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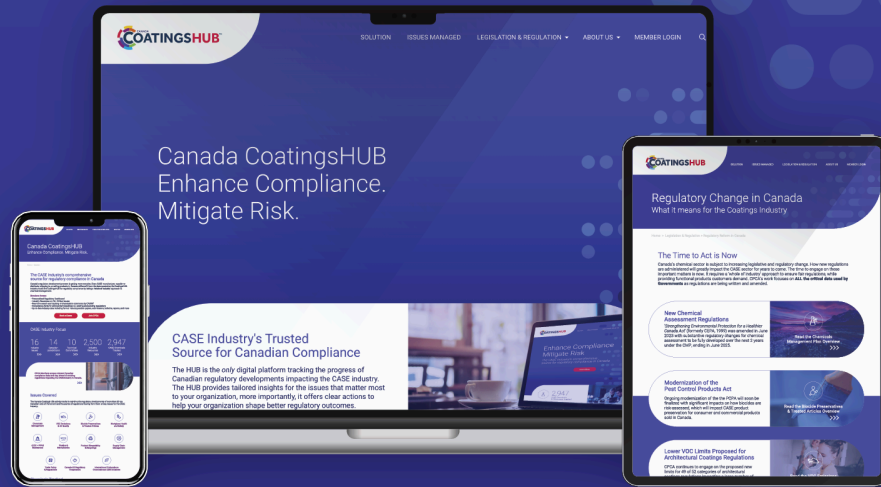
“ AI will reach human levels by around 2029. Follow that out further to, say, 2045, we will have multiplied the intelligence, the human biological machine intelligence of our civilization a billion-fold. ”

Ray Kurzweil, American computer scientist and futurist



And We're LIVE!

The CASE Industry's comprehensive source for regulatory compliance in Canada



Visit CanadaCoatingsHUB.ca

CPCA launched its new digital platform, the CanadaCoatingsHUB.ca with enhanced functionality for members. The updated site features several new public-facing pages detailing CPCA's wealth of knowledge and expertise in advocacy and government relations. It also highlights the need for the industry to engage with CPCA and support advocacy efforts for the benefit of all those in the CASE industry in Canada. All the existing functions within the Hub's '**member portal**' section remain the same, and members can continue to rely on the **Compliance Calendar**, **Extensive Industry Resources**, and the **User Dashboard** with some functional upgrades members including:

1. New and improved user interface with a clean visual aesthetic
2. Integrated AODA compliance through a 'UserWay' Accessibility Plugin
3. Improved user onboarding & member registration
4. Improved user engagement tracking

Existing users can easily **log in** to the new and enhanced [Canada CoatingsHUB](https://CanadaCoatingsHUB.ca) as of now. The site went live on the morning of March 27th, 2024. CPCA will continue to keep members apprised of updates and is available if support is needed to troubleshoot login or website issues.

If you or a member of your organization do not have access to the HUB you can easily register by clicking on the **member login in** the main menu, followed by the **register here** button in the top right-hand corner. Complete the registration form and indicate you are a member of CPCA. The system will validate your submission and provide you access.

PRESIDENT'S MESSAGE



March 2024

Many industry groups have discussed the challenges in dealing with current federal policy related to increased environmental regulation for industry under the *Canadian Environment Protection Act*. Many of those changes were tabled in the unelected Senate of Canada and debated there over several months. And, in only 13 hours of debate, the Senate passed 62 amendments. While doing so they publicly acknowledged they really had little knowledge of what they were passing given the short time to fully get briefed and understand all the implications, before sending it to the House of Commons where most of the amendments were passed by the elected members in Parliament.

Those amendments are now being carefully considered by officials over the next 15 months to ensure the intent of the legislation is reflected properly in new regulations. Some of those amendments are unclear and many would argue unnecessary such as a 'watch list' of chemicals likely to become toxic sometime in the future, either years or decades. However, despite the fact these *fully regulated chemicals* in products now used every day will be put on a 'naughty list' at the full discretion of the Minister, they will be outside the rigorous prioritization process for actual 'chemicals of concern,' which has been done collaboratively to date by industry and government.

This will likely cause a frenzy of activity by some attempting to raise awareness of the Government's 'concern' over such products being identified as 'maybe' of concern, which may only ensure consumers leave those products on the shelf even though they are perfectly safe as already determined by Government regulation. That will only negatively impact competition, which will impact jobs, which will drive inflation and ultimately worsen productivity in Canada. Of course, that leaves the federal budget short as well when it comes to funding real priorities for Canadians.

Another new initiative under CEPA is also concerning, that is, the Right to a Healthy Environment (RTHE), which is now the subject of a frenzy of activity in defining what it is. This started with a 25-page document, linked to numerous backgrounders, focused on ensuring it captures every possible approach supporting that right when chemicals are risk-assessed for potential regulation. This is the case whether such consideration will be grounded in evidence-based data and the science to which all such assessments of chemicals of real concern have been subject to for decades. Of course, industry groups have and will always be an integral part of that very costly and time-consuming process.

Now the Senate is sitting again to pass judgment on new approaches for elected members in the House of Commons related to the environment, that is, *Environmental Racism to Advance Environmental Justice* under Bill C-226. They are now sitting to map out a strategy for the Government's consideration of such 'racism' that will include, among other things, "an examination of the link between race, socio-economic status, and environmental risk." Of course, there has always been a section of CEPA that is concerned with the impact on vulnerable populations, and that will continue to be the case. It would be logical to conclude that all 'vulnerable' populations no matter race, creed, or colour would be captured under that requirement, but it seems not. New concepts seem to be popping up everywhere, all at once and all the time!

In addition, the strategy must consider the following in terms of 'more' regulations flowing from this Bill vis-à-vis concerns under CEPA, such as:

- Possible amendments to federal laws, policies, and programs
- The involvement of community groups in environmental policy-making
- Compensation for individuals or communities
- The collection of information and statistics relating to health outcomes in communities located in proximity to environmental hazards

It is unclear how much time the Senate will spend on this Bill and where it will end up. **But it will certainly mean more regulation for industries relying on chemicals in the production of thousands of formulated products.**

In the final analysis, it will mean more regulations in Canada, which is already grappling with economic challenges across the supply chain and decreasing productivity. The new provisions under CEPA will only add more uncertainty, which could drive up costs of production, lead to less competition for products no longer produced in Canada, thereby increasing inflation with fewer good paying jobs, and finally a smaller tax base for Government budgets already unable to get to balance.

This new syndrome, if one can call it that, seems to align with recent conclusions by McGill's highly acclaimed *Sustainable Growth* for ESG-related public policy:

*"Paradoxically, however, the actual daily experience of breathlessness, noise, and chatter is also caused by a **flurry of activities, pronouncements, declarations, policies, codes of conduct, standards, and ratings** – some of which are being elaborated with good intent. As a veritable flurry of public and private norm production contributes to the thickening of the **'alphabet soup' of competing, overlapping, complementing, or conflicting ESG standards**, the present situation can easily prove disheartening for seasoned policymakers, regulators and activists alike... the involvement of today's stunning variety of **institutional actors, organizations, governments, supra-national norm creators as well as investors, unions, social and environmental movements, and activist groups** in climate change governance which makes the field unruly, unstable and vulnerable."*

Could it be greenwashing works both ways and is created by all the players caught up in the proverbial alphabet soup, especially in Government?

Gary LeRoux

President & CEO

INSIGHT
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Canadian Paint
and Coatings
Association

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

Membership

*Your Support is Essential
To Help Us Better Help 'Your' Industry*

The Canadian Paint and Coatings Association has six Membership Classes priced fairly to benefit each class according to its return in the industry. Your support and participation, along with all like-minded companies seeking better outcomes for the sector in Canada is now more critical than ever. In our case more is better given the current challenges.

[Explore Membership](#)



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](#)

ADVOCACY REPORT



- CPCA Coating and Adhesive working Group (CAWG) members meet to respond to PMRA Consultation on the Proposal to Share CTD (Confidential Test Data)
- Canada to Welcome INC-4 (Intergovernmental Negotiating Committee) on a Legally Binding Instrument for Plastic Pollution in Ottawa
- CPCA Joins Coalition to Remind Treasury Board of Increasing Information Gathering Burden
- World Coatings Council Nominates Five Individuals to Attend INC-4 (Intergovernmental Negotiating Committee) on a Legally Binding Instrument for Plastic Pollution to be Held in Ottawa
- ACA President and CEOA Announces Retirement in 2025 & World Coatings Council (WCC) Re-elected Tom Bowtell for Second Term as President
- WCC Serves on the UN Business and Industry Major Group (BIMG)
- CPCA Shares Detailed Economic Forecast 2025-2027 with Members
- ACA to Publish Global Market Analysis for the Paint & Coatings Industry (2024 – 2029) in Q1 2025

Note: This is a very limited view of the extensive work done by CPCA on these few issues. There are 'many' more such issues with several important actions taken such as data gathering, formal submissions, bilateral meetings, extensive industry engagement, technical committee work, etc. If your company is interested in or indeed impacted by these and other issues please note they are all curated for easy access on the only digital platform for the CASE industry in Canada, the Canada CoatingsHUB. **If you would like a complimentary copy of the most recent 'members only' Regulatory Radar with much more insight on these and other issues please [contact CPCA](#).**

CPCA Participated in Multistakeholder Pre-consultation Plenary Meeting Before the Development of the Right to a Health Environment (RTHE) Framework

Industry representatives of various groups participated in the pre-consultation meeting and now has an opportunity to comment and respond to the questions outlined in a [discussion document](#) available on the government website. Comments can be submitted to HealthyEnv-EnvSain@ec.gc.ca by April 8, 2024 or on an official webpage entitled [A Right to a Healthy Environment under the CEPA, 1999](#). Following the deadline of April 8th, industry will not have many other opportunities to formally comment before the Government of Canada publishes its Draft Implementation Framework in Fall 2024 and adopts the final Framework in June 2025.

CPCA shared with members the presentation deck and a summary of the discussions that took place at the last plenary meeting held on March 19th. CPCA's primary concerns relate to the aggressive timelines, unclear substantive meaning of the right and basic principles (especially regarding the new concept of a 'healthy environment' and the adoption of a hazard-based approach), and the lack of clarity and understanding of what reasonable limits mean at this stage. However, CPCA welcomes the efforts and outcomes of the integrated chemical mixtures project undergoing in Brantford/Grant River and Sarnia, where disproportional effects of a combination of chemical mixtures will be assessed in a RTHE context to further guide its implementation.

CPCA CAWG Members Meet to Respond to PMRA Consultation on the Proposal to Share Confidential Test Data (CTD)

The Pest Management Regulatory Agency (PMRA) plans to significantly open access to a company's Confidential Test Data (CTD) through a specific regulation proposed for the Summer of 2024. PMRA's proposal would like to be more transparent in sharing CTD in order to favour more national regulatory research partnerships and further support its new continuous oversight efforts expected to be published later this year. CPCA CAWG

especially includes the proposed process for the online sharing of CTD and further protection and scrutiny of industry's proprietary data. This is critical if PMRA wants to encourage more collaboration from industry, not less, in future risk assessment reviews. If the goal of Government is to have more robust assessment of the data for better regulatory outcomes, then there will have to be even more robust protection of that data. Otherwise, biocide products in many industry sectors will not remain in commerce in Canada even though the majority of risk assessments would lead to positive regulatory outcomes and 'best in class' products for Canadians. This will have extensive negative impacts on Canada's economy in terms of manufacturing, reduced competition leading to inflation, and reduced federal corporate taxes and thus more taxes for Canadians.

CPCA CAWG is convinced that the current proposal on confidential test data will lead to the inevitable misuse of their CTD. It was suggested that there be another bilateral consultation between the industry and PMRA in the coming weeks before finalizing the development and implementation of its proposed new CTD-sharing portal.

Canada to Welcome INC-4 (Intergovernmental Negotiating Committee) on a Legally Binding Instrument for Plastic Pollution in Ottawa

The fourth session of the [Intergovernmental Negotiating Committee](#) to develop an international legally binding instrument on plastic pollution, including in the marine environment (INC-4), is scheduled to take place in April 2024 23-29, 2024 at the Shaw Center in Ottawa, Canada.

The World Coatings Council nominated five individuals as official representatives for the paint industry to attend the INC-4 and one of them is Dave Saucier, CPCA Director of Issues Management. CPCA members have the opportunity to share their company views with [Dave Saucier](#) or specific recommendations.

CPCA Joins Coalition to Remind Treasury Board of Increasing Information Gathering Burdens

CPCA signed a joint letter sent to the Treasury Board to raise concerns about the resource requirements needed to respond to increasing gathering initiatives.

CPCA joins in supporting the Coalition letter which stresses that recent CMP information-gathering activities contradicts Section 4.3 of the Cabinet Directive on Regulation and recommends a comprehensive review of "how and why" information is collected and its related cost, value, and timelines, which significantly impacts industry.

ACA President Announces Retirement in 2025 & WCC Re-elects Tom Bowtell for Second Term as President

The American Coatings Association (ACA) announced that its [President and CEO Andy Doyle will retire](#) on January 15, 2025. Doyle was first appointed CEO in 1988 and will celebrate 46 years with ACA in June 2024. Doyle was recognized for his significant contributions to the global coatings industry with gifts and speeches from his WCC colleagues. At the WCC's annual meeting of March 2024, [Tom Bowtell](#), chief executive of the British Coatings Federation (BCF), was re-elected as president for a second two-year term of office. Council. Monica Alcalá-Saavedra of the Mexican Paint and Printing Ink Manufacturers' Association was re-elected as Vice President of the Council. The China National Coatings Industry Association hosted the event.

Andy Doyle has dutifully served as a CPCA Board member through this period and all Board members have very much appreciated his important contribution. CPCA recognized Andy Doyle with its highest distinction, the Roy Kennedy Award, back in 2017, and will find other ways in the months ahead to acknowledge this seminal event in US-Canada cooperation in the CASE industry.

WCC Serves on the UN Business and Industry Major Group (BIMG)

The BIMG, a consortium of trade associations and companies, provides information about the industry. BIMG is one of nine major sector groups that work with UNEP as they consider issues concerning sustainable development.

CPCA emphasizes how this particular UNEP involvement constitutes an important recognition that coatings are essential in building and maintaining a sustainable economy around the World and how his contribution to UN discussions are key in multiple industries.

CPCA Shares 2025-2027 Economic Forecast for the Canadian and North American Paint Industry

Within Canada, Orr & Boss is expecting approximately 1% volume and value growth in the paint and coatings segment in 2024. This is slightly better growth than in the United States where paint and coatings markets are expected to be flat. Home sales in Canada are up for the first two months of the year although housing starts were down. Overall, a slow growth year for the Canadian paint & coatings market. If interest rates start to get reduced faster than anticipated, there may be stronger growth in the 2nd half of 2024. But for now, modest growth is cautiously anticipated.

In 2024, Orr & Boss also forecasts that the global growth in the volume of paint sales is anticipated to be 1.8% and 1.7% in value. This is a rather modest global paint growth compared to the vitality that has been shown in the past decade, more especially in China although the rest of Asia seems to experience significant growth. Get full access to all Orr & Boss forecast details on CPCA's [CoatingsHUB](#).

ACA to Publish Global Market Analysis for the Paint & Coatings Industry (2024 – 2029) in Q1 2025

The American Coatings Association (ACA) has announced the availability of this new market study, which offers quantitative and qualitative data analysis, with 5-year sector and segment performance projections for a market of \$37 billion.

Please visit the [Chemquest website](#) or the [ACA website](#) for further information.

Ensure Nothing is Missed on Regulatory Compliance in Canada

For more details on the issues noted above, and many more over the past month, please review the latest monthly [Regulatory RADAR](#) (Canada and US Edition) with links to important documents and ongoing actions being taken by CPCA and its committees on behalf of industry.

Note: If you are not a CPCA member, please ask for a [complimentary copy of the latest Regulatory RADAR](#).

[Send me a Copy of the Regulatory RADAR](#)



Early Bird Registration
Ends March 30th

CPCA IN THE NEWS



Dealing with Nonsensical Chemical Risk

The highly regarded professor Joe Schwarz, heading up the McGill University Office for Science and Society, applies critical thinking to science in “separating sense from nonsense when it comes to chemicals.” Nowhere is that more needed in the world today than in [Canada’s work on risk assessment of chemicals in commerce](#). Professor Schwarz issued some critics regarding the European Union’s International Agency for Research on Cancer (IARC) listing of Titanium Oxide as Category 2B and “possibly carcinogenic in humans.” As Professor Schwarz notes the following regarding the nonsensical approach in which TiO₂ is only banned for some food products in Europe but not in Canada or the United States. Dr. Schwarz makes a strong observation, based on sensible scientific data, determining that the European ban of TiO₂ in food is not justified.



Plant a Tree. Grow Clean Air.

CPCA is a proud supporter of Tree Canada, providing annual donations on behalf of CPCA members, which contributes to reforestation efforts across Canada and helps reduce CO₂ in the air we all breathe.

Plant a Tree



TreeCanada
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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**.*

PPG Unveils Ultra Low-friction, Premium Copper-free Antifouling Coating

The innovative **copper-free antifouling product** was developed with a strong emphasis on vessel performance, emissions reduction, and sustainability. It can yield an immediate boost in power of up to 10%, enhance operational efficiency by up to 15% due to improved fouling control performance, and reduces up to 25% in GHG emissions.

All of AkzoNobel's Manufacturing Locations in Latin America Are Now Operating on 100% Renewable Electricity

This accomplishment follows on from similar achievements in North America (early 2023) and Europe (early 2022) and **boosts AkzoNobel's ambition** to reduce carbon emissions across the full value chain by 50% by 2030 (baseline 2018).

Vibrantz Technologies Battery-grade Manganese Sulfate Demonstrates Ultra-low Carbon Footprint

lithium-ion batteries used in EVs. Spnera conducted the cradle-to-gate analysis according to ISO 14040 & 14044 as part of an initiative by The International Manganese Institute.

Omya Provides a Webinar on How to Improve Sustainability in High Reflective Coatings with Omyasphere

Omyasphere ultimately leads to energy savings in cool roof coatings and thermal insulating paints.

MEMBER RECOGNITION



PPG: Only Paint and Coatings Manufacturer Recognized on Barron's 100 Most Sustainable U.S. Companies List

To make the list, **PPG's performance** ranked in five categories: shareholders, employees, customers, community, and the planet, across 230 ESG performance indicators.

Univar Solutions Named to the FORTUNE 2024 World's Most Admired Company List

Comprised using a customized industry questionnaire administered by Korn Ferry, this annual global list ranks the companies with the **strongest reputations among the world's top executives** and directors from eligible companies, along with financial analysts.

2024 Trade Association Forum Awards UK Coatings Industry for Its Publication on Net Zero Roadmap

BCF was also highly commended for the **TAF's Diversity and Inclusion Award** for their work promoting a more diverse workforce in the UK coatings industry.

BASF Monomers Achieves Global Certification for Sustainable Portfolio

BASF's Monomers division celebrates the successful certification of production sites in all regions. With its MDI production site in Louisiana joining the ranks of **ISCC PLUS** and **REDcert2** certified locations, BASF can now offer regionally produced certified isocyanates and polyamides all over the world.

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

CANADIAN ECONOMY



CME: Manufacturing Sales Rose 0.2% to US\$71.1B in January, Following a 1.1% Decline in December

Motor vehicle and parts posting the most impressive gain while aerospace product and parts recording the steepest loss. Regionally, the gain in sales was concentrated in **Ontario**. New orders are down 3.1%. Despite the January uptick, manufacturing sales decreased by 4.3% YoY and the near-term outlook for Canada remains cloudy.

Trade Matters—2024: The Year the World Votes

The FDC Chief Economist scrutinizes a detail posing significant potential risk—that many may be overlooking: There'll be elections in more than 60 countries with several billion voters heading to the polls. The risk of policy uncertainty could be acute. The Chief economist reviewed the Country Risk Quarterly interactive dashboard and Trade Confidence Index, looking at the prospects of a near-term “soft landing” and what U.S. trade policy discussions leading up to November’s election may signal for Canadian exporters, as well as the impact on CUSMA of the Mexican federal election scheduled for June.



The graphic features a background image of a modern interior with a staircase and hanging lights. At the top center is a white maple leaf icon. Below it, the text reads 'Canadian Coatings Conference' in a large white font, followed by 'MAY 22 - 24, 2024' and 'OLD MONTRÉAL' in a smaller, spaced-out font. The main heading 'Sponsorship Opportunities' is centered in a large white font. Below this are four circular icons in a row: a maple leaf, hands holding a heart, a lightbulb, and a briefcase. Each icon has a corresponding text label below it: 'Gain Recognition in Canada', 'Support your Industry', 'Profile your Organization', and 'Build Brand Awareness'. A central text block describes the sponsorship levels: 'CPCA offers four Conference Sponsorship levels, *Bronze, Silver, Gold, and Platinum.* Each level provides members with unique advertising opportunities through media releases, CPCA's Conference Program, Monthly Newsletters, Social Media, and Blog Posts to put their organization in the spotlight.' At the bottom is a dark blue rounded rectangle with the text 'Sponsor CPCA' in white.

Canadian Coatings Conference
MAY 22 - 24, 2024 OLD MONTRÉAL

Sponsorship Opportunities

- Gain Recognition in Canada
- Support your Industry
- Profile your Organization
- Build Brand Awareness

CPCA offers four Conference Sponsorship levels, *Bronze, Silver, Gold, and Platinum.* Each level provides members with unique advertising opportunities through media releases, CPCA's Conference Program, Monthly Newsletters, Social Media, and Blog Posts to put their organization in the spotlight.

Sponsor CPCA

TECH INNOVATIONS



Revolutionizing Surface Technology: Introducing Multi-component Liquid-infused Surfaces for Adaptive and Functional Coatings

The concept of **multi-component liquid-infused surfaces** (LIS) introduced as a sophisticated advancement beyond the single-component liquid coatings that have dominated the field since their inception in the early 2010s, is to integrate various elements into the liquid coating which can achieve synergistic effects that enhance functionality in ways previously thought impossible in industry and medicine.

New Nano 'Paint' Could Spare Patients Repeated Surgeries

University of Virginia medical researchers are advancing the development of an "**epiNanopaint**," which is a high-tech way to save heart and dialysis patients from the need

and prevent the vessels from narrowing.

Researchers Create Coating Solution for Safer Food Storage

The bacteria residing in storage containers can cause corrosion. The **new coating reduces corrosion** by at least 70 percent. The coating method exhibits superhydrophobicity and antifouling capabilities in galvanized steel.

New Multi-media Tech Report about ALTERNATIVES TO BIOCIDES!

The new report provides deep insights into the latest technological findings such as current developments in **biocides-free coatings formulation** and novel antimicrobial technologies.

Impact of Stainless Steel Flakes as a Novel Multifunctional Pigment for Wood Coatings

The addition of **stainless steel flakes** helps to create an intense coloration and specific aesthetic features that preserve the surface properties of the coating, increase its abrasion resistance and influence its thermal behaviour.

Harnessing the Potential of Bio-Surfactants for Innovative Paint and Coatings

Biosurfactants (BSs) are microbial compounds emerging as potential alternatives to chemical surfactants due to their **sustainability, low toxicity, biodegradability**, and enhanced performance. Many have antibacterial, antifungal, and antiviral effects.



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and **RESEARCH**
REPORTS



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