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Functional Coatings are the Future!

and Coatings Association

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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de l'industrie de la peinture et du revêtement

PRESIDENT'S **MESSAGE**



The draft screening assessment report for TiO2 and related titanium compounds is scheduled for publication in Canada in 2023, under the federal Government's Chemicals Management Program. The Canadian government was clearly leaning towards a declaration for TiO2 similar to that of the European Union in 2020. Industry is now hopeful Canada will seriously consider recent decisions taken in November 2022 wherein the European General Court quashed the European Commission's 2020 classification of TiO2 as a Category 2 carcinogen. Until that happened the coatings industry and others were bracing for impact if the same were to happen in Canada. No further data is being collected by Canadian officials on TiO2 as they maintain they have adequate toxicological data to make a fully informed decision in the upcoming assessment. Industry stakeholders are still waiting to see the data endpoints and calculated margins of exposure once the Government's draft assessment is published later in 2023.

When the EU classification was issued in 2020 the coatings industry in Europe, North America and other countries strongly argued that the decision was flawed. It was not based on substantive scientific data. Industry organizations lobbying the European Commission's technical agencies demanded a more rational science-based approach, but it was ignored. These groups included association members of the World Coatings Council (WCC) such as CPCA, ACA, BCF, ABRAFATI, CEPE and others. Of course, the Titanium Dioxide Manufactures Association (TDMA) was leading the effort and left no stone unturned in refuting such an arbitrary approach to the data supporting the Category 2 classification.

The final push came with an appeal to the European General Court, which quashed the 2020 decision made by EU authorities as it clearly made an error in classifying TiO2 without robust data to back it up. Industry would never be able to secure an outcome for any chemical assessment without the substantive scientific evidence to support its case. Nor should anyone else, especially special interest groups seeking to raise money by besmirching the good name of long-established, regulated products in Canada.

The growing concern today is legislators are seeking more restrictive chemical regulations, which are held to a lower data threshold than in the past. Conversely, industry is increasingly required to meet a much higher threshold to maintain the status quo of a



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with as a matter of reasoned public policy.

The European Court ruling was viewed by the courts as merely an 'interpretation' of limited data leading to a significant error in the final TiO2 assessment. In fact, EU agencies relied essentially on just one study in making the classification related to the 'potential' for TiO2 to become toxic in future. Moreover, it infringed on the established criterion for a Category 2 classification for chemical substances, that is, it did not prove it had an 'intrinsic property' to cause cancer, but merely the 'potential' to do so. Had the EU classification not been quashed in the EU it would have set a bad precedent for other assessments of substances in a powder form (poorly soluble low toxicity particles or PSLT), not only in the EU, but in other jurisdictions around the world.

Furthermore, and as important, is the hope that the TiO2 decision will inform current deliberations on the reform of the Canadian Environmental Protection Act (CEPA), outlined in the proposed amendments in Bill S-5 for chemicals. While industry generally supported the Government of Canada's CEPA amendments for chemical assessment, it raised many serious concerns about the 62 additional amendments by the unelected Senate. Senators admitted they did not have the technical or scientific background to propose such amendments and yet those amendments went forward to the House of Commons for consideration. The Parliamentary committee is about to resume its review of the Bill and finalize the amendments over the coming weeks.

Some of the proposed amendments in Bill S-5 are concerning. For example, imposing a specific 'time-clock' for chemical assessment; loosely defining environmental justice concepts; removing protection of critical Confidential Business Information (CBI) submitted by industry for chemicals in the assessment process; and, a controversial 'watch-list' of already regulated substances that can be submitted to the Minister by the public, without an established protocol for removing them from list, if ever. Chemicals will be put on the watch-list if they have the 'potential' to become toxic, as in the case of TiO2, which was summarily quashed in the courts for that very reason. The arbitrary watch-list will only harm the reputation of long-established brands despite the fact they are already regulated and sold in Canada. Some amendments, like the watch-list, will be passed into law without full clarity on how the regulations will be administered. This amounts to a 'trust us' approach to legislative change. Such amendments, if passed, will very likely end up in the courts as they recently did in the EU's wrongful classification of TiO2.

Using poor data to classify TiO2 or any chemical assessment for that matter serves nobody's interest, neither the Government, industry nor the public. It would call into question the best practices used for chemical assessment used in Canada over the past 20 years. It would weaken Canada's image in the world as a trading nation, further dampening direct foreign investment and innovation in Canada. It would also do little - if anything - to further the protection of human health or the environment. It could in fact cause consumers to question the many 'regulated' products they buy today.

Gary LeRoux, President & CEO

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Today!

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Register

CPCA's 110th Annual Conference & AGM - May 24 - 25, 2023

CPCA's cornerstone event provides insights on industry advances in R&D and technology, business challenges, and the economic outlook ahead.

WELCOME NEW MEMBERS

We Are Brighter Together

KRONOS Worldwide is one of the world's leading manufacturers of titanium dioxide (TiO2) and has been operating internationally for more than 100 years. The group owes its significant market position to the quality of its products, innovation,

technical experience and reliable customer service around the world. KRONOS work focuses constant collaboration, innovation and improvement of their processes, products and service for their customers around the world with investments in new technology and innovation. Kronos takes pride in making the world brighter with the most effective whitening agent in the world – TiO2. TiO2 is a white pigment playing a key role in the production of paints and coatings, plastics, papers, fibers as well as in specialties such as cosmetics, pharmaceuticals, glass, and ceramics. It has the highest opacity of all white pigments due to its exceptionally high refractive index and subsequent high light-scattering power. Applications are characterized by superior whiteness and brightness, a neutral tone, outstanding dispersibility and excellent tint reduction in colored media.

Three Pillars: People, Passion and Chemistry

The Briolf Group is a new family-held group made up of five long-established companies headquartered in Spain, which brings together more than 50 years of experience in the sector and 800+ members in 120+ countries. The main five

companies are: Roberlo (automotive and industrial refinishing); Catalan Montana Colors (aerosol paint); UK Chemfix, (chemical anchoring); Cromaresme, (paint for plastic and glass); and, Dexia System, distributor. Recently Briolf acquired Impacar and Aerosol Manufacturer ARECO Italia. In 2021-2022, it figured among the 25 largest EU coatings companies.

MEMBER ANNIVERSARY

BYK Celebrates Its 150th Anniversary in 2023



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anterentiated solutions optimize product and material properties as well as production and application processes. Amongst other things, BYK additives improve scratch resistance and surface gloss, mechanical strength or flow behavior of materials, and properties such as UV- and light stability or flame retardancy. Congratulations to BYK for this impressive achievement!

The Waterborne Symposium to Celebrate its 50th Year in New Orleans in February 2023

The Waterborne Symposium has generated 50 years of proceedings, an "important technical resource within the published literature in paints and coatings." As we enter an era of increased sustainability, this symposium will assuredly continue to cover the latest technologies to address industry's needs. Congratulations!

CPCA'S BOARD of DIRECTORS

Nominees to the CPCA Board of Directors

The CPCA Board of Directors recently nominated three individuals in the coatings industry as members of the Board. "The nominees all have deep roots in the coatings industry and each brings invaluable experience that will help the CPCA Board set the direction for the Association in the coming years," commented Darrin Noble, President, and COO of Cloverdale Paint and CPCA Board Chair. These Board appointed nominees will proceed to the Annual General Meeting in May at Niagara-on-the Lake for their official election to the Board for specified terms.

Roula Hanna

Key Account Manager KRONOS Worldwide Inc.

After earning her Masters degree in Polymer Chemistry from Université de Montréal, Roula started working as a research chemist in the pharmaceutical industry. In 1997, she began her career in the titanium dioxide industry where her first position included providing technical services for the inks and coatings sectors. In 2001 she began working for KRONOS CANADA INC. on TiO_2 sales where she engaged with

all types of industries, from coatings to paper and plastics. She is currently the Canadian Sales Director

and Key Account Manager at KRONOS. In addition to her sales position, she manages the global TiO_2 purified grades division covering the food, pharma, and cosmetic sectors. She is involved in all aspects of that business from sales to technical support and regulatory affairs.

Jake Jevric Corporate Vice President Lorama Group

Jake is based in Toronto where he is Head of the Business Unit for North America, Global Marketing & Global Distribution for Lorama Group. Jake spent the past 21 years in the coatings industry. Thirteen of those years were with L.V. Lomas Limited as Marketing Manager for Industrial and Fine Chemicals, which also included Coatings, Inks, Rubber Plastic, and Adhesives. Prior to that, he served as Director of Marketing and Sales with NuVsio Inc. working on market analysis related to pricing, branding, and go-to-market strategies for high-technology start-ups. Jake brings a wealth of experience and

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innes. Jake was active as Chair of the Toronto Society for Coatings Technology for nine years supporting education and training for those in the coatings industry. More recently in 2013, he helped establish CPCA's online CoatingsTECH training course based on the extensive work done by TOSCOT over many decades. Jake earned a Bachelors Degree in Chemical Engineering at Ryerson University and an MBA from the Rotman School of Management in marketing management, finance, and strategy.

Elizabeth Rice Product Safety & Regulatory Affairs Manager AkzoNobel

Over the past 12 years, Elizabeth has been working with one of the largest paint and coatings companies in the world in the Cleveland office of AkzoNobel as the North American Manager for Product Safety and Regulatory Affairs. She is engaged in all aspects of Akzo's business divisions related to ongoing regulatory work in the 50 States as well as at the federal level in both the United States and Canada. She was involved as a member of CPCA's technical committees in the past and worked on key legislative



and regulatory files as Akzo's representative on CPCA's Paint and Coatings Working Group (PCWG), the premier committee working with federal officials on all regulatory matters impacting the CASE sector in Canada. Prior to joining Akzo Nobel, Elizabeth spent five years with the Scotts Miracle-Gro company and a short time as a research assistant at the American Institutes for Research. She earned a degree in Political Science from the Ohio State University and an MBA in Business from Franklin University.

ADVOCACY REPORT



CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA Coatings and Adhesives Working Group Meets with PMRA Officials to Discuss Final Decisions Restricting Six Paint Biocides in Canada
- Canada Adopts Globally Harmonized System (GHS) Revision 7 with a 3-year Transition Period
- Health Canada to Remove the Consumer Product Exclusion from the Hazardous
 Products Act
- Government Provides Guidance on How to Apply for Permits Before Third VOC Regulations Take Effect
- World Coatings Council (WCC) Releases Inaugural Sustainability Report
- WCC 2023 Conference and Meeting Schedule Announced
- EU Court Overturns TiO2's Designation as a Carcinogen Cat 2

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

CPCA Coatings and Adhesives Working Group (CAWG) Met with PMRA Officials to Discuss Final Decisions Restricting Six Paint Biocides in Canada

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nait of the six are still considered key in many Canadian CASE formulations. Ziram and Folpet are cancelled for CASE uses. Sodium omadine, chlorothalonil can still be used at inoperative reduced levels. Diodofon is cancelled for use in exterior paint, in wallboard joint compounds and in leather tanning while Dazomet use is prohibited in paper coatings. The primary handlers must reduce daily quantities and are imposed to use close transfer systems for the last two biocides. Secondary handlers of some biocides (chlorothalonil, diodofon and dazomet) are imposed new product stewardship requirements while registrants and paint and coatings manufacturers have to relabel their products accordingly. CPCA provided preliminary comments to PMRA officials and the CAWG met with officials to ask several technical questions on their risk approach and current misalignment with the US EPA.

Canada Adopts GHS Rev 7 Followed by a 3-year Transition Period

Last December, CPCA sent a compliance alert to all members regarding the coming into force of Health Canada's final GHS Rev 7 amendments to the Hazardous Products Regulations (HPR) and related amendments in the Act. These changes relate to the adoption of a new hazard category for non-flammable aerosols and new subcategories for Flammable Gases, and the modification of Schedule I to update related elements in the SDS. A new physical hazard class, Chemicals Under Pressure, was also approved from Rev 8. Concomitantly, Canada expects that US OSHA will approve GHS Rev 7 to ensure alignment with its regulations and implementation timeline with as little variance as possible.

Health Canada to Remove the Consumer Product Exclusion from the Hazardous Products Act

Last December, government officials pre-consulted all stakeholders on their intent to remove the current consumer product exclusion from the *Hazardous Products Act* (HPA) and regulations, which currently does not require GHS labels and Safety Data Sheets (SDS) for any hazardous products sold at retail in Canada. However, officials will propose that suppliers of consumer products be exempted from complying with the WHMIS requirements as long as suppliers can produce SDS upon retailers' or consumers' request at the point of sale. Members are invited to provide comments to CPCA. A more formal proposal will follow later this year.

ECCC Provides Guidance on How to Apply for Permits Before Third VOC Regulations Take Effect

CPCA members received the latest Environment and Climate Change Canada (ECCC) guidance on the application of permits for the VOC *Concentration Limits for Certain Products Regulations*. Manufacturers/importers of adhesives and sealants and allied products must apply for alternative compliance VOC permit options in advance of the coming into force date (i.e. the VOC Compliance Units Trading System permit option must be applied for before October 2023).

World Coatings Council Sustainability Report

The WCC published its inaugural report, *Sustainability in the Global Paint & Coatings Industry*, which highlights the global coatings industry's ongoing sustainability efforts to advance technologies in coatings science and manufacturing while also minimizing effects on human health and the environment. The report emphasizes how crucial the global coatings industry is in achieving the UN Sustainable Development Goals (SDGs), especially nine SDGs with which the industry could have the greatest impact. The use of coatings is essential in making products and the built environment more sustainable and the report cites examples that support the WCC's sustainability charter. It also explores the industry's efforts to ensure economic growth by achieving resource efficiency in its production processes and raw material consumption and by implementing health and safety measures. Download the report at **worldcoatingscouncil.org**.

WCC 2023 Conference and Meeting Schedule Announced

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the WCC counts 17 participating associations, regional paint and coatings associations in Europe, Middle East, & Africa are the following: BCF, CEPE, FIPEC, VdL, ASEFAPI, BOSAD, SAPMA, MEPCA; four are in the Americas: CPCA, ACA, ANAFAPYT, and ABRAFATI; and five are in Asia Pacific: JPMA, CNCIA, MPMA, APMF, NZPMA. The next meetings in February and April will be focused on legislative/regulatory priorities and marine coatings. CPCA members are invited to share their views on any international issues.

EU Court Overturns TiO₂'s Designation as a Carcinogen Cat 2

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 regulations were contested in the EU Court of Justice. In Fall 2022, the Court ruled that the EC made a manifest error in its assessment of the reliability and acceptability of the study on which the classification was initially based and that it infringed the criterion according to which such classification can only relate to a substance that has the intrinsic property to cause cancer. Several WCC associations have been painstakingly involved over the years to advocate for this rational, science-based position to the EU agencies and policymakers, which was fortunately recognized by the EU Court. This classification would have set a precedent for many other substances with similar PSLT properties.

IN THE **NEWS**



European Court Decision on TiO₂: Regulatory Lessons for Canada

The draft assessment report for TiO_2 and titanium compounds will be published in Canada in 2023, under the federal CMP. Industry is hoping that Canada will seriously consider recent the European General Court judgement that quashed the European Commission's 2020 classification of TiO_2 as a Category 2 carcinogen.

Efficiencies and Collaboration Critical for Better PMRA Regulation

CPCA continues to engage with the Pest Management Regulatory Agency and other stakeholders on the ongoing modernization of existing approach. The implementation of modernized process initiatives are expected at the end of 2023.

Canadian Paint and Coatings Association

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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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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**.

Behr Announces New Product: EPA-registered Virucidal and Antibacterial Paint

The Copper Force Paint incorporates a US EPA-registered antimicrobial copper ion technology that can kill 99.9% of bacteria and viruses, including SARS-CoV-2, within two hours of contact on painted surfaces.

Mirapakon Innovates in Clean Technology and Builds a Strategic Alliance in Europe

MIRAPAKON, a subsidiary of the SiliCycle Group, specialized in the clean-tech marketplace, just concluded a \$1.6M partnership with the European TEPAJYA, in view to continue its activities in green solutions with a positive impact on the environment internationally. After more than 15 years of R&D, consolidated by a patent from the University of Buffalo and a collaboration with the US Navy, MIRAPAKON managed to develop and commercialize ecological coatings intended, among other things, to protect boat hulls from damage caused by water and micro-organisms.

BASF as Strategic Supplier of High-performance Cathode Active Materials for Battery Manufacturer PPES

BASF TODA Battery Materials delivered the first batch of nickel-cobalt-manganese cathode active materials via its joint venture with Prime Planet Energy & Solutions (PPES), a joint venture between Toyota Motor and Panasonic. "PPES is committed to provide batteries and to offer a wide range of added value and solutions based on these vital energy devices for the sake of protecting the environment and resources of our precious planet," added the Project Leader of PPES.

Sustainability Trends in 2023

Protecting nature is predicted to be a continued growing focus for businesses in 2023, following the urgent calls made at the last UN Biodiversity Conference in Montreal. A World in Balance report found that organizations who've significantly progressed in implementing sustainable practices witnessed 83% higher revenue/employee from 2020 to 2021.

IVIEIVIBER RECOGNITION

Axalta's Sustainable Technology Wins 2023 BIG Innovation Award

Axalta Coating Systems was proud to receive the 2023 Business Intelligence Group (BIG) Innovation Award for its AquaEC® Flex Broad Bake Electrocoat.

Carbon Disclosure Project Released 2022 "A" Scores

283 companies made the 2022 Climate Change A list, 103 the Water Security A List. Lanxess obtained a A in climate change and BASF in water security.

AkzoNobel Rated as a Top Employer in Eight Countries by the Top Employers Institute

In the latest TEI review, AkzoNobel has been recognized in eight countries – Brazil, China, France, Germany, the Netherlands, Sweden, UK and USA – all of them repeat certifications. TEI certifies organizations putting people first through their HR policies.

PPG Recognized by Newsweek's America and JUST Capital

Newsweek America's list recognizes the 500 most responsible U.S. companies. In 2022, PPG achieved 38% of sales from sustainably advantaged products, against its goal of 40% by 2025 and released several sustainable solutions. PPG also figures in the 2023 list of America's Most JUST Companies, ranking the largest public companies for the treatment of workers, communities, customers, shareholders/governance, and the environment.

Brenntag Achieves EcoVadis Platinum Status in Sustainability Assessment

For the first time, Brenntag achieved platinum status in the EcoVadis sustainability assessment, which is the highest possible rating awarded to the top 1% of companies assessed across all industries.

EcoVadis Gold status for BYK USA Inc.

BYK USA is the fourth BYK company to receive EcoVadis Gold status, after BYK Additives UK, BYK Netherlands and German BYK-Chemie. BYK USA figures among the top 5% of EcoVadis-certified companies. EcoVadis generates the World's most trusted business sustainability ratings.

We want to know!

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

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CANADIAN ECONOMY

OECD: Canada's Economy to Perform the Worst over 2020-2030 and 2030-2060

It is time for Canada's political class to rethink their priorities and take steps to create the conditions for a more productive economy in the next three decades. This will require some hard thinking, expertise and incentives.

Conference Board of Canada Economic Forecast for 2023

The CBoC asked two leading thinkers to give their forecasts on key issues for the slowing down Canadian economy in 2023. Canada's GDP growth will be below its 2% potential in 2023-2024. Inflation should remain elevated (the path back to the 2% target expected to be long). The Russia-Ukraine conflict remains the most serious economic flashpoint generating market uncertainty.

Ways Digitalization Can Ease 2023's Pain Points

Digitalization can bring better clarity and ease workforce volatility, sustainability and the supply chain.

Funding Options for Canadian CASE Businesses in 2023

- Canada's Global \$1B Innovation Clusters Program
 5-year non-repayable contributions are allowed in five clusters including digital technologies, advanced manufacturing and enhanced AI in supply chains.
- Canada's Trade Accelerator Program This EDC/World Trade Centre Toronto program helps SMEs acquire knowledge, skills, and contacts to start exporting successfully.
- Canada EUREKA Network Calls for Proposals until February 15th
 This international network facilitates collaborative projects for research and
 innovation in science and technology between member countries.

Three Technological Trends to Influence Functional Coatings in the Next Years Learn More...



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



"Pigging" Technology Reduces Carbon Footprint

Paint and coatings manufacturers can now significantly reduce their carbon footprint, every day, by using a liquid product recovery (often called 'pigging' technology).

New Catalyst to Make Renewable Paint and Coatings

Researchers invented a groundbreaking catalyst technology converting renewable materials to acrylic acid and acrylates, as well as superabsorbent polymers while lowering manufacturing costs.

Bio-polyurethane Synthesized by Renewable Jatropha Oil

This novel biomass polyurethane-based composite coating offers superior radiative cooling, anti-corrosion, and recyclability for surface protection.

The Science behind Epidemics Helped Develop State-of-the-art Conductive Paint

Scientists demonstrated how a highly conductive paint coating mimics the network spread of a virus through an 'explosive percolation' process —a mathematical process applicable to financial systems and computer networks, but not yet seen in material systems.

Hydrogen Coatings: An Investment in Future Generations

See more insight into recent developments and expectations for the hydrogen coatings market in response to issues in transferring and storing hydrogen.

New Non-metal Biocide for Marine Antifouling Coatings

This new biocide prevents and repels barnacle larvae from a coated surface with a nonlethal effect using a new biotechnological approach based on medetomidine.

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