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“ Chemicals are not to be feared or worshipped, they are to be understood. ”

Dr. Joe Schwarcz, Director of McGill University's "Office for Science and Society"

CANADIAN COATINGS CONFERENCE

Transformative Change in the CASE Industry

SPECIAL COVERAGE

May 2024

A Successful Canadian Coatings Conference

The **Canadian Coatings Conference** and **111th Annual General Meeting** of the Canadian Paint & Coatings Association was held in Montreal at the William Gray Hotel in the beautiful Old Port area of the city. The Conference began with the usual **Board of Directors Meeting** the day before the event, followed by a **Welcome Reception** in the evening for

overview of the current status of commerce in all industry segments in North America and around the world. There was a focus on how generative AI will continue to influence the sector in supply chains, inventory management, R&D and innovation, and much more. It was helpful that the conference was being held in the 4th largest centre in the world focused on AI research at the world-renowned MILA Institute.

There were several sessions on how legislative and regulatory initiatives in both Canada and the United States continue to be challenging and how the industry continues to press for fairer regulation on both sides of the border. Several sessions focused on the more technical aspects of the industry, which may even be influenced by these regulatory changes and how the sector might pivot with new innovative initiatives. However, the bottom line remains: there needs to be alignment between Canada and the United States as the largest single trading block in the world.

A highlight of the business sessions was the **Keynote Speaker**, Dr. Joe Schwarz, who is well known for his very focused efforts in separating science from nonsense as it relates to chemicals, especially with respect to the many different agendas seeking to influence Government policy without reliance on peer-reviewed data.



Regulatory Overload in Canada

Gary LeRoux, President & CEO
CPCA



Canada Offside on Paint Preservation

Adrian Krygsman
ARXADA



Generative AI

Jeremy Pinto, Senior Applied Research Scientist
MILA — Quebec AI Institute



Economic Update: CASE Industry

Dan Murad, President & CEO
ChemQuest Group



Separating Nonsense from Science

Dr. Joe Schwarcz, Director, Office of Science and Society
McGill University



US Policy & Regulatory Update

Heidi McAuliffe, VP, Government Affairs
American Coatings Association



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

Sam Morell, President, SamMorell.com



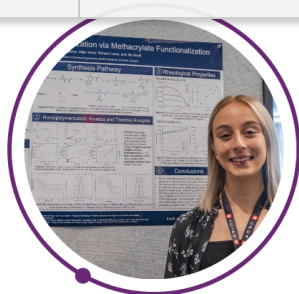
Sustainable Water-based LOW VOC Coatings

Stéphanie Vanslambroucke
EMCO-Inortech Chief Scientist

CPCA Members Download the Presentations

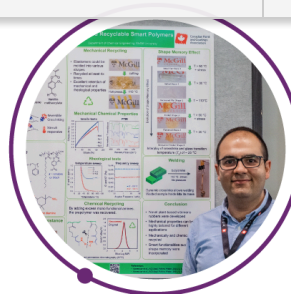
The **Annual General Meeting** was also held per the Association's bylaws and included consideration of the audited financial statements approved by the membership. It also focused on a number of new initiatives taken by the association throughout 2023 to enhance member services such as improvements to the digital regulatory platform, the one-of-kind compliance support for industry, the **Canada CoatingsHUB**, plans to roll out to enhance the functionality of CPCA's 12-year old online **CoatingsTECH** course taken by students around the world, and new approaches related to the use of **Generative AI** as it relates to regulatory compliance and hazard communications vis-a-vis sustainability and ESG initiatives.

As always, there were **Post-graduate Poster Presentations** on innovative research in chemical engineering, which is always of great interest to those attending. Attendees could engage with presenters at their leisure throughout the conference to gain insight on their innovative research. The hope is that these brilliant students will also see the CASE industry as one they may wish to pursue in their careers.



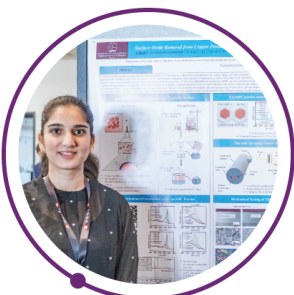
Bio-based Vitrimer Networks via Boronic Acid Crosslinking

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



Development of Bio-based Recyclable Smart Thermosets

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



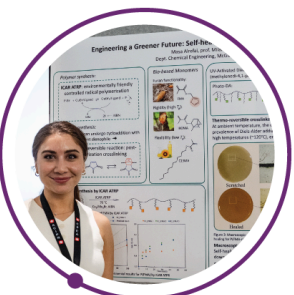
Oxide Removal from Copper Surfaces using N-heterocyclic Carbene for Industrial Applications

Jashanpreet Kaur, 3rd Year
McGill University, Department of Chemistry



Polymeric Coatings and Emulsion Polymers

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



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

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

Masters or Ph.D Students CPCA Wants to Connect with YOU!

Are you a Masters or Ph.D Student currently conducting R&D that can be applied to the CASE Industry? If yes, CPCA would like to hear from you.

CPCA is creating a roster of students who are interested in presenting at the Canadian Coatings Conference for 2025. All those interested in presenting research please reach out.

Contact CPCA



The day ended with the highly regarded annual **Chair Awards Dinner**, which has been a long-standing feature of the conference, acknowledging staff of member companies for contribution to their companies and industry over many years as well as support for the Association.

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 following awards were presented at CPCA's Annual Chair Awards Dinner. The **Industry Achievement Awards** went to seven individuals for their long-standing work in the industry and association engagement over the years. **Terry Butryn**, *Schwartz Chemical*; **Kyle Frakes**, *Themec*; **John Dracopoulos**, *Vinavil*; **Lorraine Bennett**, *PPG Canada*; **Mark Huisman**, *BASF Canada*; **Michel Hachey**, *MG Chemicals*; **Michel Cutrone**, *Peinture MICCA*



Terry Butryn
Schwartz Chemical
Industry Achievement Award



Kyle Frakes
Themec
Industry Achievement Award



John Dracopoulos
Vinavil
Industry Achievement Award



Mark Huisman
BASF Canada
Industry Achievement Award

CPCA also presented the **Industry Distinction Award** to four individuals who have made a continued, long-term contribution to the association at the national or local level:

Doug Parsons, *Home Hardware*; **Pat Chauvet**, *Product Care Recycling*; **Mark Kurschner**, *Product Care Recycling*; **Bertrand Goudreault**, *Éco-Peinture*

Absent: Bertrand Gaudreault, Past President of Éco-peinture.



Doug Parsons
Home Hardware
Industry Distinction Award



Mark Kurschner
Product Care Recycling
Industry Distinction Award



Pat Chauvet
Product Care Recycling
Industry Distinction Award

Thanks to our generous sponsors for financially supporting the Canadian Coatings Conference. **Benjamin Moore** (Platinum Sponsor), **PPG** (Gold Sponsor), **Vinavil**, **Halltech**, **BeautiTone** (Silver Sponsor), **Cloverdale Paint** and **Duha Group** (Bronze Sponsor).



The annual conference was a time for members to reconnect and share experiences in a relaxed setting and, if nothing else, take time out from a busy world, step back and reflect. Feedback was: **Mission Accomplished!**

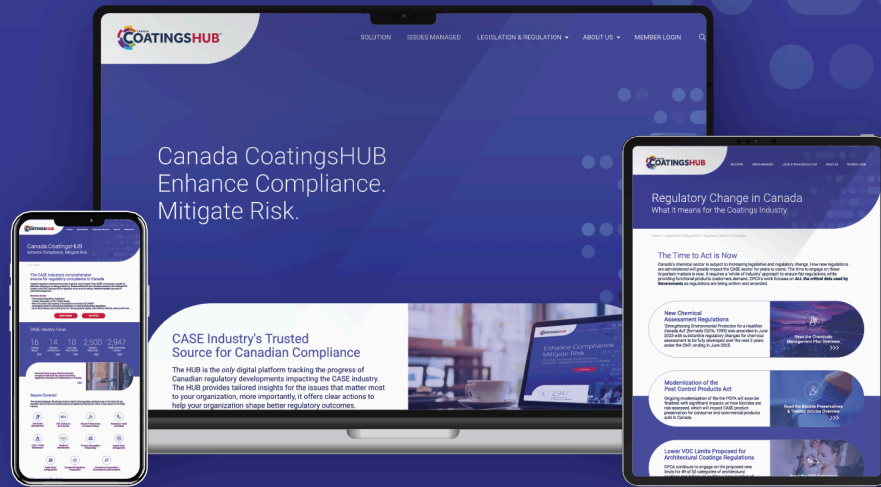
Thanks to all the members, non-members, and presenters who attended the 2024 Annual Conference & AGM in Montreal, and of course thanks to the staff who facilitated it all!

Gary LeRoux
President & CEO



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 ONLY**. 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.



Canadian Paint
and Coatings
Association

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

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
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**.*

Axalta Announces Partnership with Solera, a Global Leader in Vehicle Lifecycle Management & Launches Range of ISCC-Plus-Certified Bio-based Powder Coatings

Axalta's conventional and **Fast Cure Low Energy** refinish paint systems will be integrated into Solera's Sustainable Estimatics platform, enabling customers to estimate their CO₂ emissions per repair, while considering repair methods, paint application process, and drying conditions. Axalta's new range of powder coating solutions, derived from non-food organic waste, enables up to a 25% reduction in CO₂ emissions compared to products containing fossil fuel-based polyester resins. The **ISCC global sustainability certification** system offers a tool to reduce GHGs and establish sustainable production with fully traceable supply chains.

Designed for homeowners, the [Sherwin-Williams Color Expert™](#) app provides personalized, next-gen colour recommendations instantly based on existing colour schemes tailored to one's space. [Color-smart AI](#) will read your room and find hues that complement the surrounding objects. Following a multi-year investment, [SW Packaging Coatings](#) completes its plant expansions in U.K. and France with the production of its valPure V70 coatings for beverage cans. This will respond to its growing demand in the EU for non-bisphenol A (NBPA) packaging coatings in the face of the pending European Food Safety Authority restriction on BPA.

Benjamin Moore Shows Contractor Appreciation

Paint and coatings manufacturer [Benjamin Moore](#) applauded residential and commercial painting contractors during its third-annual Contractor Appreciation Month April 1-30, 2024. This is an expression of gratitude to the community of painting contractors across North America for the work they do every day to transform the spaces in which we live and work.

Body Shops Report Time, Material Savings with BASF's Glasurit 100 Line

BASF introduced the [Glasurit 100 Line](#), a revolutionary waterborne basecoat system, four years ago. Now that more than 1,000 body shops across 20 countries have adopted 100 Line, BASF could update its data to back up its original claims. Bodyshops have reported 40% less process time – increasing a shop's throughput – and 30% less material usage with every application. They also use paint left from previous projects, making for a 20% less consumption and 50% faster process time.

Dow's Sealants Triumph at 2024 SEAL Business Sustainability Awards

Dow has been honoured with six prestigious [2024 Seal Business Sustainability awards](#). All the Dow technologies represent innovations in silicones chemistry. Among the recipients, SILASTIC™ SST 2650 Self-Sealing Silicone won in both the Sustainable Product and Sustainable Innovation categories.



Canadian Paint
and Coatings
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Association canadienne
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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](#)

MEMBER RECOGNITION



American Coatings Conference Awards 2024

During the plenary session of the **American Coatings Conference** on April 30, 2024, awards were presented to: Michael Kraye, BASF Senior Scientist & Global Technology Manager for Dispersions & Resins NA; and Sean William Bullis, BASF Formulation Chemist II for Architectural Coatings, for the most outstanding conference paper.

World Coatings Council (WCC) Re-elects Tom Bowtell for Second Term as WCC President at Its Annual Meeting in Shanghai, China

Tom Bowtell, CEO of the British Coatings Federation (BCF), was **re-elected as President for a two-year term**. Monica Alcala-Saavedra of the Mexican Paint and Printing Ink Manufacturers' Association was re-elected as Vice President of the Council. Andy Doyle's contributions were also recognized at the meeting.

Dow Tops C&EN's US Top 50 Ranking for 2024

Dow ranked the highest on Chemical & Engineering News' annual list of the **US Top 50 chemical companies** with \$44.6 billion in chemical sales for 2023. The top 50 companies reported \$321.7 billion in combined chemical sales, marking a decline of 14.5 percent compared to 2022.

IATF 16949 certification is the global technical specification and quality management standard for the automotive industry.

PPG Honoured with the American Chemistry Council Sustainability Leadership Award

PPG was recognized for exemplary products, technologies and initiatives that help **advance sustainability**. PPG received the award in the Product Safety, Innovation and Transparency category for its ENVIROPRIME® EPIC 300 electrocoat, which helps reduce energy use and GHG emissions from OEM coatings application.

BASF Names New CEO

Martin Brudermüller hands over to **Dr. Markus Kamieth**, as the new Chairman of the Board of Executive Directors of BASF SE.

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CANADIAN ECONOMY



EDC New HUB for Economic and Trade Analysis

It is a one-stop-shop for **global economic outlook**, trade confidence index, country risk quarterly, markets of opportunity, etc. See also the most recent **North American economic snapshot**: insights & trends.

Why Employers Should Accelerate Generative AI Training

Employers should start training employees in the use of **generative AI** as soon as they start their jobs and follow up by monitoring how the employees apply the technology, says Deloitte Chief Learning Officer Anthony Stephan. "It's becoming increasingly difficult for universities and academic institutions to keep up with this pace of change in upskilling people," said Stephan.

TECH INNOVATIONS



New High-barrier Coating for Paper-based Packaging

Replacing flexible plastics with paper alternatives has previously been a challenge meanwhile plastic coatings can impact the recyclability of paper-based solutions. Therefore, **Smart Planet Technologies** designed an HyperBarrier to facilitate a transition into paper-based flexible packaging with its recyclable nanocomposite coating – which offers ten times the moisture barrier and twenty times the oxygen barrier performance of conventional polyethylene coatings.

World's First Global Explosion-Proof Collaborative Paint Robot

The new **FANUC** cobot not only will help boost all types of paint operations including high-mix, low-volume applications, but also is designed to comply with the stringent explosion-proof safety standards.

Conductive Polymers: A Multipurpose Material for Protecting Coating

Discover how these versatile materials are poised to **transform sectors** requiring improved corrosion resistance, antistatic properties, and sensor functionalities.

Researchers Create Defect-free Antiviral Coatings for Biomedical Applications

With this new technology, **pure coatings** are produced so that all other factors apart from chemical processes can be excluded and researchers can fundamentally investigate the actual interactions between the coating and viruses or cells for biomedical applications.



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