

# PRIME TIME NEWS

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Innovation, Technology, Sustainability, and the Economy



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“ If I am to speak for ten minutes, I need a week for preparation;  
if fifteen minutes, three days; if half an hour, two days;  
if an hour, I am ready now. ”

Woodrow T. Wilson, Politician and academic who served as  
the 28th president of the United States from 1913 to 1921

## PRESIDENT'S MESSAGE



August 2024

### Overreach is the NEW Federal Mandate

The federal Government of Canada has once again been looking for ways to 'regulate' and once again seemingly overreached. It seems they now feel that greenwashing, which is defined as businesses making false claims about the sustainability of a product or service is rampant and out of control. They are doing so with what has been called a 'sneaky amendment' to the Competition Act, which came at the surprise even of the head of the Competition Bureau when he appeared before the House of Commons Committee to speak to the Omnibus Bill C-59 with hundreds of proposed amendments to legislation without consultation. This approach is widely viewed as a 'grab bag' of sorts to get amendments approved without too much or any consultation with industry especially.

As Perrin Beatty, head of the Canadian Chamber of Commerce noted in a recent *National Post* article on August 16, referring to the greenwashing amendment: "The most recent instance (of a sneaking regulation) was a two-paragraph addition quietly slipped into page 429 of Bill C-59, the omnibus bill implementing last fall's economic update. The amendment's proponents say it was designed to combat corporate "greenwashing," a practice of falsely claiming that a company's products or activities will protect the environment or combat climate change." It further exemplifies this Government's

much in vogue over the past number of years in Ottawa, but it has now reached its apex.

Generally, the federal Government maintains it is taking this action to ensure honesty in advertising essentially because industry cannot be trusted. The Government expects industry to prove that any green-related statement they make about their products are “based on adequate and proper substantiation in accordance with internationally recognized methodology.” However, it is unclear what that means as there are many standards and definitions as to what greenwashing may mean when it comes to words like green, net zero, sustainable and many others. This would impact ‘every business activity’ whether large or small and thus would capture many excellent Canadian SMEs.

The amendment gives the Competition Bureau the right to begin an investigation ‘as it sees fit’ if six individuals come together and request that the President of the Bureau investigate a complaint, which is an odd and arbitrary number. However, there is no requirement for disclosure of who those individuals are. Of course, the Government won’t have trouble finding six willing individuals given that there are 20 ENGO organizations in Canada that are well-staffed and with substantial funding, some of which is provided by Government. These groups will take turns coming forward to poke industry in the eye whether there is any justification provided other than salacious claims of greenwashing. And, if the claims turn out to be false, those making the claims will bear no responsibility for the costs, disruption or loss of business associated with their claims. This could result in millions of dollars in lost revenue and potentially heavy legal costs. Worse, it will likely besmirch the brand reputation of longstanding, credible companies for other long-established product lines that were not targeted. All the while those pointing the finger remain hidden in the shadows behind closed doors snickering.

With all the challenges faced in the world today, especially by businesses in Canada living with the worst productivity in 20 years and a per capita GDP the worst or close to worst of the 38 OECD countries. Is greenwashing so widespread to cause concern to both human health and environment? Well, the answer seemed clear from the President of the Competition Bureau himself when confronted with the proposal on greenwashing in the House of Commons when he said: “What I can say is that if there is a move to have very prescriptive rules about what a company can and can’t say when it comes to environmental claims or what a company must disclose in relation to environmental claims, I would suggest that the Competition Act probably isn’t the right vehicle for that kind of regulation or legislation.” Most would concur, not in the Competition Act or anywhere as there are surely other laws related to false advertising, green or otherwise, that could be used for that purpose.

Why would companies establish or expand production in Canada if they could be subject to such scurrilous, unfounded charges, false or otherwise, that will cause damage to brands? Is the Federal Government’s own “*Greening Government Strategy*” based on solid, scientific claims about what it plans to achieve for Canadians? Would any one of those claims pass the test of being “based on adequate and proper substantiation in accordance with internationally recognized methodology?” And, would the Government allow six arbitrarily selected citizens to bring the law down on the Government? If this proceeds past a proper ‘sniff test’ it will be a bridge too far and let the litigation begin!

**Gary LeRoux**

President & CEO

MEMBER **ANNIVERSARY**



**OMYA Celebrates 140 Years**

August 2024 marks a milestone in Omya's long history: the company celebrates 140 years since 1884, Emma Stauer married Godfried Plüss in Switzerland and on the same day launched their company Plüss-Staurer, to make high quality window putty from chalk and linseed oil. Just ten years later, Omya was founded and created the Global Distribution Services, which still provides all markets with a portfolio of ingredients and specialty materials worldwide. The Omya Global Distribution Services operates now in 155 countries, supporting the development of new products and solutions, whilst maintaining a strong focus on reducing the carbon footprint of those solutions to help its customers, their customers and the environment. Their pride in this achievement is matched by their commitment to continue thinking of tomorrow, developing products and solutions that make life better for current and future generations. Omya remains a privately owned business, as this allows the company to make longer term decisions rather than chasing short term profits. Omya lately invested in its own mineral deposits to provide raw materials for the next century at least.

## CPCA IN THE NEWS



### Regulation or Not a Regulation?

Many commentators, pundits, and journalists are still trying to figure out the **end game for policy and regulatory announcements** that don't just add up beyond more red tape with only increasing costs for both industry and Government, but provide no outcomes for either or Canadians writ large. Several of those eyebrow-raising regulations are provided with respect to the CASE sector in Canada and what those who've evaluated them had to say about them.

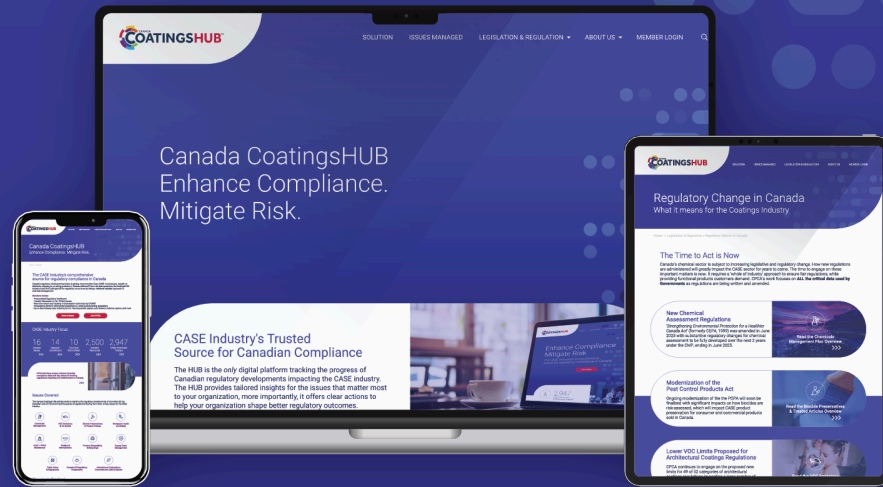
### Will Canada Survive Over Regulation?

The bio-based coatings market can flourish and become functional, but not if **Canadian regulators over-regulate** in the absence of a better understanding of the economic impacts vis-à-vis the enormous benefits. That includes appropriate timing for new regulations to allow innovation to increase leading to more sustainable approaches. One could argue that the lifespan for several applications of a truly functional CASE product, versus an environmentally superior biobased product at lower efficacy levels, is superior in terms of sustainability. In the end, both the 'functional' and 'economic' impacts will reveal which is better, but will it trump over-regulation?



# And We're LIVE!

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



Visit [CanadaCoatingsHUB.ca](https://CanadaCoatingsHUB.ca)

**CPCA** launched its new digital platform, the [CanadaCoatingsHUB.ca](https://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 27, 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.



# INSIGHT

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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 Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA Solicits Members' Input on New Greenwashing Provisions under the Competition Act to Inform the Competition Bureau's Related Guidance
- CPCA Responds to ECCC Request for Industry Feedback in Preparation of the Intersessional and Last INC-5 Meetings
- CPCA Alerts Members on the Launch of S.71 Survey for 315 PFAS & ECCC Information Session Planned for September 11
- Health Canada Published a Science Approach Document (SciAD) for the Chemical Screening and Prioritization of Substances Using the Automated Workflow for Prioritization (HAWPr) Tool
- Reminder: Registration to Transport Canada TDG Client Identification Database Required Before October 25

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.** Or, become a member and get full access to the only digital database of regulatory issues in Canada for the CASE industry, the [Canada CoatingsHUB](#)

## **CPCA Solicits Members' Input on New Greenwashing Provisions to Inform the Competition Bureau's Related Guidance**

On June 20, the Competition Bureau (CB) implemented new greenwashing provisions under Competition Act, which introduced significant administrative monetary penalties and private rights of action in a new tribunal. New reverse-onus deceptive conduct provisions now require businesses to substantiate the benefits of their products or practices for the environment. Many businesses have since expressed concerns about potential unintended consequences and have entirely withdrawn environmental representations, at least temporarily until further CB guidance is provided. The simple use of words and phrases, such as "sustainable", "green", "low-carbon", "carbon neutral", and "zero-VOC" can invite further scrutiny and may be vulnerable to attacks. On July 22, the CB launched a public consultation on its new provisions to inform its future enforcement guidance.

*Before the end of September, CPCA intends to respond to this consultation and invites all members to share their views on these new provisions by submitting questions and concrete examples of what could lead to potential violations. It is important to describe how economically and technically challenging access to "adequate and proper tests" is to substantiate certain environmental product claims for the sector, especially in the absence of internationally recognized methodologies and definition of terms.*

## **CPCA Responds to ECCC Request for Industry Feedback in Preparation of the Intersessional and Last INC-5 Meetings**

In August 24-28, 2024, Canada's Environment and Climate Change Canada (ECCC) Negotiating Team met in Bangkok, Thailand with other country negotiators at the Intersessional Session of the UNEP INC (International Negotiating Committee) to specifically discuss possible criteria for listing chemicals of concern (including microplastics) and financing options to support circularity programs that may be included in the international legally binding treaty to end plastic pollution. This special Intersessional session preceded the Fifth and last meeting (INC-5) planned for the end of November 2024 in Busan, where the text of the legal treat will be finalized. Ahead of the Intersessional session, CPCA and ACA/WCC, which are part of the official delegations for INC-5, are working in preparation of INC-5. CPCA has been in touch with the ECCC team and, along with a number of other selected multi-stakeholders, recently participated in a ECCC roundtable discussion on Canada's position vis-à-vis the treaty. Industry must emphasize the need to create a viable circular economy to reduce the demand for virgin resins, while ensuring a viable value for plastic wastes recovered for reuse and other value-added activities.

*Earlier this month, CPCA and ACA/WCC provided written responses to several charge questions expressed by the ECCC INC Negotiating Team during the ECCC roundtable in preparation of the INC intersessional work and INC-5. CPCA also shared these charge questions with other WCC members globally.*

## **CPCA Alerts Members on Launch of S.71 Survey for 315 PFAS & ECCC Information Session Planned for September 11**

On July 27, the government launched a S.71 survey collects information on 315 PFAS substances manufactured, imported and used in Canada. One of the substances is PBCTF,

odd uses of any other PFAS of concern in the ECCC mandatory survey list. CPCA also shared with members how to join with ECCC/Health Canada EN/FR virtual information session schedule for September 11, 2024.

*CPCA urged its members to review the list of substances and reporting criteria to determine if they are subject to the survey reporting and confidentially confirming their interest in any of the substances. If some members anticipate difficulties to respond prior to the January 2025 deadline or fear duplication of work caused by similar PFAS reporting requirements expected in the US during the first part of 2025, they are invited to reach out to CPCA before the end of September. CPCA is also compiling specific questions from members regarding the survey form, which can be submitted to officials prior to the September 11th session.*

## **Health Canada Published a Science Approach Document (SciAD) for the Chemical Screening and Prioritization of Substances Using the Automated Workflow for Prioritization (HAWPr) Tool**

On August 16, HC published a SciAD based on analytical results of its Automated Workflow for Prioritization (HAWPr), which has been developed to more efficiently collect, organize and process chemical data and further expand on the methods to be used for identification of CMP risk assessment priorities in the future. The HAWPr is a computational tool that integrates inputs from across various sources and large data sets. The HAWPr hazard component was validated against a list of 226 CMP substances previously found toxic and results of both the HAWPr's hazard and exposure components were compared with the IRAP 2019 review cycle. Overall, the government reports that these comparative results show that the new tool was consistent with previous CMP assessments and IRAP findings, while it greatly improved the availability of hazard data to inform future decisions.

*CPCA and other industries will analyze the tool and provide comments before mid-October. However, we believe that, while the new HAWPr appears to be a robust tool to assist prioritization efforts, it still remains important for HC to resolve its current limitations and uncertainties prior to heavily relying on it for prioritization, especially with regard to the weaknesses raised in the SciAD, such as those related to the exposure module, the lack of systematic consideration of specific function/use of substances, and the read-across applications (e.g. particularly for mixtures and UVCBs). The new tool has the potential to make future CMP prioritizations more conservative and more hazard-based than before and will thus require industry to submit extensive Canadian exposure data to strengthen and realign the tool.*

## **Reminder: Registration to the Transport Canada TDG Client Identification Database (CID) Required Before October 25**

In October 2023, Transport Canada finalized a regulation that introduced new regulations which requires owners or site operators and sites involved in the transport of Dangerous Goods (DG) to register in a new database. The one-year transitional period allowing for businesses to complete their new registration obligations will soon expire. Any persons who import, offer for transport, handle or transport DGs at a site located in Canada that they own or operate, or any organizations providing information and conducting DG operations at their respective sites, need to be registered in the new registration database.

*CPCA reminded members about their potential needs to register on the CID prior to the deadline. Earlier this year, in support of some Producer Responsibility Organizations (PRO), CPCA asked Transport Canada to amend the regulations to explicitly exempt from the CID registration all provincial EPR organizations managing post-consumer paint recycling operations in Canada.*

## **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

**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](#)



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](#)





# 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.*

Plant a Tree



TreeCanada  
ArbresCanada

## GREEN INITIATIVES



### **BASF to Use 40 Percent Biobased Content in Ethyl Acrylate**

**BASF** is working to eliminate fossil fuel-based ethyl acrylate in the production of methyl acrylate products and will begin producing an alternative made from 40% biobased material in Q4 2024. Biobased ethyl acrylate uses sustainable bioethanol predominantly from European grain as a feedstock but after applying strict sustainability criteria.

### **AkzoNobel Turns to CoatingAI to Assist Application Processes**

Co-developed by **AkzoNobel's** powder coatings business and CoatingAI, the new software is using artificial intelligence (AI) to help customers improve the powder application process and consumption, reduce carbon footprint, and help avoiding rework, save time and energy. The **CoatingAI** integrated the extensive AkzoNobel database information originating from the testing of different product lines over the years and from working with customers to test new lines. Because it's AI, it's machine learning and as the database builds with new parts and configurations, **CoatingAI** will become even more useful.

### **Sherwin-Williams Announces New Sustainable Decorative Floor Coating**

**Sherwin-Williams** recently launched a new high-speed curing range of decorative flooring coating systems, which can be installed in a day with minimum downtime for industrial and commercial projects. The new Accelera One enables two coats to be applied on the same day yet providing extended working time for other installation tasks — a combination not seen before in ultra-high solids floor coating options.

### **Advanced Mapei Product Selected to Build a New Lithium Conversion Facility**

The **Nemaska Lithium Conversion Facility** being built in Bécancour, Quebec, is the first Canadian facility to convert spodumene into lithium hydroxide. Employees were trained on applying a traffic coating system specifically designed for special environments needing very high chemical resistance, which features one of the line's most advanced products, Mapecoat™ EPN 24 [NA], a 100%-solids epoxy-novolac coating.

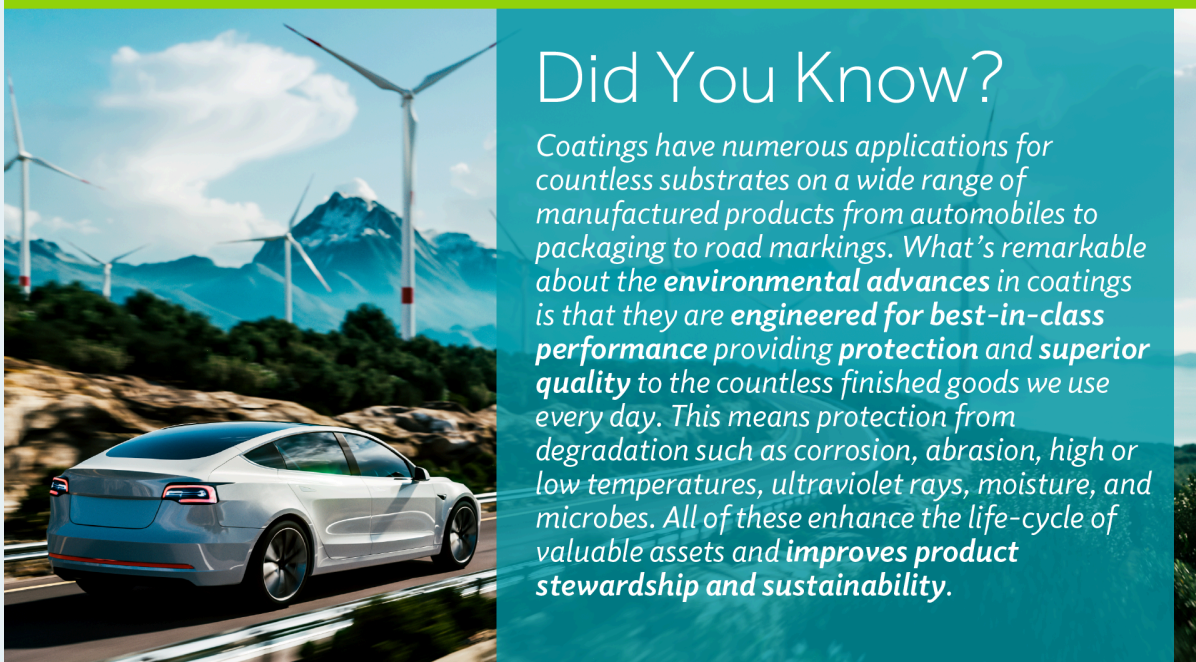
### **Dow's INFINAIR™ POE 3D Loop Technology Supports the Circular Economy**

**Dow's INFINAIR™** is a sustainability solution in polyolefin elastomer technology that makes randomly bonded filament loops, which is a "3D Loop" cushion structure, that can be used in a wide variety of applications, including mattresses, cushions, baby pillows, etc. Dow's production is said to be clean, solvent-free, adhesive-free, and with little VOCs, helping to



## Worldwide Plastic Pollution: A New Solution for Plastic Degradation Proposed Through Synthetic Biology

A new study leverages the **natural resilience of spores** by programming them to secrete plastic-degrading enzymes under specific circumstances. When embedded into plastic matrices, these spores remain dormant and are only activated until exposed to specific triggers (e.g. composting).



## MEMBER RECOGNITION



### PPG Earns 2024 Altair Enlighten Award for Sustainable Electrocoat Technology

The IT firm Altair Engineering honours sustainability and lightweighting advancements in the automotive industry. PPG and Toyota North America earned the award in the Sustainable Process category for the use of **PPG ENVIRO-PRIME EPIC 200X** electrocoat at Toyota's automotive manufacturing plant in Ontario. The technology enhances corrosion protection while annually reducing 3,500 metric tons of CO2 emissions.

### AkzoNobel, Dow, and Mapei Among the Top 17 Polyurethane Adhesive Companies, Worldwide 2024

The Polyurethane (PU) Adhesive Companies quadrant is a comprehensive industry analysis that provides valuable insights into the global market for **PU Adhesive**. It offers a detailed evaluation of key market players, technological advancements, innovations, and trends. The top 17 of 70 evaluated companies are recognized as quadrant leaders.

### Edward Polen Founder & President EMCO - Video

From humble beginnings filling orders in a one-car garage in 1971, Edward Polen has ensured his business would grow to be one of the largest chemical distributors in North America in just a little over 50 years. Listen to this **EMCO spotlight** interview video of Edward Polen.

### 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.

# CANADIAN ECONOMY



## Economists to Watch the Release of Q2 GDP Data

The annual inflation rate of 2.5%, **down from 2.7% in June**, is the lowest since March 2021. July's Industrial Product Price Index provided an upside surprise, coming in flat instead of declining 0.3% as per the median economist forecast. Overall, the GDP may have risen 1.6% in Q2 2024, despite declines expected for manufacturing and wholesale trade.

# TECH INNOVATIONS



## New Recyclable Adhesives Easily Adapted for Medical, Consumer and Industrial Applications

Researchers created a **new family of stabilized αLA polymer adhesives** by slightly altering the chemical composition of their monomers, and by tailoring properties of this "modular monomer system" to create adhesives for many applications. These polymers provide an environmentally friendly option over petroleum-based adhesives, can be sustainably bio-manufactured, and are easily disassembled and re-used to build new polymers.

## New Cooling Fabric with Chalk-based Coating Can Beat the Summer Heat

A new sustainable **mineral-polymer coating** was developed using a combination of calcium carbonate and barium sulfate, two natural minerals common in chalk. This new coating technique, which can be applied on nearly any commercial fabric, can cool the air beneath it by up to 8 degrees Fahrenheit.

## AI Accelerates Discovery of Next-gen Polymers

Finding the next groundbreaking polymer is always a challenge, but now Georgia Tech researchers are using artificial intelligence (AI) to shape and transform the future of this field. They have developed groundbreaking algorithms that can **instantly predict polymer properties and formulations** before they are even created. The accuracy of AI predictions depends on the availability of rich, diverse, extensive initial data sets, which is still a challenge, as well as designing the algorithms for realistic tasks.

## UBC Researchers Developed New Super-Black Wood Material: Nxylon

The material reflects less than **1% of visible light**. It can be used in astronomy, where ultra-black coatings on devices reduce stray light. Super-black coatings can also enhance the efficiency of solar cells.

## New Ultra-thin Solar Power Generating Coatings for Every Day Objects

Researchers at **Oxford University** have unveiled a revolutionary technology that could transform how we harness solar energy. They have developed an ultra-thin, light-absorbing solar cell coating that can be applied to almost any surface, turning it into a solar panel.

## Nanoparticle Study Furthers Color-Changing Coatings

Chameleons change color by altering the spacing between nanocrystals in their skin. Researchers' intent is to **design a dynamic and multifunctional system** that can be as good these examples in biology. A new imaging technique allows researchers to watch how nanoparticles change in their environment in real time and could eventually enable smart materials/coatings to switch between different optical, mechanical and electronic

### Humanoid Robot Shipments to Increase over Next Five Years

Latest research, [Robotics Hardware Market Forecast](#) – 2021–30, indicates global humanoid robot shipments will exceed 38,000 units in 2030, an 83 percent jump from 2024.

### Study of Differences in Atmospheric Corrosion Severity Over Long and Short Distances

[Environmental severity indices](#) are used to designate corrosion severity of different locations. A deeper analysis recently indicated that proximity to saltwater is one factor driving large differences in corrosion severity across distances < 1 mile. Other factors affecting corrosion at even more granular levels are discussed (i.e. sheltering atmospheric deposition, shading of sunlight, exposure height, and sample geometry).



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