top Paint Companies Report

CPCA members make the first three top companies in the report: [PPG](#), [SW](#), and [AkzoNobel](#). Four other members figure among the first 50: Axalta (6th), BASF (8th), BM (14th), and Cloverdale Paint (42nd). Canadian-owned and operated, Cloverdale Paint, ranks in the top 15 of North American paint companies.

BASF Tops C&EN's Global Chemical Company Ranking for 2021, Dow is Third

[BASF](#) and [Dow](#) are among the highest chemical companies on the Chemical & Engineering News' annual list of Global Top 50 chemical sales. Lanxess ranked 49th. The top 50 reported \$1.1 trillion in combined chemical sales, marking an increase of 38 percent in 2021 versus 2020.

Dow Receives Top Score on Disability Equality Index

For the sixth consecutive year, [Dow received a top score on the Disability Equality Index®](#) – a benchmarking tool for the Fortune 1000 and Am Law 2001 to measure disability workplace inclusion.

IMCD Recognized by Sustainalytics as 2022 ESG Industry Top Performer, Ranking First among Traders and Distributors

[IMCD ranks first](#) (lowest risk) among over 180 international peers in trading and distribution. This places the company in the top seven percent of almost 15,000 companies assessed worldwide.

BASF Among the Excellence Awardees of Canada's BGIS Award for Safety Leaders of the Year

BASF Canada Inc. and Methanex won the Chemistry Industry Association of Canada's Award for Canada's Safest Employer. Additionally, Sean Cammaertm, BASF Canada,

won the 2022 BGIS (Global Integrated Solutions) Excellence award.

Axalta Appointed Interim CEO

Rakesh Sachdev has deep experience in the chemical, industrial and life sciences industries and brings significant global expertise in strategy, finance, operations and M&A.

CEO of Quadra Chemicals Steps Down

Anne Marie Infilise, in her 5th year as President, succeeds to Philip Infilise to assume the overall leadership of the Quadra business.

Congratulations to Benjamin Moore Chairman & CEO Dan Calkins' Celebrating 35th Service Anniversary

Dan Calkins began his career with BM in 1987 as a sales trainee and has held a series of progressively influential positions ever since. In 2019, he was elected BM Chairman & CEO.

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 Economy Losing Momentum After Strong Start to 2022

Canada's economic expansion showed signs of moderating in May and June. Economists anticipate **Canada's growth rate will slow to below 2%** annualized in Q2 and into 2023.

Inflation Remains Elevated: Bank of Canada's Measures of Core Inflation Still Paint a Troubling Picture

Core inflation excludes items with volatile prices and gauges the underlying trend in price growth. Two of the Bank's core inflation measures continued to rise in July, which signals that Canada's price growth problems are not fully in the rear-view mirror. In seeking to bring inflation down the Bank is raising interest rates. When excluding food and energy, the Consumer Price Index (CPI) by 5.5 per cent in July (y/y). Compared to June, CPI may have appeared to stabilize but it has a long way to drop before reaching the Bank's inflation target.

Government Making it Easier to Recruit Temporary Foreign Workers

To combat **labour shortages**, the Temporary Foreign Worker Program offers some respite for firms struggling to hire. The unemployment rate held steady at the historic low of 4.9 per cent. Average hourly wages for all employees rose by 5.2 per cent on a y/y basis.

[sessions](#) to ensure compliance with all changes to the Competition Act to come into effect on June 23, 2023.

Homeowners Increasingly Turn to Paint Pros

A PPG Architectural Coatings senior GM discusses [the do it for me \(DIFM\) movement](#) in the US and Canadian housing market. Homes have never been more valuable, homeowners' balance sheets have never been healthier, and there are deep backlogs of requests for services Pros offer. Therefore, a higher demand is expected in Pro painters, remodelers and other skilled tradesmen to assist with DIFM projects in 2022. PPG sees the DIFM trend extending beyond 2022 because of a continued housing strength and the volume of younger generations entering the home buying market (who are taking more home improvement DIFM projects). Reverse urbanization also drives younger generations to buy homes earlier.

Employee Turnover Costs More Than You Think, Study Says

An academic study found a link between [worker turnover and product reliability](#) in a manufacturing facility.

Why Greenwashing Affects the Bottom Line

Customers are more aware of [greenwashing](#) than companies may realize and it can be bad for their reputation and bottom line. See the pervasive nature of greenwashing.

Paint and Coatings M&A Markets Remain Robust in 2022

While 2021 produced an artificially high level of transactions, the current pace through the first 5 months of 2022 is getting back to a more [sustainable level with M&A activity](#) down roughly 30 percent compared to 2021.

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](#)



TECH INNOVATIONS

Researchers Develop COVID-Shield Coating

A team of [Australian researchers](#) developed a first-of-its-kind sprayable coating capable of preventing the surface spread of infection from bacteria and viruses, including COVID-19.

Protective Coating Material Self-heals in 30 Minutes When Exposed to Sunlight

Materials with free molecular movement have [high self-healing efficiency](#), but low durability, whereas materials with high hardness and excellent durability have remarkably poor self-healing performance. Scientists created this new transparent coating material which satisfies all of the above conditions and has similar performance to that of commercial protective coating materials and can be self-

Sensory Coatings Introduced for Next-Level Packaging Applications

The sense of touch can generate a strong emotional response that **plays a role in consumer purchasing behaviors**. With this new coating, customers can differentiate their products by more than appearance alone. Haptic specialists identified the most desirable sensations for paper and film. Each one of five coatings has its own sensory profile—velvety, rubbery, silky, dry or textured.

New Coating Technology Using Waste CO2 Combines Sustainability and Performance

Carbonamine, a unique coating made with new patented technology combining the durability of polyurea/polyaspartic with an ingredient made from waste carbon dioxide, is now available to manufacturers seeking to create cost-effective, solvent-free, environmentally friendly coating products in a wide range of applications.

Process Breakthrough Makes Fumed Silica Easy-to-disperse

An innovative downstream process breakthrough has created an **easy-to-disperse fumed silica** design on an experimental scale to enable formulators to use technology without the need for high-intensity milling. It reduces equipment demand, processing time, and expense.

An Eco-Friendly Alternative for Formaldehyde-containing Adhesives in Wood Construction

Researchers have created a bio-based adhesive using lignin as the primary raw material. The adhesive is firm, non-toxic, and fire-resistant, and can even be utilized as a flame retardant. Lignin is responsible for the tough, strong structure of wood and using lignin at a 90% content can reduce CO2 emissions from a raw material. Lignin can also be used in coatings and composites.

New Way to Repurpose Old Concrete

Concrete manufacturing is responsible for 8 percent of global CO₂ emissions. Its emission footprint comes primarily from the production of Portland cement but also from the hard disposal of concrete wastes. Engineers have devised a method to repurpose old concrete.

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CPCA Monthly Reports on M&A and Distribution Agreements

current list is available on the Canada CoatingsHUB (For Members Only)

CPCA has compiled international market research reports for 2026-2030 for multiple market segments.

[View the Reports](#)



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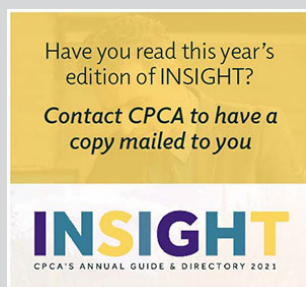


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