



Canadian Paint  
and Coatings  
Association

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



# CANADIAN COATINGS CONFERENCE

*Transformative change in the CASE Industry*



# Enhance Compliance Mitigate Risk

*CASE Industry's Trusted  
Source for Canadian Compliance*



Track a  
Substance

Real-time tracking of substances and active ingredients.



Secure and  
Reliable Data

Clear data to support product formulations, compliance, and government mandates.



Leverage  
Resources

Valuable data to help companies retain their market access.

The HUB is the only digital platform tracking the progress of Canadian regulatory developments impacting the CASE industry. The HUB provides tailored insights for the issues that matter most to your organization, more importantly, it offers clear actions to help your organization proactively assess risk, support compliance, influence decision makers, protect brand reputation and shape better regulatory outcomes.

*Visit [CanadaCoatingsHUB.ca](https://CanadaCoatingsHUB.ca)  
to Learn More*

# CANADIAN COATINGS CONFERENCE



Canadian Compliance



EHS Best Practices



Sustainability and Green Chemistry



Share Concerns



Gain Insights and Knowledge

## Transformative change in the CASE Industry

The CASE industry and other sectors are changing rapidly across the entire supply chain up to and including products sold at the point of sale. Every company must do what it can to navigate the ever-evolving challenges whether it is related to raw material supply and supply chain management or new Government policy approaches with increasing regulatory changes impacting manufacturing and distribution, etc. At the same time the industry must make strategic investments in innovation,

embrace growing ESG requirements including more sustainably sourced materials, inevitable impacts of AI integration in all aspects of corporate planning, all while meeting customer demands and increasing expectations. It is a transformative time in the CASE industry and more important than ever to exchange insights and approaches to new challenges, turning them into new opportunities and new alliances where necessary.

3

## Conference Agenda

### Wednesday May 22, 2024

**William Gray Hotel**  
421 R. Saint-Vincent  
Montréal, QC H2Y 3A6

**Board of Directors Meeting**  
1:30 p.m. — 5:00 p.m.  
Bibliothèque Ground Floor

**Welcome Reception**  
7:00 p.m. — 10:00 p.m.  
Edward Ballroom Second Floor

### Thursday May 23, 2024

**Breakfast**  
7:45 a.m. — 9:00 a.m.  
Edward Ballroom Second Floor

**Lunch**  
12:00 noon — 1:30 p.m.  
Edward Ballroom Second Floor

**Plenary Sessions**  
9:00 a.m. — 5:00 p.m.  
Margaret Ballroom Third Floor

### Thursday Night May 23, 2024

**Chair's Awards**  
Reception & Dinner  
6:30 p.m. — 11:00 p.m.  
Margaret Ballroom Third Floor

**On-Site Conference Contacts**  
For any questions or concerns related to the Conference, AV requirements, or other details please speak with CPCA Staff.

**Melanie Di Tullio**  
Director, Graphic Design  
& Digital Communications  
mditullio@canpaint.com

**Fiona Fei**  
Director, Administration  
ffeif@canpaint.com



# PLENARY SESSIONS

## Transformative change in the CASE Industry

May 23, 2024

**Breakfast**

7:45 a.m. — 9:00 a.m.



Edward Ballroom Second Floor



**Chair's Welcome**

9:00 a.m. — 9:15 a.m.

**Darrin Noble**

Chair of CPCA and President & COO  
Cloverdale Paint



**Economic Update: CASE Industry in Canada**

9:15 a.m. — 9:45 a.m.

**Dan Murad**

President & CEO  
The ChemQuest Group

One of the three pillars of sustainability is the 'economy'. That pillar must be healthy before the equally important pillars of environment and governance can be properly addressed. This session will lay out the numbers in the CASE industry, sorting through the highs and the lows as companies craft business strategies based on informed, current and forward-thinking knowledge when planning ahead. CPCA's recently updated Economic Impact Study noted stability after fluctuations over the past several years and a renewed focus on adapting to change as necessary. Every business must focus squarely on the numbers to navigate the way forward and adjust as needed to accommodate inevitable fluctuations in supply chains, regulatory changes, customer demands, and more. ChemQuest has been helping companies turn corporate insight and knowledge into action for many years and will bring that to bear as companies continue to make informed decisions supporting profitable growth.






## Canada Offside on Paint Preservation

9:45 a.m. — 10:15 a.m.

**Adrian Krygsman**  
ARXADA

Biocides are essential ingredients for the preservation of many treated articles and paint is no exception for in-can preservation and substrate integrity, while ensuring leftover paint can be reused or recycled. Preventing product contamination is a challenging and costly endeavour and regulatory assessment of the associated risks must be based on strong scientific data, with full appreciation of market demand. Canada moved to ban and restrict use for critical paint biocides, which will negatively impact manufacturing in Canada, contrary to the regulatory objectives of the PMRA. It will also mean increased microbial contamination causing more, not less harm, to both human health and the environment, also contradictory to PMRA objectives. The US EPA has not taken similar actions in the United States. The end result will be a negative impact on trade alignment in the world's largest trading block with less manufacturing in Canada due to banned critical ingredients, fewer imports of products from the US, and thus less competition, higher prices, and fewer jobs for Canadians. PMRA is modernizing its regulatory process using such components as continuous oversight and life-cycle analysis, which is greatly expanding the role of government in the regulation of paint biocides.

**Networking Break**   
10:15 a.m. — 10:30 a.m.  
Margaret Foyer Third Floor



## Generative AI

10:30 a.m. — 11:00 a.m.

**Jeremy Pinto**  
Senior Applied Research Scientist  
MILA – Quebec AI Institute

AI is becoming pervasive and will only get more so as time goes on. This session will cover the basics, limitations and potential impacts of artificial intelligence. It will provide an overview of generative AI including the role of Large Language Models pre-trained on vast amounts of data and ChatGPT to produce humanlike text using natural language; a look at the strengths and limitations of generative models; and use cases and concerns with Generative AI applications. All industries are exploring the utility of AI in their respective market segments and how to maximize AI for continued growth during what will be a transformative era in business and life more broadly.





## 11th Hour in Regulatory Overload in Canada

11:00 a.m. — 11:30 a.m.

**Gary LeRoux**

President & CEO  
CPCA

This session will outline the current challenges before the CASE industry in Canada, noting Canada is now at the tipping point of regulatory change and if the many proposed changes are adopted it will alter the industry for years to come. It will also touch on what CPCA and member companies are proactively doing for better regulatory outcomes. There are literally dozens of proposed changes to the way the CASE industry currently does business in Canada: from the kind of ingredients permitted in formulated products; how those products are shipped and stored across the supply chain; how they are labelled and disposed of or recycled; and much more. This session will assess where we are, what has been done, and what 'all of industry' - not just CPCA members - must do to ensure growth and productivity over the long-term for an important industry sector in Canada, one on which many other industry sectors rely for the success of their businesses.

## AGM

11:30 a.m. — noon

*Members Only AGM Meeting*

## Lunch

12:00 noon — 1:30 p.m.

Edward Ballroom Second Floor



## Separating Sense from Non-sense

1:30 p.m. — 2:00 p.m.

**Keynote Speaker — Dr. Joe Schwarcz**

Director, Office of Science and Society McGill University

Dr. Schwarcz is Director of McGill University's "Office for Science and Society" with a mission to separate sense from nonsense when it comes to the use, perceptions and assessment of chemicals used in thousands of products. He is well known for his informative and entertaining public lectures and podcasts on topics ranging from the chemistry of food to the connection between the body and the mind. Professor Schwarcz has received numerous awards for teaching chemistry and for interpreting science for the public. Among many awards, he was the first non-American ever to win the American Chemical Society's prestigious Grady-Stack Award for demystifying chemistry. He has written a number of highly engaging books. And as a chemist, he's particularly keen to rescue chemistry from the bad reputation it has developed in some circles in recent years.



## Scientific Balance: Bridging Fundamental Chemistry with Empirical Work for Optimized Coatings Formulations

2:00 p.m. — 2:30 p.m.

### Sam Morell

President

SamMorell.com

The 'Scientific Balance' explores the potential synergy between fundamental chemistry principles and empirical knowledge in the formulation of paints and coatings. In the coatings industry, empirical approaches often dominate certain practices, however, this approach may limit innovation and overlook areas that could enhance formulations. By revisiting fundamental concepts in chemistry, theory, and mechanism, formulators may gain insights into underlying principles of coatings performance. Examples include the use of chemistry, physics, and mathematics to address common challenges most formulators experience related to surface tension, pigment dispersion, rheology, and film formation. The right balance is important and needed for professional development and to unlock new avenues of product innovation for more effective, sustainable, and high-performance coatings.



## Policy and Regulatory Update: The United States

2:30 p.m. — 3:00 p.m.

### Heidi McAuliffe

VP, Government Affairs

American Coatings Association

The CASE industry in the United States has similar challenges as Canada, but they have the added challenge of dealing with State-level policy and regulations, which adds an additional level of work and advocacy. As in Canada, they continue to address regulatory issues related to VOCs, chemical risk-assessment under TSCA, as well as biocide regulations for paint preservation under the US EPA, emerging PFAS issues, and product stewardship generally including Health & Safety/GHS rules, while acting as the secretariat for the World Coatings Council on important global issues. The political dimension in the US is much different than in Canada and it's unclear which is better or more challenging as it changes from day to day, but both require significant industry attention. This session provides a brief look behind the curtain on advocacy efforts for the coatings industry in the United States.

## Networking Break

3:00 p.m. — 3:15 p.m.



Margaret Foyer Third Floor



## PLENARY SESSIONS



### Sustainable Water-based Low VOC Coatings

3:15 p.m. — 3:45 p.m.

**Stephanie Vanslambrouck, Ph.D.**  
EMCO-Inortech Chief Scientist

Water-based (WB) coatings serve as an environmentally friendly alternative to solvent-based coatings due to their reduced volatile organic compound (VOC) content. VOCs pose risks to both the environment and human health. Minimizing VOCs is crucial for environmental preservation, air quality improvement, and adherence to new VOC limits. Coalescents, despite being major contributors to VOC content in WB coatings, play a vital role during film formation. They facilitate the creation of a uniform and continuous film as water evaporates. Coalescing agents are essential for achieving desired mechanical properties, aesthetic qualities, and chemical resistance. Abrasion resistance is a critical property for coatings exposed to harsh conditions, such as automotive, industrial machinery, flooring, and marine applications. One effective system known for its durability and high abrasion resistance is the two-component (2K) polyurethane (PU). This session will show how this is developed.

8



**Darrin Noble**  
Chair of CPCA  
President & COO  
Cloverdale Paint



**Gary LeRoux**  
President & CEO  
CPCA

### CASE Industry in Canada Speaks

3:45 p.m. — 4:45 p.m.

This is the first time CPCA has opted for this wide-open forum discussion on the many issues covered throughout the day as there has often not been enough time for questions following each presentation. Those attending can raise any concerns or express any frustration with respect to the current state of the CASE industry in Canada whether related to public policy and regulations, raw material supply, and other supply chain challenges. It will also look at some of the positive aspects of the CASE industry as well. Whether you are a manufacturer, supplier, distributor, or affiliated member your voice counts as much as your support. What might the future hold and are we ready in Canada? What are the things executives in the CASE industry worry about most? Are better times ahead in the CASE industry in Canada, if not why not? This will be a highly interactive session to hear what industry has to say. Let's talk!

### Chair Awards Dinner

6:30 p.m. — 10:00 p.m.

Margaret Foyer & Ballroom Third Floor



# THANK YOU TO OUR SPONSORS

CPCA would like to extend a warm thanks to all of our sponsors. Your financial support helps CPCA provide a conference that is engaging, insightful, and entertaining.



**Benjamin Moore**<sup>MD</sup>



Platinum

Gold



**Beautifone**<sup>TM</sup>



**Haltech Inc.**



**VINAVIL**<sup>®</sup>

Your Partner in Polymers

Silver

Bronze

**Cloverdale**



**Paint**



**DuhaGroup**

CONNECTING THE WORLD WITH COLOUR





# COLOR OF THE YEAR & COLOR TRENDS 2024

Blue Nova  
825

Explore the extraordinary.



[benjaminmoore.com](https://www.benjaminmoore.com)



Canadian Paint  
and Coatings  
Association

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



# Sustainability Matters

The coatings industry in Canada leads the world in post-consumer paint recycling with a program in every province. The industry pays 100% of the costs for paint recycling.

CPCA members have been supporting product stewardship programs in Canada since 1990s.

Éco-peinture, Alberta Recycling Management Authority and Product Care work to ensure Canadians have easy access to recycling depots and Return-to-Retail sites in every province.

*Paint Share is available  
at participating depots.*

**#coatingsaresustainable**



productcare.org



albertarecycling.ca



Société québécoise de gestion écologique de la peinture

ecopeinture.ca

# CHAIR AWARDS & DINNER

## Honouring Excellence & Innovation

### Reception

6:30 p.m. — 7:00 p.m.

Margaret Foyer Third Floor

### Dinner Service

7:00 p.m. — 10:00 p.m.

Margaret Ballroom Third Floor

CPCA has a rich history of honouring excellence and innovation. For the past three decades, the paint and coatings industry has been honouring key people who have made significant contributions to the Canadian paint and coatings industry. The awards are presented each year at CPCA's Annual Chair Awards Dinner. We look forward to celebrating this year's recipients.

### Industry Achievement Award

CPCA Presents the Industry Achievement Award to an individual or an organization that has demonstrated exceptional achievement in advancing the interests of the industry and/or the association.



**Terry Butryn**

Schwartz Chemical  
Industry Achievement Award



**John Dracopoulos**

Vinavil  
Industry Achievement Award



**Mark Huisman**

BASF Canada  
Industry Achievement Award



**Kyle Frakes**

Tnemec  
Industry Achievement Award



**Lorrain Bennett**

PPG Canada  
Industry Achievement Award



**Michel Hackey**

MG Chemicals  
Industry Achievement Award

## Industry Distinction Award

CPCA Presents the Industry Distinction Award to an individual who has made a continued, long-term contribution to the association at the national or local level.



**Michel Cutrone**  
Peinture MICCA  
Industry Achievement Award



**Pat Chauvet**  
Product Care Recycling  
Industry Distinction Award



**Mark Kurschner**  
Product Care Recycling  
Industry Distinction Award



**Doug Parsons**  
Home Hardware  
Industry Distinction Award



**Bertrand Goudreault**  
Éco-Peinture  
Industry Distinction Award



# RESEARCH POSTER PRESENTERS

9:00 a.m. — 4:30 p.m.

Margaret Foyer Third Floor



**Mary Hnatyshyn, 2nd year Masters**  
McGill University  
Department of Chemical Engineering

**Bio-based Vitrimers Networks via Boronic Acid Crosslinking**



**Weiguang Qiu, Ph.D. Student**  
Sherbrooke University  
Department of Chemical Engineering

**Polymeric Coatings and Emulsion Polymers**



**Farhad Asempour, MAsc, EIT, PhD Candidate**  
NSERC Alexander Graham Bell Fellow  
McGill University, Department of Chemical Engineering, Maric Group

**Development of Bio-based Recyclable Smart Thermosets**



**Masa Alrefai, Ph.D. Student**  
McGill University  
Department of Chemical Engineering

**Engineering a Greener Future: Self-healing Bio-based Polymer Networks**



**Jashanpreet Kaur (PhD 3rd year)**  
McGill University  
Department of Chemistry

**Oxide Removal from Copper Surfaces using N-heterocyclic Carbene for Industrial Applications**



Canadian Paint  
and Coatings  
Association

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

# Advertise in **INSIGHT** PERSPECTIVES

INSIGHT is the Annual Report for the CASE Industry focused on regulatory insights on issues of importance for the Coatings, Adhesives, Sealants, and Elastomers sectors. Distributed across North America to leading multi-national and national organizations advertising will get your message in front of the right people, at the right time, and align your organization with industry goals.



Fair Chemical  
Regulations



Prudent EHS  
Responsible ESG



Achieving  
Global SDGs



Reduce &  
Recycle Waste



Industry  
Collaboration



International  
Coalitions

To learn more or view pricing options  
visit [canpaint.com/media-hub/insight/](https://canpaint.com/media-hub/insight/)



Canadian Paint  
and Coatings  
Association

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

Canadian Paint and Coatings Association  
900-170 Laurier Ave. West  
Ottawa, Ontario  
K1P 5V5 Canada  
canpaint.com