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Tracy Young, Dow Global R&D/TS&D Director  
and Speaker at the last CPCA Conference on May 25, 2023



Canadian Paint  
and Coatings  
Association

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

# Canadian Coatings Conference

Special Edition of the  
Prime Time NEWS —  
Conference Highlights!

May / June 2023



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## CONFERENCE HIGHLIGHTS



May/June 2023

### CPCA's Canadian Coatings Conference 2023: Insights & Delights



Darrin Noble

CPCA's Canadian Coatings Conference is the industry's source for technology, innovation, and collaborative inspiration. Every year it's hosted in a different city across Canada and offers attendees a unique blend of **insights and delights**. There's nothing like being there! If you were not able to attend this year we welcome you to join us next year in beautiful Montreal, so stay tuned for Conference details. Here's a very brief taste of this year's event.

CPCA recently hosted its Annual Conference & AGM in Niagara-on-the-Lake at the historic **Queen's**

**Landing Hotel**. **Darrin Noble, Chair of the Board of Directors and President & COO of Cloverdale Paint** opened the conference highlighting the value the paint and coatings industry brings to Canadians with a strong contribution to Canada's GDP and extended a warm welcome to speakers, attendees, including the graduate students in attendance. He

or coatings companies that industry has weathered the storm. Last year he noted that the work of the association during the pandemic was viewed as pivotal in getting paint and coatings designated as an essential service by the Federal Government Department, Public Safety Canada, which was later embraced by all Provinces for the benefit of the industry to continue manufacturing and retail operations with curbside pickup and the like. That is what associations do and can only do when members come together and support it as CPCA members clearly do. He added that, "By definition, everything the Association does benefits the entire industry, not just the membership and the hope is that more in the industry or adjacent industries become members going forward." Darrin reminded attendees that change means challenge and industry embraced change in dealing with scarcity of raw materials used in products; building resiliency in supply chains; a new focus on R&D and innovation to meet growing customer demands; addressing increasing regulatory compliance requirements; and securing more sustainably-sourced products and supporting sustainability generally. The Chair called on industry to look forward as we **collaborate, innovate, and create change for a strong and sustainable industry!** CPCA is grateful for the leadership of its Board of Directors who support the association and provide critical insights that inform the advocacy work we do with clear direction for the association for the benefit of membership.

### From the Presenters: Business Sessions



Conference business sessions addressed some of the matters noted by the Chair. The session by **Edey Fox Abrams, Vice-president at the ChemQuest Group** looked at the post-pandemic world of coatings including supply chain conditions, R&D efforts, mergers and acquisitions, strategic planning, and the business environment overall.

**Michael Cunningham, Professor of Chemical Engineering at Queen's University** dove into how we get to more sustainable products using biobased materials like algae and lignin, and what real alternatives mean for sustainability when using 'switchable systems' in the coatings world. Industry writ large is increasingly moving in that direction on the road to net zero and the achievement of ESG goals.



**Doug Bohn, Principal at Orr & Boss**, got into the numbers based on the recent Economic Impact Study update completed for CPCA noting the growth in the coatings industry over the past five years with an economic impact in excess of \$20 billion annually. That study will be released in the coming days.

Still on sustainability, **Mark Kurschner, President of Product Care Recycling** spoke about the world of paint waste recycling in Canada with unique insight in running paint recycling programs in 8 of Canada's 10 Provinces. He noted continuing challenges in some provinces in the move from Extended Producer Responsibility (EPR) to Individual Producer Responsibility (IPR). Regardless of the regulatory hurdles, paint manufacturers in Canada have supported paint recycling for more than 25 years and still making strides with more than 20 million kilograms recycled every year in Canada, all paid for by paint manufacturers.



The Keynote address was given by **Tracy Young, Senior Global R&D Director from Dow Chemical**, who shared her unique perspective on the sustainability journey in the coatings industry. She provided unique insight under the heading of, 'Coatings Sustainability: The Future is Now' noting the coatings industry has clearly been among global leaders in



That is the case whether it is for architectural or industrial applications. She noted that the future is moving quickly to a new, low-carbon approach to business, which will be very different 10 years from now as much as it was 10 years ago.

**Riaz Zaman, Counsel Government Affairs at the American Coatings Association**, offered views of the ongoing regulatory challenges South of the border. He noted that Canada and the United States operate in a highly integrated economy and what happens in one country affects the other. He talked about the challenges and what one country can learn from the other and the need for more regulatory alignment, not less, whether it is chemical assessment, VOC limits, biocide re-evaluation, etc.



**CPCA President, Gary LeRoux**, provided a regulatory check-up. He noted that the 'fire hose of regulations' in Canada seemed to have been turned on high over the past two years with no end in sight for the chemical sectors. He talked about what has been done to date and what must be done to address emerging legislative and regulatory issues in the future on new regulations for chemicals management under CEPA; where Canada is headed with new, lower VOC limits that may not work this time; the cancellation of critical biocides used for paint preservation

and its impact on alignment with the United States.



**Dan Wu (Ph.D) and J. Alberto Pino Andrade, (Ms.C )**from **Dow Coating Materials** provided a unique look at a new digital approach to paint formulation developed over a five-year period by Dow for ingredients used in thousands of CASE products. 'Paint Vision' will help coatings formulators simplify their formulation

processes and accelerate new innovation using thousands of data points drawn from decades of R&D expertise.

## RESEARCH POSTERS



### Presentations from the Students: Research Posters

This year CPCA welcomed several students in the Ph.D and Masters of Science graduate programs from Queen's and Western Universities. They presented a series of research posters for the benefit of those attending the conference and many wished them well and hoped to see them working in member companies in the not too distant future. The research presenters and poster subjects were as follows:

**Queen's University, Faculty of Science, Department of Chemical Engineering**  
(Waterborne Coatings Research - Sponsored by BASF)

#### **Connor Sanders, Ph.D. Student**

Amphiphilic Block-Random Copolymers as Stabilizers in Emulsion Polymerization

#### **Dana Nanan, M.Sc. Student**

Alternative N-heterocyclic Carbenes for Surface Coatings

**Western University, Faculty of Science, Department of Chemistry**

The Carbon to Metal Coatings Institute (C2MCI)

**Jessica Bosso, M.Sc. Student**

Organic-Based Thin Films for Metallic Surface Protection

**Jeffery Collins, M.Sc. Student**

Synthesis of Organic Metal Bound Coatings

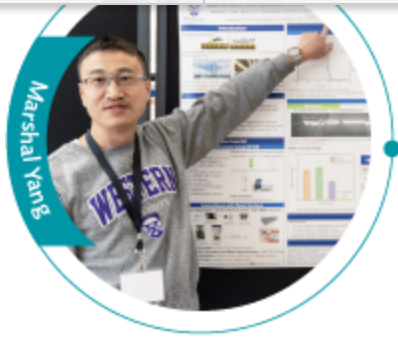
**Waruni Senanayake, Ph.D. Student**

Interactions of N-Heterocyclic Carbene with Stainless Steel Studied by Time-of-Flight Secondary Ion Mass Spectrometry

**Marshall Yang, Ph.D. Postdoctoral Associate**

Quantification and Interaction of N-Heterocyclic Carbene and Epoxy Topcoat on 304 Stainless Steel and Mild Steel





## AWARDS DINNER



### **Congratulations to all our Awards Recipients**

The Chair Awards Dinner was held at **Château des Charmes** in Niagara-on-the-Lake. The ambiance was elegant and elevated, and conference attendees enjoyed wine tours, conversation, and a dinner that offered wine pairings, and music by Toronto's very own **Lady Be Good**. As the evening went on, CPCA's Chair of the Board of Directors, and President and COO of Cloverdale Paint, Darrin Noble emceed the evening and encouraged

**And the winners are...**

This year, CPCA presented its highest honour, the **Roy Kennedy Award** to **Fred Heitfeld** (Sherwin-Williams) for outstanding contribution to CPCA and for epitomizing Roy Kennedy's dedication to the Association, its members, and the industry. Fred has been a contributor to CPCA's advocacy on multiple files including paint preservation, VOCs, and GHS, among others. He is a regular participant in the Paint and Coatings Working Group meetings and has also provided valuable input on GHS worker safety, primarily to support alignment between the US and Canada, which remains a crucial issue for our industry.

**The Industry Achievement Award** was presented to **Rachel Laberge** (Brenntag); **Diane Nash** (Axalta); **Judy Stevens** (Vibrantz); **Jim Kantola** (PPG); **Joyce Borkhoff** (Intertek); **Tom Snider** (Cloverdale); and **Brent Jamieson** (Axalta). This award is presented to individuals who demonstrate exceptional achievement in advancing the interests of the industry and/or the Association.

**The Industry Distinction Award** was presented to **Cathy Currie** (Home Hardware); **David Faherty** (Arxada); **JF Tanguay** (IMCD); **Gary Regulski** (Axalta); and **Jeff Snyder** (Akzo Nobel). These individuals are recognized for their long-term contributions to the Association at the national and/or local level and have since retired or will soon do so.

CPCA also recognized several of our member companies and related associations who celebrated milestone anniversaries in 2022 or 2023. The following will be awarded with a commemorative plaque for their longevity in the industry:

- **British Coatings Federation** – 110 years
- **BYK** – 150 years
- **PPG** – 140 years
- **Cloverdale Paint** – 90 years
- **Mapei** – 85 years
- **Behr** – 75 years
- **Duha Group** – 75 years
- **Orr & Boss** – 75 years
- **MF Paint** – 55 years

The Chair extended a warm thanks all the sponsors who helped make the event possible:

**Platinum:** Product Care, EMCO-Inortech and Benjamin Moore

**Gold:** PPG and Cloverdale

**Silver:** Azelis, Vinavail and BeautiTone (Home Hardware)

**Bronze:** BYK









Conference Attendees: You will receive an email to access images soon. Stay Tuned!





## Functional 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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## ADVOCACY REPORT



### CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- Bill S-5 Amending Canadian Environmental Protection Act (CEPA, 1999) Passed Third Reading and Reached the Senate for Royal Assent
- ECCC/HC Publish Science Report and Draft Screening Assessment on PFAS Proposing this Class of Substances Toxic

#### Bill S-5 Reached the Senate for Royal Assent

On May 30, 2023, Bill S-5, An Act to amend the Canadian Environmental Protection Act, 1999 and to make related amendments to the Food and Drugs Act and to repeal the Perfluorooctane Sulfonate Virtual Elimination Act, passed its Third Reading in the House of Commons. On June 1, a motion was submitted to the Senate to agree to the amendments made to Bill S-5 by the House of Commons. Bill S-5 has been strengthened by the rigorous study by both chambers and by the participation of Canadians in this legislative process. The timing of two very important components of Bill S-5, the implementation framework for a right to a healthy environment and the plan of chemicals management priorities, is dependent on the date of Royal Assent and must be completed within two years of that date. Therefore, the Bill could receive Royal Assent before the Parliament recess on June 23rd. The new CEPA will be followed by several near-term multistakeholder consultations to address administrative requirements related to the implementation of the legislative changes.

*CPCA as well as other industry groups intend to actively participate in the implementation of the new legislative process and watch over it for minimizing its impacts on the industry*

#### ECCC/HC Publish Science Report and Draft Screening Assessment (DSAR) to Advance Risk Management of PFAS in Canada

On May 20, 2023, ECCC/HC published in the Canada Gazette Part I a Science Report supporting document on the ecological state of science for three subgroups of PFAS (Short Chain-PFAS, Short Chain-PFASs and Long Chain-PFASs). A DSAR and a risk management scope document were also published proposing that the large class of PFAS be added to Schedule 1 of CEPA for environmental and health concerns. PFAS chemicals are extremely persistent and mobile allowing for local migration and long-term presence in the environment. There is a growing body of evidence linking

- Regulatory and/or non-regulatory controls to minimize environmental and human exposure to the class of PFAS from firefighting foams
- Gathering information necessary to identify and prioritize options for reducing environmental and human exposure from the class of PFAS from other sources and products; and,
- Aligning with actions in other jurisdictions, where appropriate.


In Canada, PFOS, PFOA, and LC-PFCAs have already been concluded as toxic under CEPA and the Government already proposed an objective for limiting PFAS in drinking water. In recent comments, CPCA recommended the exclusion of fluoropolymers from the definition of PFAS, which are long-chain behaving differently than short-chain PFAS.


*Fluoropolymers are part of inert films formed following the application of powder coatings, radiation-curable coatings, anti-reflective coatings, cable, wiring coatings, and solar panel coatings which have many environmental benefits. CPCA and its members are presently reviewing the science report, DSAR, and RM scope documents*

### CPCA Ongoing Meetings on Proposed Changes to Existing Regulations

As reported on over the past several months, CPCA continues to work closely with members to determine the impact on a number of proposed changes to key regulations in the coatings industry, which could have serious impacts if allowed to proceed in the current form. These relate to newly proposed VOC limits for AIM coatings as well as for industrial adhesives and sealants. There are still ongoing discussions related to biocides used in paint and adhesives preservation; outstanding questions on the new approach being considered for the anti-skinning agent (MEKO) moving to a regulation for a lower limit; continued discussions on the existing exemption for consumer products used in the workplace; as well as ongoing discussions to address chemicals of concern prioritized in Phase 4 of Canada's Chemicals Management Plan.

*It seems to be a time of change related to federal regulations in Canada impacting the CASE sector and it is critical that the industry be fully engaged as these matters are being discussed with several of them likely to conclude this year and early into 2024.*






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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 CO<sub>2</sub> in the air we all breathe.*

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**TreeCanada  
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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**.

### Axalta Launches New Fully Automated Axalta Irus Mix

This fast and efficient mixing machine designed for the automotive refinish industry **delivers highly accurate colour without waste**. The new machine introduced in Europe maximizes profitability and provides sustainable benefits to help Refinish customers meet or exceed key business and sustainability goals.

### Green Seal Paints Qualify for New LEED Credits

Global nonprofit organization **Green Seal** certified paints and coatings now qualify towards points for multiple LEED credits. Additionally, they are designated by the U.S. Green Building Council to meet requirements for the LEED v4.1 Material Ingredient Optimization credit. Examples of Green Seal-certified paints and coatings that comply with both the LEED Low-Emitting Materials credit requirements and the LEED Material Ingredient Optimization credit requirements include Benjamin Moore Eco Spec Paints.

## MEMBER RECOGNITION



### Three BASF Women in Manufacturing Honoured at the 2023 Women MAKE Awards

This national awards program **honours women who have demonstrated excellence and leadership** in their careers across all levels of the manufacturing industry. The BASF's 2023 award winners are: Carol Easley, Operations Director, Polyol North America, Cara Madzy, Vice President Operations, Coatings Americas, and Lindsey Daniels, Process Safety Specialist who won the MAKE Emerging Leader award.

### Véronic Landry Nominated by the Society of Wood Science and Technology (SWST) as "Woman Ambassador Creating the Future of Wood Science"

Véronic Landry, director of the **Centre de Recherche sur les Matériaux Renouvelables (CRMR)** and professor at the FFGG, and 5 other new members will join the **16 other women who were honoured last year**. Moreover, Veronic is one of the three professors and research centers who recently conducted the public launch of the *Consortium de recherche sur les panneaux composites à base de bois (Corepan-Bois)* during the Carrefour Forests 2023, on April 26, 2023. Besides the support from CFIQ, MRNF, and CRSNG, this research consortium will also involve the work from two universities (Laval and Université du Québec in Abitibi-Témiscamingue) and seven partners (FPInnovations, SEREX - CCTT and CIFIQ via the MRNF's Panel Innovation Platform and four-panel manufacturers: Produits

## Andre Buisson and Son Felix Buisson to Co-chair the 7th Edition of the Shawinigan Entrepreneurship Bursaries

CEO and VP. at Société Laurentide's sales, have enthusiastically agreed to co-chair the 7th edition of the Shawinigan Entrepreneurship Bursaries, to be held on November 18, 2023, at the Hôtel Énergie Shawinigan. The event brings together two values that are close to their hearts: entrepreneurial succession and the sense of belonging to the Shawinigan community!

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*CPCA is beginning work on the next edition of INSIGHT! Advertising Opportunities are available.*

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## CANADIAN ECONOMY



### Canadian Economic Update

- The CPI rose by 4.4 per cent (y/y) in April.
- **While inflation has fallen in Canada** for eight straight months, it remains elevated.
- Canadian manufacturing sales rose by 0.7 per cent in March. Transportation equipment and primary metal manufacturing products showed the highest growth. New and unfilled orders respectively fell by 3.5 per cent and 2.2 per cent.
- Canada's labour market performed well in Q1 of 2023.
- The real GDP will decrease by -0.5% in Q2. Demand is expected to weaken as Canada enters a mild recession.
- **Countries are seeking alternatives to U.S. dollars for trade** amidst geopolitical tensions and this de-dollarization may change the future of international trade.

### Has the Canadian Housing Market Hit Bottom?

Several factors must be considered when assessing where the **residential market will go in 2023 and 2024**. In the short term, the market is driven by market conditions, such as the

## Competition Bureau: Canada Urgently Needs to Modernize Its Competition Infrastructure Nationwide

Competition unlocks innovation and productivity. Therefore, Canada must recalibrate the role of competition in its economy. For this reason, the Competition Bureau (CB) has created the Digital Enforcement and Intelligence Branch to analyze the speed and disruptive nature of AI developments. Last year, Canada introduced initial improvements to Canada's *Competition Act* to harmonize Canada's laws to peer countries. "We must tackle a wide scope of regulatory barriers to competition through a whole-of-government effort," the CB says.



## 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



### Photoactive Coating to Prevent Bacterial Biofilms

A new study aims at developing photoactive coatings based on carbon quantum dots (CQDs) and waterborne polyurethane (WPU), capable of **preventing the formation of bacterial biofilms**.

### Visible Light to Activate Antiviral Properties of TiO<sub>2</sub> Nanoparticles

A new review describes the most recent advancements and research on the use of **visible artificial light to activate antiviral and antimicrobial properties** of titanium dioxide nanoparticles in paint and coatings applied on frequent-touch surface areas.

### Mechanochemical Stable Coating for Lasting Corrosion Protection

**Researchers prepared a self-healing superhydrophobic coating** from fluorine-free and environmentally friendly materials. Its mechanochemical stability was achieved through the encapsulation of epoxy resin. The coating with a water contact angle of  $151 \pm 2.4^\circ$  exhibits excellent low water adhesion, self-cleaning, and antifouling properties.

### Oyster Shells Enhances Fire Safety of Flame-retardant Epoxy

A **phosphorus-free and green organic-inorganic hybrid flame-retardant system** was constructed based on oyster waste via mechanochemical strategies for flame-retardant epoxy (EP). The introduction of treated oyster shell powder enhanced the fire safety of EP (e.g., ~41.8 % and 55.0 % decline in peak heat release rate and total CO production at only 4

## Two Performance-Enhancing Graphene Additives for Water-Based Paint and Coatings

A nanotechnology company pioneering **advanced graphene-enhanced materials** for industrial applications, recently commercialized two new additives specifically formulated for the paint industry and produced with a proprietary G2D technology. They utilize graphene nanoplatelets to deliver unprecedented performance improvements for water-based paints and coatings without altering pH levels and also reduce or eliminate the need for some traditional manufacturing inputs and processes.

## Lab-made Enzymes Could be Key to Creating New Bioplastics

A London-based start-up, **FabricNano**, is **betting on enzymes** to make sustainable plastics and break the chemical sector's current reliance on oil and gas. FabricNano's bio-manufacturing tech uses enzymes, a natural catalyst typically made of a protein that accelerates chemical reactions. Using enzymes can break the chemical industry's current reliance on fossil fuels to make products such as plastics or pharmaceutical drugs.



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