

PRIME TIME NEWS

Canada's Trusted Source for Industry News on Innovation, Technology, Sustainability, and the Economy



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“ Every company and industry will be transformed by the transition to a net zero world. The question is, will you lead, or will you be led? ”

Larry Fink, Chairman and Chief Executive Officer, BlackRock



We wish you a merry christmas



Canadian Paint and Coatings Association

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



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.

[Share my story](#)



Contact CPCA for Support

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.

[Contact CPCA](#)

PRESIDENT'S MESSAGE



December 2022

On December 6, 2022 the World Coatings Council announced the publication of its inaugural report, "Sustainability in the Global Paint & Coatings Industry." The report highlights the global industry's ongoing sustainability efforts to advance technologies in coatings science and manufacturing, while minimizing impacts on human health and the environment. The report emphasizes the critical role of the global coatings industry in contributing to the United Nations' Sustainable Development Goals (SDGs), as per nine relevant SDGs where industry can have the greatest impact:

- Good Health and Well-being (UN SDG #3);
- Quality Education (UN SDG #4);
- Clean Water & Sanitation (UN SDG #6);
- Decent Work and Economic Growth (UN SDG #8);
- Industry, Innovation and Infrastructure (UN SDG #9);
- Sustainable Cities and Communities (UN SDG #11);

- Life Below Water (UN SDG #14).

The report features examples that support the World Coatings Council's Sustainability charter. The global report underscores that coatings are essential for a wide range of high-performing products used by multiple industry sectors as well as for critical infrastructure used by society every day. For example, these products deliver on sustainability by providing degradation resistance and durability; strong performance properties to ensure safe and healthy communities, and play a critical role for applications in the health and food sectors. The report also highlights industry's efforts to achieve resource efficiency in production processes, consideration of raw material consumption, and implementation of health and safety measures in the workplace.

CPCA member companies are among the largest multinationals in the world and responsible for up to 85% of the products sold in Canada and these companies are committed to ESG goals and are working toward net zero by 2030 in many key areas such as, for example:

- 38% of sales from sustainably advantaged products and processes, including the launch of antibacterial and antiviral products, against the goal of 40% by 2025
- 35% of manufacturing and research and development locations with zero process waste to landfill;
- 37.5% reduction in waste disposal intensity from the 2017 baseline – above the 25% goal by 2025
- 15% reduction in water intensity from the 2017 baseline against the goal of 20% by 2025
- 33% reduction in the spills and releases rate from the 2017 baseline
- 24% reduction in greenhouse gas emissions since 2017

Many CPCA members' reporting disclosures align with the Sustainability Accounting Standards Board (SASB) standards for the chemical industry as well as the Global Reporting Initiative Standards (GRI) and some received the recognized rating from EcoVadis, a leading provider of business sustainability ratings. Over time all in the coatings industry will raise important sustainability targets.

Download: [Sustainability in the Global Paint & Coatings Industry](#), as well as access it at www.worldcoatingscouncil.org.

Gary LeRoux,
President & CEO, CPCA



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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](http://canpaint.com) for details



CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- House of Commons Environment Committee Now in a Clause-by-Clause Review of Bill S-5 to Reform CEPA
- CPCA Raises Serious Lack of Consultation Concerns with PMRA After Publication of Final Decisions Confirming Cancellations and/or Reduced Label Rates for 6 Critical Preservatives for Coatings and Adhesives and Sealants.
- Environment and Climate Change Canada (ECCC) Pre-consults with CPCA on VOC Regulatory Approach for Architectural Paint
- ECCC Publishes *New Substances Notification Regulations* Guidance Document
- Members Reminded that the *Formaldehyde Emissions from Composite Wood Regulations* Take Effect Early in January
- WCC Publishes Inaugural Report on *Sustainability in the Global Paint & Coatings Industry*
- CPCA Soon to Release an Updated Economic Impact Study Report

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

House of Commons Environment Committee Begins Clause-by-Clause Review of Bill S-5 to Modernize CEPA

Bill S-5 which seeks to update the Canadian Environmental Protection Act is currently in the House of Commons following a number of amendments made by the Senate earlier this year. The Bill was introduced and reached second reading in the House of Commons earlier this fall and referred to the House Standing Committee on Environment and Sustainable Development (ENVI) on November 22. CPCA and other industry representatives appeared before the ENVI committee to provide testimony on critical amendments that industry feels need to be reconsidered. CPCA also submitted a formal submission voicing serious concerns with some amendments. On December 9, after receiving the Environment and Climate Change (ECCC) Minister's testimony and those of Departmental officials, the committee began its clause-by-clause review but the committee has not reached the report stage at this time and will be moving into 2023 before the amendments are finally passed.

CPCA Raises Serious Concerns with PMRA After Publication of Final Decisions Confirming Cancellations and/or Reduced Label Rates for Six Critical Paint Preservatives

The six preservatives in question were part of the paint cluster analysis launched in 2018 and for which proposed decisions were published back in July 2020. Two preservatives are now cancelled for their paint and adhesives use: folpet, for its specific use in solvent-borne paint; and ziram, for all uses including for adhesives. Two other preservatives are partially cancelled for specific paint-related uses: diodofon, for its use in exterior paint, wallboard joint compounds and in leather tanning; and dazomet, cancelled for use in paper and paper coatings. The two remaining paint biocides can continue to be used at much-reduced label rates: sodium omadine, reduced in latex paints and building materials and mitigation for primary handlers; and chlorothalonil, reduced levels in latex/solvent paint products and mitigation for primary handlers and PPE required to be worn by professional painters using airless sprayers. PMRA is also imposing product stewardship practices and product labelling as part of the risk mitigation for 3 biocides. CPCA is now gathering comments from CPCA members to assess the full impact of these final decisions, which will come into effect either in two or three years in the case of a sell-through period to phase-out these ingredients.

CPCA expressed serious concerns with the lack of consultation over the past year and a

not being cancelled or restricted in the United States and that will have serious and negative impacts on cross-border trade. More than 50% of the paint, coatings, adhesives, and sealants are now shipped across the border into Canada. It begs the question as to why Canada continues to insist on regulatory alignment when decisions like this, based on identical data, lead to different outcomes. There is no explanation as to why this occurs. One cannot simply say it is a 'policy' matter when the issue is making a scientific determination based on the exact same data points.

ECCC Pre-consults CPCA on Next VOC Regulatory Approach for Architectural Paint

The Government officially confirmed its intent to increase the stringency of the current Architectural VOC Regulations by adopting a new Canada-specific VOC approach, which is largely modeled on the California CARB Architectural VOC regulations. However, it will also impose a few OTC II VOC limits when there are no equivalent categories specified in the CARB ruling. ECCC also proposes to remove six categories out of the 10 categories from the small container exemption in the current regulations. CPCA members are reviewing the new limits for all product categories and will provide additional technical and cost-impact comments to inform the federal government regulators before mid-January. ECCC plans to formally propose the new Architectural VOC paint regulation in the Canada Gazette Part I, in Spring 2023. Architectural and Industrial Maintenance members are invited to assess their ability to convert to CARB and to provide feedback to CPCA before mid-January.

Environment and Climate Change Canada Publishes New Substances Notification Regulations Guidance Document

An online consultation was held in April 2022. Members can view a summary of the comments and government responses. CPCA informed its members that ECCC recently published its final New Substances Notification (NSN) guidance, which is now replacing the 2005 Guidelines for the notification and testing of new substances – chemicals and polymers. The final guidance will help notifiers determine whether a substance is subject to notification under the Regulations and identify the information requirements. It also includes step-by-step instructions for the completion of an NSN.

Members Alerted that the Formaldehyde Emissions from Composite Wood Regulations Take Effect Early in January 2023

The import, sale or offer for sale of composite wood products emitting formaldehyde above established limits will be prohibited. Composite wood products are found in furniture, flooring, and wall paneling.

WCC Publishes Inaugural Sustainability in the Global Paint & Coatings Industry Report

The World Coatings Council has published its first-ever state of sustainability report which highlights the sector's ongoing sustainability efforts to advance greener technologies in coating science and manufacturing while minimizing impacts on human health and the environment.

CPCA Soon to Release an Updated Economic Impact Study Report

CPCA published its first economic impact study of Canada's paint and coatings industry at the end of 2017. The report will show significant growth in Canada with an annual economic impact estimate from coatings-related sales at \$24 Billion annually. This report generally addresses the manufacture and sale of coatings, adhesives, sealants, and elastomers or CASE in Canada. The report provided members with factual data and trends in terms of the direct, indirect, and induced CASE benefits for Canada's economy. If you are not a CPCA member and would like to receive this report, you can inquire about CPCA membership status for the new year.

CPCA IN THE NEWS



Are You in Step with Regulatory Reform?

Read this recent [CPCA LinkedIn post](#), staying ahead of the curve is getting harder. CPCA advocates for sustainable practices, economic growth, and innovation. The Canada CoatingsHUB provides CPCA members with access to regulatory data to help keep organizations informed of evolving compliance requirements. If you are not a member of CPCA, visit www.canpaint.com to learn more.

CPCA Proudly Supported Tree Canada in 2022

This month, the UN Biodiversity Conference convened in Montreal all governments from around the world to agree to a new set of goals for nature over the next decade. Among its actions, this Conference supports the protection of forests for social, economic and environmental benefits. In this context and on behalf of CPCA's membership, CPCA continues to proudly support [Tree Canada / Arbres Canada! Plant a Tree. Grow Clean Air](#). To learn how you can help or get involved in the [National Greening Program](#), visit the CPCA website.



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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.

Plant a Tree



TreeCanada
ArbresCanada

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**.

AkzoNobel's Paint the Future Collaborative Sustainability Challenge Establishes Five Paint and Coating Value Chain Partner Teams

A total of five agreed projects will now progress with AkzoNobel's help, hence setting in motion the next phase of this pioneering initiative launched in May 2022 in order to work on possible solutions to help limit climate change. The five projects involve two promoting circular solutions, two reducing solvent emissions, and one enabling workable models for sustainable process efficiency.

RecyClass Approved Dow Packaging for Mechanical Recycling in European Markets

RecyClass assessments follow rigorous scientific protocols to present a comprehensive evaluation of the recyclability of plastic packaging. The approval covers solvent-free and water-borne lamination adhesives which will add an adhesive component to the REVOLoop technology platform from Dow.

Clariant Offering an On-demand Webinar on Biocide-free Coatings

This webinar offers an introduction to silicate and organosilicate paints to examine and explore their benefits and discuss alternatives to using high levels of regulated, potentially allergenic biocides in architectural paint.

BASF Partners to Develop Sustainable Packaging for Shelf-life Extension of Fresh Products

BASF SE and StePac Ltd. have joined forces to create the next generation of sustainable packaging specifically for the fresh produce sector. BASF will provide its partner with Ultramid® Cycled™, a chemically recycled polyamide 6, to advance contact-sensitive packaging formats within the circular economy.

MEMBER RECOGNITION



ChemScore Ranks the World's Top 54 Chemical Producers to Have Reduced Their Chemical Footprint in 2022

Lanxess, AkzoNobel, BASF are among the top 20.

PPG Recognized in Newsweek's America's Most Responsible Companies List for Third Consecutive Year

CDP Again Awards BASF Leadership Status

The non-profit organization CDP (formerly the Carbon Disclosure Project) has again ranked BASF as one of the **world's leading companies for its water management and forest and climate protection measures**. BASF achieved the top rating "A" for sustainable water management and "A-" in the other two categories.

We want to know!

Your News Stories are Important - Help Us Share Your Successes.

Please share with CPCA appointments, awards, and special recognition in your company.

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CANADIAN ECONOMY



Economic Update

- **EDC Economic Outlook 2023: Cause for Caution, Not Alarm**
EDC forecasts a GDP growth of 0.5%.
- **Inflation Should Return to Two Percent by the End of 2024 as Rate Hikes Take Effect**
Canada would perform marginally better than the US that will experience a shallow recession.
- **Conference Board of Canada: Saskatchewan and Alberta Poised to Lead Growth in Canada in Coming Years**
- **Canada Needs to Take Steps to Address its Poor Productivity Performance, Says the Former Governor of the Bank of Canada Poloz**
Poor productivity drags down Canada's export potential, which is the "lifeblood" of the economy.

Trends and Drivers for Functional Coatings

The ChemQuest Group forecast identifies the following applications as value growth leaders: high-value coatings for office furniture, coatings used in the IT industry, some

properties as possible in one coating system.

The Raw Material Game: Part II

The current global economic outlook is showing signs that **the world economy could be on the verge of a new crisis** even as it is still recovering from the pandemic. Companies in the chemical and coatings industry should prepare themselves more intensively for future crises and strengthen their resilience by diversifying their sources of raw materials and their coatings formulations.



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**.*

Login or Visit canpaint.com to Become a Member!

TECH INNOVATIONS



Novel Route to Make Greener Alkyd Coatings

Novel alkyd resins have been synthesized with mono- and di-functional cardanol monomers. The new study demonstrated that those monomers could replace some of the monomers used in alkyd resins, which were petrosourced and described how the valorisation of waste products from the food industry can decrease the petro-based part in alkyd resins.

Study Reports Eco-friendly Paint Most Effective against Fouling on Ships and Boats

Silicone paints make it difficult for fouling to stick to the hull and are also self-cleaning. Although the study of the different antifouling paints was completed after twelve months, the results show it can be effective over a longer period of time. Although some silicone paints contain some PFAS, **silicone-free paint** was used in this study.

Superhydrophobic Coatings on Fabric Fabricated with Eco-friendly Formula

The novel technique used a deep eutectic solvent to prepare superhydrophobic durable and self-cleaning fabric.

Singapore Researchers Invent Invisible Coating that Makes Wood "Fireproof"

One of the biggest challenges for wood is its flammability. **Current fire-protective practices** include the use of fire-retardant panels or paint-like coatings that conceal natural wood grains. The new invisible coating allows for the natural beauty of timber to shine and yet can still provide a flame barrier when "activated" by fire.



Members Only

STATISTICS and **RESEARCH REPORTS**



Members Only

MERGER and **AQUISITION REPORTS**



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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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