

PRIME TIME NEWS

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“ Sustainability can't be like some sort of moral sacrifice or political dilemma or philanthropical cause. It has to be a design challenge. ”

Bjarke Ingels, Danish Architect



Canadian Paint and Coatings Association

Association canadienne de l'industrie de la peinture et du revêtement

Coatings are the Future!

Coatings are **reliable, responsible, and recyclable**. They are also key to **protecting, preserving and providing** for our future. Contact CPCA to share how your coatings product is helping to build back better.

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The Canada CoatingsHUB is CPCA's regulatory portal for members. If you need support or additional training contact CPCA's Director of Graphic Design & Digital Communications.

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PRESIDENT'S MESSAGE



November 2022

PMRA Modernization

CPCA continues to engage with the Pest Management Regulatory Agency (PMRA) and other stakeholders on the ongoing modernization of the existing approach to antimicrobial ingredients. PMRA will be ready to implement modernized process initiatives as early as the end of 2023. It is critical for the coatings industry as there are very few biocides left for in-can and film preservation and delays in decisions have caused disruption in the past and still of great concern today.

In the coming weeks and months there will be much more discussion of pesticide uses, real data required for fulsome evaluations and increased transparency to effect meaningful process change. CPCA's view is PMRA should cautiously proceed with these changes and adopt a step-by-step approach that includes pilot projects and testing approaches prior to formally implementing changes. While Improvements to the process are long overdue it will serve nobody's interests if we don't get it right. If done well it will serve everyone's interests including: PMRA as an organization with more efficient operating procedures; industry with reduced frustration with timely data exchanges versus being caught up in PMRA procedures; and consumers who will be using products they know are safe based on an extensive and efficient review process. In the final analysis, the transformation will require sufficient resources and all stakeholders hope the PMRA will have the resources it needs to effect positive change.

PMRA decisions must be harmonized with those of the United States given the highly integrated nature of our two economies and the requirements under existing trade protocols including those of CUSMA especially. Continuous oversight must include priority for groups of pesticides/biocides, which are re-evaluated subsequently by the US EPA on an 8 or 15-year timeframe. US expert toxicologists must of course be an integral part of PMRA's continuous assessment efforts, along with stakeholders that are often the same ones in both Canada and the United States. In those cases it should be easier to ensure the US EPA and PMRA actually share current data much more regularly. For example, it is important that no actions be taken until the US EPA publishes its formal decisions on the same pesticides/biocides according to PMRA's own schedule. This will prevent the banning of substances as we have seen in the past for coatings, while they remained in commerce in the United States and the EU, only to have the ban reversed when the data in

The coatings industry is seeking more regulatory predictability in PMRA's modernization process not only for pesticide producers but also for industry users like paint manufacturers. This will require continuous oversight of re-evaluations, which means early notification must be sent to stakeholders. There must be sufficient time for pesticide manufacturers or users to gather information to fill any data gaps. At the same time PMRA must provide some sense of a decision framework that is adjusted according to any requirements to act on specific priorities. It is hoped that by doing this the PMRA re-evaluation process timeframe can be altered positively and/or shortened as a result of more initial engagement with stakeholders in a truly continuous improvement process. Having long 'black out' periods of many months with no exchange of data or views serves no one's interests. Industry fully understands that the goal is not only to have better use of limited PMRA resources, but that it is done in a way that leads to timely decisions and better outcomes.

In any continuous engagement process there is always need for more transparency. For that to happen there must be some formal recourse established for industry during the continuous oversight processes for early feedback on the status of Risk Assessment decisions. This is essential for lagging evaluations that remain stagnant for long periods of time. It should not be necessary for industry to have to petition PMRA continuously regarding its methodology related to use, endpoints, etc. Industry wants to do the right thing and works hard to be fully compliant. PMRA might wish to consider adopting a docket approach as the US EPA has in place, which works well. It all starts with transparency of pesticide decisions with registrants, which includes the full picture, both the risk assessment and the related benefits, not just hazard documents only.

Gary LeRoux,
President & CEO, CPCA

MEMBER ANNIVERSARY



DOW CELEBRATING 125 YEARS IN 2022

Very few companies can lean into the equity of being **125 years old**, as the average lifespan of a U.S. S&P 500 company is only 15 years. Headquartered in Michigan, Dow Chemical operates 104 manufacturing sites in 31 countries, employs approximately 35,700 people and delivers \$55 billion in sales. "We should always remember that today is the result of yesterday's resilience," said Jim Fitterling, Dow Chairman and CEO. **Dow is dreaming** in bigger, bolder ways: 'Together, we can 'Imagine Better'.



and Coatings
Association

de l'industrie de la peinture
et du revêtement

Save the Date May 24 & 25, 2023

The Association's Annual Conference provides the latest information on the coatings industry in Canada featuring leaders from across North America, covering topics on regulations, coatings innovation, and sustainability.

Registration opens January 1, 2023. Visit canpaint.com for details



ADVOCACY REPORT



CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- Katie Maljaei of Brenntag Canada Nominated to Serve on CPCA's Board of Directors
- CPCA Advocates for the Coatings Industry Prior to Clause-by-Clause Review of Bill S-5 on CEPA Modernization
- Members Reminded That New Amendments to the Surface Coatings Materials Regulations Will Soon Take Effect
- CPCA Shared PMRA's 'What We Heard' Report on Targeted Review of the Pest Control Products Act
- World Coatings Council Supports WHO International Lead Poisoning Prevention Week of Action
- EU Court Overturns TiO₂'s Designation as a Carcinogen
- CPCA Shares Orr & Boss Coatings Market Forecast for North America with Members

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

CPCA Board of Directors Nominates Katie Maljaei of Brenntag Canada as New Member

At a recent meeting of the CPCA Board of Directors, Governance Committee Chair Steve Veroba of Benjamin Moore **nominated Katie Maljaei**. Unanimously accepted by the Board, this nomination was made effective immediately. Katie, Canadian National Sales Manager -Material Science of Brenntag Canada, will be one of three CPCA board members representing the Supplier/Distributor Class. Her nomination will proceed to the full membership for confirmation at the Annual General Meeting to be held at CPCA's Annual Conference on May 24 & 25 in Niagara-on-the-Lake. "We



are so pleased that Katie has agreed to join the CPCA board as her experience in the CASE industry in Canada will certainly be critical in helping with the Board's work and overall strategic direction," commented Darrin Noble, President and COO of Cloverdale Paint and CPCA Board Chair. Katie has a long history of working in the chemical industry with more than 16 years of experience at Brenntag Canada.

Given the lack of time Senators had to study the bill, CPCA recommended that the House of Commons draw from the valuable and substantive work done by the elected members of Parliament on the ENVI Committee who have already done extensive study on chemicals management over the past few years. In 2019, the Treasury Board acknowledged there are 130,000 regulations in Canada and 50,000 are chemical regulations and also noted that new regulations must be 'smart' regulations, which means they must be grounded in substantive scientific chemical data in the case of Bill S-5. Engaging with the federal Government on chemical assessment has not been easy and very costly for both government and industry, but arguably it has worked for Canada and benefited both human health and the environment, while the chemical industry has remained competitive. Minister Guilbeault rightly stated in his testimony before the Senate that Canada has a widely regarded approach to chemicals management, one that adheres to a risk-based approach. The ECCC Minister will appear before the ENVI Committee on December 2. The clause-by-clause review began on November 22 and is scheduled to end by December 13.

Members Reminded That New SCMR Amendments Will Soon Take Effect

Health Canada published the *Final Regulations Amending Certain Regulations Made under the Canada Consumer Product Safety Act*. The *Surface Coating Materials Regulations* (SCMR) and four other regulations under the Act set new requirements for applied coating materials to soon come into force. Among several amendments of several paint and coatings categories there is expanded application of SCMR to other decorative coating materials that may be applied to products during manufacturing. These include stickers or films and the expanded application of the 90 mg/kg total lead limit to coating materials applied on all furniture, not only on children's furniture products. Further information is available on the [CPCA CoatingsHUB](#).

PMRA Published Its 'What We Heard' Report on Targeted Review of the Pest Control Products Act (PCPA)

The PMRA 'What We Heard' report summarizes results of the recent consultation on modernizing pesticide review processes under the PCPA. It highlights the most important views expressed by CPCA in its submission and during its participation in the Transformation Agenda Steering Committee (TSC) and Technical Working Groups meetings regarding the three pillars of this review: 1-Modernized business processes, 2-Improved transparency, and 3-Increased use of real-world data. PMRA recently communicated to CPCA its engagement plan until the end of 2022 and in Winter 2023. PMRA will seek additional input from the technical working groups such as on the development and implementation of modernized processes: proportional effort, expanded renewals, and enhanced engagement as part of the Continuous Oversight.

The World Coatings Council (WCC) Supports WHO International Lead Poisoning Prevention Week of Action

The WCC released a [statement of support](#) for the World Health Organization's (WHO) International Lead Poisoning Prevention Week of Action, during which governments, civil society organizations, and industry were reminded of the risks of lead exposure and the need for action. The campaign builds on the success in outlawing the use of lead in petrol and the progress achieved by many countries in establishing laws that limit the use of lead in paint, particularly those paints to which children may be exposed.

EU Court of Justice Annuls Classification and Labelling of TiO₂ as Carcinogen Cat 2 by Inhalation in Certain Powder Forms

Several years after this classification was proposed in the European Union and formally approved by the European Commission (EC) in 2019, this decision and related regulation were contested in the EU Court of Justice. The Court recently ruled that the European Commission made a manifest error in its assessment of the reliability and acceptability of the study on which the classification was initially based; and, second, it infringed the

painstakingly involved over the years to EU technical agencies and policymakers advocating for the rational, science-based industry position, which was fortunately recognized by the EU Court. The classification would have set a precedent for many other substances with similar properties.

CPCA Shared Orr & Boss Shared Global Coatings Market Forecast for North America

North America (NA) will be the slowest region of the World in 2023 with a -2.1 percent trend in paint and coatings volume. In 2022, the NA paint market has slowed as new housing starts are starting to decline (-3.75%), and existing home sales are significantly dropping (-20%). This trend will continue into 2023, with architectural coatings sales forecast to decrease by -5.2% in volume and the wood and coil coatings markets to also be impacted. Further information is available on the [CPCA CoatingsHUB](#).

EUROPEAN
 **COATINGS**

The Coatings Summit 2022

5 - 7 DEC 2022 | MIAMI | USA

Senior coatings leaders will once again convene at the Coatings Summit: Globally acknowledged as the pre-eminent forum for the industry. Topics range from high-powered market insights and detailed analyses of coatings mega-trends to showcases of successful implementations of coatings strategies as well as outlines of growth drivers – uniquely valuable input.

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Plant a *Tree*.
Grow *Clean Air*.

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





Did You Know?

Coatings have numerous applications for countless substrates on a wide range of manufactured products from automobiles to packaging to road markings. What's remarkable about the **environmental advances** in coatings is that they are **engineered for best-in-class performance** providing **protection and superior quality** to the countless finished goods we use every day. 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 **improves product stewardship and sustainability**.

Dow Building Plastic Recycling Ecosystem & Meeting the Regulatory Challenges on the Horizon in the Architectural Coatings Market

Chemically **recycled plastics** are in high demand and Dow is meeting this need with about 20 new partnerships and projects that will create an industrial ecosystem for chemical recycling at scale. **Dow** recently reviewed the global and EU legislation for the benefit of the architectural coatings industry. From tackling microplastic pollution to mitigating the impact of biocides, a recent Dow webinar allows to better understand this evolving regulatory landscape.

PPG Highlights Sustainability at Leonardo da Vinci Science Museum & Launches STEM Learning Platform

The PPG Global Automotive Customer Development technical director with other PPG researchers carried out experiments to demonstrate the properties of PPG's automotive and heat-reflecting coatings at a **museum's interactive chemistry laboratory**, an educational resource co-developed in partnership with PPG. PPG's first-to-market heat-management exterior coating keeps aircraft cool and also reduces air conditioning and energy use inside buildings. In another partnership with a Dutch nonprofit Chemie Centrum (C3), PPG launched an online **STEM education platform** introducing children and youth to chemistry/life sciences.

AkzoNobel Intends to Revolutionize the Application of Industrial Coatings & Global Refinish Division Partners with World's Leading Seller of Electric Vehicles

Qlayers and AkzoNobel have the mission to **revolutionize the application of industrial coatings** using an automated printing head. AkzoNobel is partnering with Qlayers which won its 2019 Paint the Future global startup challenge. AkzoNobel, which has been a recommended supplier of vehicle refinish products and services to BYD in China since 2017, has agreed to extend its partnership with BYD to serve BYD's bodyshops and approved repairer networks worldwide. It will use the recently launched **CO2eRepairCalculator**.

Sansin's FireStop97 Now Passes ASTM E2768 Extended Duration Test

The Sansin Corporation **FireStop97** flame spread protection conforms to ASTM E84, ASTM E2768 Standard Test Method for Extended Duration Surface and Canadian Standard CAN/ULC-S102-10. FireStop97 can be used as an Alternate Means and Methods to omit sprinklers per the NFPA 13 Standard based on the extended 30 minute test results.

COP27: To Stay Within 1.5°C, No New Investments in Oil and Gas Infrastructure Should be Allowed and Production Has to be Slashed by 65

MEMBER RECOGNITION



Barentz North America Receives Gold Level 2022 EcoVadis Sustainability Rating

For the sixth consecutive year, **Barentz NA** was rated on 21 EcoVadis CSR indicators and its recognition places it in the top 93rd percentile of all globally rated ESG programs.

Forbes Recognized PPG Among Top Employers in Mexico

PPG was included in **Forbes' inaugural Mexico's Best Employers list**.

Axalta Coating Systems Recognized for Innovation in Costs and Excellence

Axalta won the **Innovation in Costs and Excellence** in Direct Purchase category in CAO A Chery's annual Best Supplier Awards. CAO A is Hyundai's and Subaru's exclusive Brazilian importer.

Home Depot 2022 Innovation Award Winners

Behr Dynasty Interior Paint and PPG Glidden Max Flex Spray Paint figure **among the winners**.

PPG Elects Tim Knavish President and CEO; Michael McGarry Named Executive Chairman

Tim Knavish will succeed Michael McGarry who will become **Executive Chairman, effective Jan. 1, 2023** and plans to retire in October.

Axalta Appoints Chris Villavarayan as CEO and President, Effective January 1st

Interim CEO Rakesh Sachdev will become **Non-Executive Board Chair**.

Tnemec's 2022 Tank of the Year Winner

City of Bossier City, Louisiana, became **Tnemec's 2022 Tank of the Year winner**.

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CANADIAN ECONOMY



Economic Outlook

- **Government's Fall Economic Statement 2022**
The Statement includes **reduced spending of \$3.8 billion**. The ongoing Strategic Policy Review will assess program effectiveness and target additional savings of \$6 billion over five years, starting in 2024-25, plus \$3 billion annually by 2026-27.
- **Canada to Perform with 1.3 Percent Real GDP Growth in 2023 vs 0.6 Percent in US, 0.1% in the EU**
- **Latest Key Economic Indicators**
- **Manufacturers on the Front Line of the Economic Slowdown**
75% of Canadian exports go to the U.S. of which 65% are manufactured products. This will make **Canadian manufacturers more vulnerable** to the US economic turbulence.

Thinking Beyond Climate: 3 Top Tips to a Comprehensive Water Stewardship Program

The financial impact from water risk may be as much as **three times higher** than from carbon risk.

\$3.8 Trillion of Investment in Renewables Moved Fossil Fuels from 82% to 81% of Overall Energy Consumption' in 10 Years

According to Goldman Sachs's Economist Jeff Currie: "**The net of it is clearly we haven't made any progress.**"

HPDC and Green Seal Offer Complimentary HPDs Report with Paint Certification

Green Seal is an approved Health Product Declarations (HPD) preparer & third-party verifier, free of charge, for any manufacturer pursuing a Green Seal's paint certification. Green Seal-certified paints qualify for points toward LEED v4.1.



Are You in Step With Regulatory Reform?

The Canadian Government wants to **build back better**. **Better regulations** that may impact your product line. Keep in step with the **evolving compliance requirements**.

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TECH INNOVATIONS



Drone Monitors Chemical Plumes

Researchers developed a **palm-sized drone** that has the potential to detect and track chemical plumes using odor sensors and algorithms.

Researchers Design Transparent Window Coating to Cool Buildings

Cooling accounts for about **15% of global energy consumption**, which could be lowered using a window coating blocking the sun's UV and near-infrared light without using energy.

Researchers Constructed Computer Models of "Transparent Radiative Coolers"

These coolers can be achieved using **alternating thin layers of common materials** (i.e. silicon dioxide, silicon nitride, Al₂O₃ or TiO₂) on a glass base, topped with a film of polydimethylsiloxane.

Drying Oils in Smart Self-healing Coatings for Corrosion Protection

A new article describes the **advanced application of fast-drying oils** (i.e. linseed and tung oil) in smart self-healing coatings for industrial applications.

Metallic Nano-particles for Wood Protection

Various **nano-particles protect wood** from photo-discoloration. Iron oxide provides the most effective and consistent protection.

Innovative Tool Validated for On-the-spot Sorting of Plastic Waste

TrinamiX GmbH, with the support of the **Alliance to End Plastic Waste**, launched an initiative to supply waste management projects with 50 starter kits.

Paint Savings Modelled Based on Bat's Echolocation

Researchers are modelling the development of paints and related supplied data by a newly designed rheometer modeled on the bat's echolocation.

New Hybrid Coating Technology for Enhanced Tumor Targeting

A **Cell Membrane (CM) coating** endows the nanoparticles with various biological properties such as efficient tumor targeting. This new hybrid coating technology solves past issues

Light-triggered Coating for Medical Devices Provides On-demand Disinfection

The functional and very durable **light-triggered coating** for medical devices can destroy bacterial biofilms.

Researchers Create Superhydrophobic Spray-coating with Fluorine-free Reagents

To achieve **robust superhydrophobic coatings** utilizing fluorine-free chemical reagents and substrate-independent processes is crucial and urgent for real-world applications.



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CPCA's DIY Centre has everything you need from *tutorials* to *inspiration* so you can *paint-it-yourself*.

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