

# PRIME TIME NEWS

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



Prime Time NEWS is available for everyone. **Subscribe today!**

“ Be the change you wish to see in the world. ”

Mahatma Gandhi



Canadian Paint and Coatings Association

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

## ADVERTISE IN INSIGHT

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

**Contact Don Burns for details!**



## PRESIDENT'S MESSAGE



industry needs to know with respect to regulatory compliance and linked to all relevant CPCA submissions/letters/bulletins, etc. In many cases, industry must respond to all of them. These issues are never fully covered in this general PTN newsletter. In reviewing the recent edition of the **Regulatory Radar** I wondered how many companies in the CASE industry in Canada are fully up to speed on the many changes flowing from various pieces of legislation and regulations in Canada over the next several years. They will certainly impact all companies in the sector.

I then thought about CPCA members working diligently with CPCA staff on various technical committees to ensure the eventual changes will be fair and not unduly tax the companies delivering many sustainable and functional products to consumers. That work is time-consuming, challenging, and requires extensive engagement with not only the government but other stakeholders with common interests and those with not-so-common interests. Finally, I am reminded of how much change has occurred over the past two years with even more on the horizon, all confirming the fact the coatings industry is indeed among the most heavily regulated sectors of the economy.

All of these issues must be addressed via many considered actions taken by CPCA and its technical committees, which are all curated for members on the CoatingsHUB digital database, searchable for ease of access, and available on all platforms. Just a quick look at the current edition of the **Regulatory Radar** with updates on issues just for the month of July is informative. Some of these include:

- How amendments to the *Canadian Environmental Protection Act* will impact the CASE industry with respect to chemical assessment and other significant changes once finalized over the next two years;
- Proposed reduced VOC limits for 49 architectural coatings categories seeking lower VOC emissions and the need for industry to make formal submissions by September 2023 with informed recommendations for improvements;
- Proposed lower VOC limits for Commercial and Industrial Adhesives to further reduce emissions;
- New HHHOC Requirements for Consumer Products under CCCR, 2001 likely to impact labelling;
- Renewed framework for Chemicals Assessment under the CMP specifically, which is expected to come into effect in 2024;
- Inventory updates of 850 substances to be assessed and released at the end of June with a deadline to complete the list by January 2024;
- Publishing of the draft Federal Quality Guidelines for several critical substances used in the sector to which industry must respond;
- Consultations started with the creation of a working group to consider lowering concentration limits via a Code of Practice for a chemical used in the coatings industry;
- Final decisions being considered on a *"Sustainable Approach to Pesticide Management in Canada"* and a Notice of intent *"Strengthening the Regulations of the Pest Control Products Act"*, which will have an impact on CASE product preservation;
- A new approach is being considered for changes to Confidential Business Information to increase transparency in chemicals management; and
- Collecting information from members on the Government's approach to regulating 4,700 PFAS in its recently published *"State of Science Report on PFAS"* and how the industry might be implicated.

Along with these new initiatives, are updates on the ongoing files, which are many more than in the current edition of the **Regulatory Radar**.

To say the regulatory challenges have doubled in scope over the past two or three years is an understatement. The entire industry must be engaged, focused and take an **'all of**

changes on industry as it continues moving toward more sustainably sourced products while contributing to Canada's lagging economy.

**Gary LeRoux**  
President & CEO



## 36<sup>th</sup> Biennial Western Coatings Societies Symposium and Show

October 15 - 18, 2023

Paris Hotel and Convention Centre

Las Vegas, Nevada



### The Wonder of Connecting In Living Color

The show includes a three-day technical program, a two-day tabletop exhibition, and opportunities for socializing and networking. Purchase a tabletop, Become a sponsor, or Register to attend at [www.westerncoatings.org](http://www.westerncoatings.org)

Be introduced to new concepts, strategies, innovations, knowledge, resources and so much more. Information can be found at [www.westerncoatings.org](http://www.westerncoatings.org).

Sponsored by the Arizona, Golden Gate, Los Angeles and Pacific Northwest Societies for Coating Technology.



Canadian Paint and Coatings Association

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

## 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.*

Share my story

## WELCOME NEW MEMBERS



We protect what matters most™

For more than 135 years, **GAF**, a roofing coating manufacturer, has been trusted to protect what matters most for families, communities and business owners with its innovative solutions and focus on customer service. Headquartered in Parsippany, NJ, GAF currently employs over 4,000 employees nationwide with 35 manufacturing operations across 27 locations in the U.S. The

was founded in 1886 as Standard Paint in New Jersey by William Gris. Later the company developed new ideas for asphalt compounds (ready to lay asphalt roofing). Later the company perfected the embedding of the coloured granules, a method still in use today and later created the asphalt shingles in 1912. The company changed its name to RUBEROID which created the first interlocking asphalt shingles ten years later and marketed the Timberline shingles, which became North America's best shingles in 1967. It is on that year that the company merged with GAF. The merged entity GAF has then created a series of innovative products such as the high definition shingles in 1991, the self-adhered Thermoplastic Polyolefin (TPO) membranes for commercial roof installation eliminating the need for adhesives and hot asphalt in 2003, and the energy-efficient asphalt shingles in 2005. In 2007, GAF acquired ElkCorp owning a technology maximizing shingle durability and wind resistance and four years later, became the first manufacturer to later offer the lifetime limited warranty on all laminated shingles. Starting in 2012, GAF also created the Solar-Grade TPO membranes now used in wider applications, introduced the Timberline high reflector shingles and in more recently, offered GAF Energy, integrated rooftop solar options. Through all these years, GAF has grown to become North America's largest roofing manufacturer which continues to be built upon sustained innovation, a never-ending focus on customers and commitment to protect what matters most.

## ADVOCACY REPORT



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

- Bill S-5 Received Royal Assent and ECCC Provided Information Session on the New Act
- Health Canada Pre-consulting on New HHHOCs Requirements to Introduce for Consumer Products
- PMRA Communicates Next Steps toward a Sustainable Approach to Pesticides Management in Canada
- CPCA Members Gathering Additional Input on Technical Challenges Associated with CARB AIM VOC Limits
- The World Coatings Council (WCC) Issues Q2 2023 Newsletter
- ACA Presented its Inaugural David F. Darling Prize at the Latest CoatingsTech Conference

### Ensuring Full Compliance with Canadian Regulations

For more extensive details and actions on all the issues please read the comprehensive bi-monthly **Regulatory Radar** and/or consult the **Canada CoatingsHUB** to search for any issue of interest. The primary goal of the Regulatory Radar and the Canada CoatingsHUB is to ensure **full industry compliance** with all regulations in Canada.

### CPCA Attended ECCC Information Session on Newly Amended CEPA

The amended Act, formerly called Bill S-5, received Royal Assent on June 13, 2023. This Act may still be cited as the *Canadian Environmental Protection Act, 1999*. At the end of June and in early July, the Environment and Climate Change Canada (ECCC) held information sessions on the amended Act and gave some indication to stakeholders of what should be expected next. Concerning the right to a healthy implementation (RTHE) framework, a discussion paper will be published for consultation in late Fall 2023/early Winter 2024. The CMP renewal framework will be laid out in the early part of next year.

*CPCA members are already fully engaged, collecting data from industry and preparing substantive responses for Government's consideration.*

### Health Canada (HC) Recently Published a Notice of Intent to Introduce New HHHOCs Requirements for Consumer Products

ound in consumer products have been linked to Human Health Hazards of Concern (HHOCs) such as carcinogens, mutagens, and reproductive toxicants, this proposal will introduce new requirements for the classification criteria of HHOCs including information disclosure and additional protections. Health Canada is considering three regulatory options: amending the CCCR, 2001 or issuing a new regulation under the CCPSA, or using an alternative approach to fully replace the CCCR, 2001 with a risk-based GHS framework. Any future regulatory proposal will be published in the Canada Gazette, Part I in 2024.

*CPCA US and Canadian members are now reviewing this Notice of Intent and will provide feedback on this consultation on behalf of industry.*

## **PMRA Communicates Next Steps Toward a Sustainable Approach to Pesticides Management in Canada**

PMRA has been advancing its Transformation agenda through various initiatives, which include among other things, posting plain language summaries of key decisions online and disclosing applicants' names as applications enter the review stage for pre- and post-market assessments. This also includes receiving real-world data generated by ECCC regarding increased research and monitoring on wildlife, air, and water as a result of the 2022 Kunming-Montreal Global Biodiversity Framework, all aiming to halt and reverse biodiversity loss. PMRA recently published a Notice of Intent regarding an increased access to Confidential Test Data, improving transparency of MRL, how to apply the requirements to assess cumulative effects, and special consideration of species at risk.

*CPCA US and Canadian members are reviewing the Notice of Intent and will remain engaged to help advance PMRA's Transformation agenda.*

## **CPCA Members Gathering Additional Input on Technical Challenges Associated with CARB AIM VOC Limits**

Following a recent CPCA discussion with Government officials who posed a long list of questions on applying CARB limits in Canada, CPCA members are being challenged to provide more technical data related to their ability to meet new VOC CARB limits in many categories. This will further help federal officials understand specific issues and the potentially negative impacts the AIM industry is facing. The new regulations are targeted for publication in the Canada Gazette, Part 1 for 60 days in the spring of 2024.

*If not done yet, CPCA urges all SMEs manufacturing Architectural and Industrial Maintenance (AIM) coatings in Canada to promptly provide additional input regarding any specific technical difficulties anticipated in meeting this challenge and/or the necessary time needed to comply.*

## **The World Coatings Council (WCC) Recently Issues Q2 2023 Newsletter**

The latest WCC quarterly newsletter provides access to the latest Responsible Mica Initiative (RMI) report in India. RMI is an industry company-NGO partnership designed to enhance traceability of mica and eliminate child labour in the supply chain. Last May, the WCC shared the UN Environment Program Business and Industry Major Group (BIMG) Q2 meeting minutes. The WCC serves on this UN BIMG consortium. The BIMG Q2 meeting discussed the UNEP's recent report, "Turning off the Tap: How the world can end plastic pollution and create a circular economy." In April, the WCC attended the International Maritime Organization's (IMO) Pollution Prevention and Response Subcommittee meeting (PPR 10) meeting. For the past two years, the WCC has collaborated on the Review of the 2011 Biofouling Guidelines which are now finalized and are being submitted to the Marine Environment Protection Committee (MEPC 80) for adoption. As the WCC hosts four regional webinars per year with coating trade associations, it recently hosted its first webinar for the Americas with ABRAFATI (Brazil), ANAFAPYT (Mexico), CPCA (Canada), and ACA (US). All reported on their respective issues of highest priority, including PFAS proposals, plastics and EPR legislation and regulation, and lead paint initiatives. The next

## The American Coatings Association (ACA) Presented its Inaugural David F. Darling Prize at the Latest CoatingsTech Conference

The ACA presented the prize to Dr. Dane R. Jones, Professor and Associate Dean, Emeritus at California Polytechnic State University's Kenneth N. Edwards Western Coatings Technology Center. This award was established to recognize individuals who demonstrate innovation in the areas of sustainability and environmental stewardship through coatings science, technology and research. Dr. Jones shares the same passion for sustainability in the paint and coatings as the late David Darling (ACA Vice-President), and his contributions include inventing new and accurate VOC analysis methods for coatings and chemicals and developing ASTM methods for VOC analysis of Architectural Coatings.

## Mark Your *Calendars!* National *Tree Day*

2023 Planting Sites are available online. Join Tree Canada on Wednesday, September 20th to plant trees in your community.

[Learn More](#)



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**.

**IMCD Opened Doors to Its New Flagship Laboratory in the Philadelphia Area Last Month**

The newly constructed laboratory is an expansion that adds construction capabilities to IMCD's technical offerings and formulation development for customers in North America. "The opening of the new IMCD Coatings & Construction laboratory in the U.S. reinforces our dedication to serve our supplier partners and customers not just as a distributor, but a formulator and solutions provider in driving marketplace innovation," said Müge Tamkan, Americas Vice President, IMCD Coatings & Construction.

### **PPG to Use Renewable Energy in its Facilities to Reduce Carbon Footprint & Launches 'New Paint for a New Start' Initiative Aiming to Beautify Schools Worldwide**

PPG announced an agreement with **NRG Energy brand Direct Energy** that will enable four PPG paints and coatings manufacturing facilities and 62 PPG PAINTS® stores in Texas to reduce their carbon footprint. This move is expected to **reduce PPG's total GHG emissions by more than 9,400 metric tons (MT)** annually. PPG will also dedicate the summer time to completing more than 25 colourful and transformative school makeovers worldwide as part of its COLORFUL COMMUNITIES program.

### **BASF Updated Its Method for Sustainability Assessment of its Entire Product Portfolio**

BASF has updated its sustainability assessment method TripleS (**Sustainable Solution Steering**) in order to further develop its product portfolio even more strongly in the direction of climate protection, resource efficiency and circular economy in the future and to meet the growing sustainability requirements with innovative solutions. The TripleS has become a strong innovation driver for BASF. BASF will publish the new KPI "Sustainable-Future Solutions" in 2024, reflecting the sales of all Pioneer and Contributor products as a proportion of relevant sales.

### **AkzoNobel Launches Powder Coatings Industry's First Openly Available Online Energy Savings Calculator**

For the first time, all powder coatings customers can **instantly calculate the energy and carbon reduction** they could achieve with the company's Interpon products and related services. It's the latest example of how AN is continuing to work towards its ambition of reducing carbon emissions across the full value chain by 50% by 2030.

## MEMBER RECOGNITION



### **Product Care Names New President & CEO**

The appointment of **Product Care's new President & CEO, Brian Bastien**, became effective on July 3, 2023. Product Care also announced that Mark Kurschner, after serving Product Care as President/CEO since 2002, will continue with Product Care on a part-time basis as VP, Legal and Government Affairs, while supporting a smooth transition for Brian in his new role. Product Care sincerely thanked Mark Kurschner for his positive impact on the organization and its sustainability objectives across Canada and is delighted to see him continue with the organization.

### **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.

[Share my News](#)



## Will Businesses Finally Get a Break from Labour Shortages and Rising Wages?

According to the BDC, some economic indicators suggest that **labour market conditions have eased in recent months**. If so, it should be easier for businesses to find workers and pressure for higher wages should finally moderate. However, the national unemployment rate has remained stuck at 5.0% for most of 2023—a historically low level. Is raising wage a solution? The latest national employment report showed that the national average hourly wage rose by 5.1% year-over-year in May (7% in the manufacturing sector).

## Canadian Manufacturing Sales Rose by 1.2% in May, Defying Expectations

According to Statistics Canada, **Canadian factory sales grew by 1.2% in May** from April on higher sales of chemical products, as well as motor vehicles. When excluding vehicles and parts, manufacturing sales were up 0.7%.

## Canadian Manufacturing at Risk of Falling Behind

According to a new national survey by Canadian Manufacturers & Exporters (CME), a shortage of skilled workers is threatening Canadian manufacturers' ability to **adopt necessary technologies to scale and compete globally**. A recent survey showed that one-third of manufacturers identified a shortage of skilled workers as one of their biggest barriers to digital transformation technology adoption, as they can't find enough workers to take advantage of the technologies. The youngest generation (Gen Z) entering the workforce is more fluent in AI and may be the most prepared to champion and use generative artificial intelligence (AI) at work.

## Paint Trends: Analysis Finds Dark Paint Helps Homes Sell for More

A recent analysis found that white and other plain neutrals were outperformed by the dark shade in kitchens, living rooms, bathrooms and bedrooms, with the **potential to sell homes for as much as \$2,500+**.

## Experts Say Extreme Heat Can Have "Significant Impacts" on Mental Health

It affects things like **cognition** — our ability to think clearly, make decisions, communicate well, take protective actions.



## 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](https://canpaint.com) to Become a Member!**





## Innovation Days 2023 Shaping the Future of Sustainable Coatings & Adhesives

The webinar recordings are [now available on demand](#).

### Launch of Groundbreaking EverWhite® Pigment

The new pigment can be used to [partially replace](#) or complement other inorganic white pigments like titanium dioxide (TiO<sub>2</sub>) and aluminum trihydrate (ATH).

### Bionic Coating Inspired by Porous Structures of Pachliopta Aristolochiae Wings

Inspired by [the absorption model](#) of Pachliopta aristolochiae wings porous structure, researchers designed a core-shell [Ni@C@PANI nanometer](#) powder-based bionic coating with multi-bands EWM adaptability.

### US Researchers Invented Friction Reducing CNT Coating for Vehicles & Turbines

The new [superlubricity coating](#) could reduce friction by at least a hundredfold in common load-bearing systems with moving parts, from vehicle drive trains to wind and hydroelectric turbines. The US economy loses more than \$1 trillion to friction and wear each year.

### Invisible Porous Cellulose Thin Films as Sustainable and Effective Antimicrobial Surface Coatings

Research has shown that a thin cellulose film can inactivate the [SARS-CoV-2 virus](#) within minutes, inhibit the growth of bacteria including E. coli, and [mitigate contact transfer of pathogens](#).

### Recycled Aluminum Alloy Coatings for Corrosion Protection

[ALCOAT is a 42-month research project](#) developing aluminum alloy coatings as a more sustainable alternative to zinc galvanization and financed by a EU Research Fund. Steel is the world's most important metallic construction material. Recycled aluminum alloy coatings will recycle aluminum destined for landfill to create an alternative to zinc for the galvanization of steel products.

### Novel Packaging Based on Bacterial Cellulose Unveiled

UK Scientists reported having created [an edible, transparent, biodegradable plastic packaging](#) from bacterial cellulose. The organic compound has garnered interest as a potential packaging material because it can be made using microbial fermentation, which allows producers to bypass crop or tree harvesting to source it.

### Electrodeposition Coating for Self-cleaning, Anti-graffiti and Corrosion Protection of Metal

This new [UV-curable anti-smudge cathodic electrophoretic coating](#) has great application potential in various metal protection industries.

### Researchers Develop Biocatalyst to Convert CO<sub>2</sub> into Acetate

As an alternative that is more efficient than photosynthesis to reduce carbon emissions, inventors developed a biocatalyst that has a unique adaptability to feedstocks and resistance to contamination challenges, making it [a promising target for large-scale deployment](#).



Members Only

STATISTICS  
and **RESEARCH**  
**REPORTS**



Members Only

MERGER  
and **AQUISITION**  
**REPORTS**



**CPCA**  
**MEDIA HUB**

News • Blog • Events



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

Visit [canpaint.com/piy-centre](http://canpaint.com/piy-centre)



View this email in your browser



**The Canadian Paint and Coatings Association**

Our mailing address is:  
900-170 Laurier Avenue West  
Ottawa ON K1P 5V5

**Unsubscribe from this list**

Copyright © 2022 Canadian Paint and Coatings Association, All rights reserved.

