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“ The heart and soul of a company is creativity and innovation. ”

Robert Iger, Chief Executive Officer of The Walt Disney Company

PRESIDENT'S MESSAGE



September 2024

Regulatory Cooperation or Not?

The joint Regulatory Cooperation Council (RCC) meeting with Canada and the United States held on September 5 in Washington had much to say about Canada's eagerness to have regulatory alignment with our largest trading partner. It seems the Government, for the first time, acknowledges that Canada's productivity is on the ropes and sinking almost to the bottom of the OECD countries even though it has been seriously on the ropes for several years.

Of course, the RCC was created by the Obama and Harper administrations back in 2008 with workplans developed to address the lack of regulatory alignment when they were in power. Since 2015 the RCC has languished on the vine and nary a word was said about it while the obvious lack of alignment with the United States worsened. All of a sudden, it is now a priority for the Government and the new Minister is eager to 'reignite' the Council to: *"Address barriers through regulatory cooperation, which makes compliance easier, provides improved market access for goods and services, and lowers costs for consumers."* Amen to that!!

CPCA has been pleading, nay begging, for alignment in our sector for the past 5 years with little success with respect to biocides used for critical preservation of coatings products.

...ore good news! As the spin is certainly promising: "Since its inception, *nas undertaken a number of initiatives to facilitate cross-border trade, making it easier for industry to conduct business in both jurisdictions and lowering costs for consumers.*" Unfortunately, our sector was left off that list. They went on to provide some concrete examples of regulatory alignment, which our industry would like to have as well, please!

"Aligned product testing methods on meat, making it easier for businesses to sell products in Canada and the United States".

Currently, the PMRA rejects internationally recognized standards such as the International Standards Organization (ISO) test methods for antifouling coatings widely used by the EU, Australia, California, etc. for critical coatings products demanded by customers in Canada, including the Canadian Navy.

"Simultaneous veterinary drug submissions to make the drug review and approval process more efficient, ensuring that companies only have to submit once so that products are brought to market sooner at lower costs."

For the first time, in 2022, the Federal Court of Appeal reviewed a PMRA decision determining whether to establish a review panel in the face of a notice of objection filed in response to a re-evaluation decision, among other things it noted: *"The PMRA did not justify the decision by looking to the preamble of the Act, did not consider the primary objective of the legislation, did not explain the meaning of "scientifically founded doubt" and did not address the factor in section 3(b) of the Regulations that assesses the need for expert scientist assistance."*

"Aligned positions at the international level on emerging vehicle technologists promoting cross-border supply chains, resulting in safe and cost-effective transportation while keeping pace with innovation and modern tools."

The **same** scientific data provided by the **same** registrant for the risk-assessment of the **same** biocide used in both Canada and the United States results in a **different** decision with product bans and use restrictions in Canada, but not in the United States.

The closing comments by the Minister of the Treasury Board in the RCC meeting noted that the close relationship between Canada and the U.S. presents ongoing opportunities to address crucial regulatory challenges to make real progress in challenging economic times. **"Canadian and U.S. regulators will continue to explore using the RCC to make it easier to conduct business across the shared border while protecting the health, safety, and security of Canadians and Americans."** It's still unclear as to how and when this will happen at this late date with the renegotiation of the CUSMA just around the corner. Could it be that it's another announcement only?

Now industry eagerly awaits concrete actions as surely they will follow through given the dire situation with Canada's productivity, which a recent report noted now means the average Canadian's income is lower by \$4,200 per year versus only a few years ago as compared with other OECD countries like Australia. That would buy a lot of groceries!

Gary LeRoux
President & CEO

WELCOME NEW MEMBERS



Selectone was founded in Toronto Canada in 1913. It began originally as a retailer of architectural paints and wall coverings. In 1933 Selectone made the transition to



growing Selectone became the exclusive paint supplier for Canadian Tire. In the early 1970s Selectone narrowed its focus to paint specifically and relinquished its wallpaper holdings. In

2016 Selectone expanded once again. This time warehousing facilities were added in Quebec increasing capacity and ease of distribution. To this day Selectone paints is proudly 100% Canadian owned and operated.

Their vision is to continue to research, develop and manufacture industry leading architectural, industrial and specialty coatings; to be a manufacturing partner, not just a supplier; and to be transparent and honest with their network of companies. Selectone continues to supply quality coatings to consumers in concert with their valued partners, The Independent Dealer Network, Buying Groups and Co-ops. Selectone's focus remains on being a solutions-based company, working hard to exceed expectations with superior technical support, unparalleled customer service, and exceptional communication.



Polyrheo is a privately held specialty chemical and related products manufacturing and distribution company, serving a variety of industries throughout Canada and across the globe. Their operations include its head office and warehouse locations based in Toronto and Montreal. Apart from Polyrheo's focus on support for North American manufacturers,

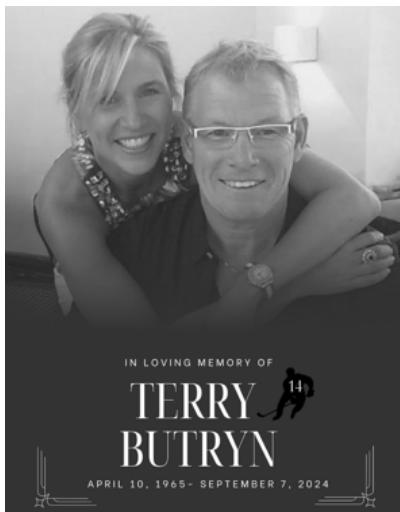
they are also a global raw material suppliers to various chemical companies, with a global network of distributors serving Africa, Middle East, Asia, and South America. Polyrheo's strength lies in building long-term partnerships with both clients and suppliers, which benefits all parties involved. Polyrheo believes in partnerships that are built on strong unparalleled service, competitive pricing and the sharing of technical knowledge and expertise. Helping manufacturers produce products their customers need is what Polyrheo does best.

IN MEMORIAM



Remembering Terrance "Butsy" Michael Butryn

April 10, 1965 – September 7, 2024



It is with a heavy heart that his wife Terry, announced the peaceful passing of her beloved husband, Terrance Michael Butryn, affectionately known to so many as "Butsy". After a brave but brief and tireless battle with pancreatic cancer, Terry found peace, surrounded by a family who loved him more than life itself – to the moon and back. "The CPCA is saddened to share news of the passing of our good friend Terry Butryn, whom many know and a strong association supporter through Schwartz Chemical, the company he led and owned for many years. Terry and his wife Terry have been cherished friends to many CPCA members and we are crushed by this sudden loss," said **Darrin Noble**, President & COO Cloverdale Chair, CPCA earlier this month. CPCA has informed members of details regarding the celebration of Terry's life on September

MEMBER ANNIVERSARY



Product Care Recycling Celebrates Its 30th Anniversary

Product Care Recycling celebrates its 30th anniversary! Over the past three decades, the company evolved from a humble paint recycling program in British Columbia in 1994 to overseeing more than 22 programs across 12 jurisdictions in Canada (and the US!). In light of these achievements, this *Extended Responsibility Producer* (EPR) company takes pride in its accomplishments and is excited to share online its successful story with our readers. Indeed as provincial regulations expanded and shaped their vision, Product Care grew its services to include the safe disposal of household hazardous waste (HHW), smoke/CO alarms, and light bulbs and tubes, hence serving thousands of members and millions of Canadians.

Dempsey Celebrates Its 70th Anniversary

Founded in 1954, **Dempsey** is a family business centered around Chemical Solutions Expertise and Product Distribution. Dempsey is represented by a diverse group of international experts based in five countries, including in Canada. Over the past 70 years, Dempsey's main goal has been to keep building a world-class company with world-class people and has been motivated with the desire to keep improving, leveraging new technology, and adopting best practices. The company benefits from a synergistic portfolio that includes products from BYK among others on the coating side. Dempsey recently opened its newest Toronto West end distribution center in Toronto, a cutting-edge facility that is built to the Canada Green Building Council Zero Carbon standard that showcases Dempsey's commitment to sustainability. Dempsey also added a new Innovation and Training Centre to serve customers and partners.

CPCA IN THE NEWS



Dealing with Nonsensical Chemical Risk

The highly regarded professor Joe Schwarz at McGill University, heading up the McGill 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.



Registration for the 2025 World Coatings Summit is Now Open!

Registration is now open for the **2025 World Coatings Summit**, which will be held Jan. 15 – 17 at the Andaz Singapore. Hosted since 2003 by the World Coatings Council in partnership with Vincentz Network, the summit has evolved into the most sought-after gathering of industry executives and leadership as a forum for addressing topics ranging from economic and market trends to business strategy, sustainability, and new technology. The 2025 Coatings Summit already boasts a lineup of distinguished speakers from around the globe and the global industry's largest companies.

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Holiday
Season



SickKids

CPCA Board of Directors Christmas Luncheon

December 4, 2024, Noon - 3:00 p.m.

Toronto Airport Double Tree Hotel by Hilton
5444 Dixie Rd, Mississauga, ON

**All funds raised will be generously matched dollar for dollar
by CPCA in support of SickKids and CHEO.**

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ADVOCACY REPORT



CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- CPCA Closely Monitoring Regulatory Updates on PFAS in Canada and Other Regions
- Government Confirmed It Will Soon Propose Its Watch List Approach and CMP-4 Plan of Priorities
- World Coatings Council (WCC) and Vincentz Network Summit 2025 Uniting Global Industry Leaders
- 2025 WCC Annual Meeting: New Advocacy Leaders Committee to be Formed
- CPCA Provided Members with Updated Orr & Boss 2024-2026 Forecast for the Paint and Coatings Industry

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.** 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 Closely Monitoring Regulatory Updates on PFAS in Canada and Other Regions

In 2024, Canada has been actively working on addressing the large class on 4,700 PFAS. CPCA reminded its members of the existing prohibitions for PFOS, PFOA and their precursors, and the upcoming final prohibition status of LC-PFCAs in Canada. On July 13, 2024, the Government published and updated Draft State of PFAS Report (subsection 77(1) of the CEPA, 1999) with a comment period which ended in mid-September 2024. In order to further assist members' review of the survey and to gather additional comments, CPCA developed a comparative review of all main changes brought to the initial publication of the Draft Science of PFAS Report and Risk Management Scope in 2023. In the recently revised Draft State report, the most notable change was that the government has gathered evidence to suggest that fluoropolymers have significantly different exposure and hazard profiles which are now requiring a separate assessment. Additionally, on July 27, Canada launched a S.71 survey to collect information on 315 PFAS substances manufactured, imported and used in Canada as part of the *Domestic Substances List*. CPCA has discussed the survey requirements with members and the feasibility to meet the deadline of January 2025. With growing concerns regarding PFAS, there is an intensive drive to regulate these substances globally and more especially in the USA and EU.

On behalf of its membership, CPCA continues to closely watch the regulatory activities on PFAS (and other chemicals of concern) in Canada and its provinces and territories as well as in Canada's main trading partners via the CoatingsHUB, in order to help assist members in their compliance with emerging restrictions in the North American and global supply chain. CPCA submitted many substantive and specific recommendations regarding the updated Draft State of PFAS report. CPCA encourages members to provide additional use information of fluoropolymers and substantive studies to further inform their risk assessment in Canada and support a continued use of fluoropolymers, which provide significant benefits to high-performance coatings. CPCA continues to advocate for retaining the exemption for fluoropolymers and include others where possible. CPCA urges its members to review the reporting criteria for the list of the 315 substances and to confidentially identify those corresponding to critical CASE uses and comment on the

reporting requirements in the US to prevail in the coming weeks and in the first half of 2025.

Government Confirmed It Will Soon Propose its Watch List Approach and CMP-4 Plan of Priorities

ECCC will proceed with these two multistakeholder consultations as part of the implementation of the modernized *Canadian Environmental Protection Act, 1999* (CEPA), which needs to be completed by mid 2025. Additionally, the publication of two Final Screening Assessment Reports for two CMP Phase 3, Benzotriazoles and Benzothiazoles and Terpenes and Terpenoids is planned before the end of 2024. These two groups contain substances of interest to the CASE sector.

Last year, CPCA provided comments on the new 'Watch-list' approach for chemicals of potential concern and reiterated that this list should only contain substances that were already assessed in the first phases of CMP and did not meet the S.64 criteria but could be of concern if their current concentration in products or in the environment were to rise. The Government has already signaled these substances in its final reports and are therefore watching and monitoring these although they have no exposures causing harm per se. It should not include substances not having yet gone through the legitimate and rigorous CMP risk assessment and risk management process or are simply identified in other international 'hazard-based' lists. If any of this were to be the case it would call into question the integrity of the products containing them in Canadian commerce. CPCA will participate in the consultations following the publication of the Watch List and new CMP-4 priorities and will gather members' comments.

World Coatings Council (WCC) and Vincentz Network Summit 2025: Uniting Global Industry Leaders

The **Coatings Summit 2025** will be taking place in Singapore from January 15-17, 2025. This exclusive event offers industry leaders a unique platform for high-level discussions, networking, and insights into the latest strategies and visions of paint industry leaders. The Coatings Summit brings together the foremost leaders from around the globe.

CPCA is an active participant of the WCC and provided the agenda of the next Summit to its member leaders, which includes strategic insights by high-caliber speakers, ensuring attendees will be well-equipped to navigate the increasingly complex landscape of the coatings industry.

2025 WCC Annual Meeting: New Advocacy Leaders Committee to Be Formed

The WCC Annual Meeting will take place from March 12-14, 2025 in Frankfurt, Germany. At the past Annual Meeting in Shanghai, the WCC agreed to develop an "Advocacy Leaders Committee", made up of representatives from global companies, to assist the WCC in the analysis of and development of messaging for legislative and regulatory issues that impact our industry. The Advocacy Leaders Committee will be called upon to address specific WCC issues and will meet, in a remote environment, to discuss the issue with an eye towards developing appropriate messaging that WCC member organizations and company members of associations can use in advocacy environments.

The current negotiations on an international legally binding instrument to address plastics pollution present a unique challenge for the industry. CPCA identified the following members among the coatings companies operating on a global scale: Sherwin-Williams, PPG, Akzo Nobel, Axalta, and BASF.

CPCA Provided Members with Updated Orr & Boss 2024-2026 Forecast for the Paint and Coatings Industry

In North America (NA), the housing activity is continuing at depressed levels while housing starts being down 4.7% year-to-date versus 2023, and existing home sales are flat with respect to last year. The current forecasted interest rate reductions should help bring some relief but likely not until 2025. In the non-decorative industrial segments, some markets are

rise by 2.5% in 2025, meanwhile litreage paint sales should increase by 1.5%. A similar trend forecast is maintained for the Canadian paint market specifically.

Members can consult the detailed forecast in the CPCA CoatingsHUB.

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](#)



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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](#)



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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.

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Canadian Coatings Conference

MAY 21 - 23, 2025
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GREEN INITIATIVES



PPG Partners with Foundation for Environmental Education

PPG announced a two-year partnership with the [Foundation for Environmental Education](#) (FEE), a leader in promoting environmental education and sustainable development in schools worldwide. This partnership is part of PPG's global commitment to invest \$5 million in environmental sustainability education by 2030.

BYK Commits to No More PFAS-containing Materials in the BYK Product Portfolio by the End of 2025

According to Dr Stefan Mößmer, Managing Director BYK Marketing & Commercial: "This decision contributes to our overarching sustainability strategy of [proactively replacing harmful chemicals with more environmentally friendly](#) and ideally renewable product technologies. We at Byk are aware of our obligation to offer a large proportion of our new developments with sustainable additives in the future."

Dow to Build the World's First Fully Decarbonized Ethylene Cracker, a Game-changer for the Global Chemical Industry

How will this major project announced in December 2023 change things for [Canada's chemistry industry](#)? This project as the largest industrial investment in Alberta's history is also one of the largest in Canada. In Dow's history, it's set to be one of the top three. The new world-scale cracker and derivative facility is fully decarbonized in terms of Scope 1 and 2 emissions and will capture, compress, transfer, and sequester CO₂. Dive deeper into this development in a new interview with [Diego Ordonez](#), President of Dow Canada.

Azelis Americas Winner of the Alliance of Chemical Distribution 2024 Responsible Distribution™ Excellence Award

During the annual ChemEdge conference, [Azelis Americas](#) won the Alliance for Chemical Distribution (ACD) 2024 Responsible Distribution™ Excellence Award. Each year, ACD recognizes a company that demonstrates an unwavering commitment to ACD's Responsible Distribution™. "Azelis Americas not only follows the tenets of Responsible Distribution, but they truly embody its core principle of continuous improvement," said Caroline Brooks, Senior Director of Responsible Distribution.

Vibrantz Breaks Ground for Facility to Produce Pearls Sustainable Tinting

Increasingly stringent environmental regulations mean colourant companies must create high-performing – and [now sustainable](#) – tinting solutions. Vibrantz Technologies has engineered Pearls, the coatings industry's first and only volumetrically dosed tinting system of solid colourants designed for use in waterborne architectural and industrial applications. Pearls is an accurate, low maintenance dry tinting concept that is easy to use and saves money.



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**.

MEMBER RECOGNITION



ACA Announces Appointment of Mike Johnson as Incoming President and CEO

The new American Coatings Association (ACA) **President and CEO, Mike Johnson**, is planning to start at ACA on November 1, 2024. After that, Andy Doyle will continue with ACA until January 15 in an advisory role supporting Mike Johnson and ACA wherever he can help. Johnson brings with him a very impressive resume and background as well as many years of leadership and association experience. Andy Doyle is very confident that, under Mike's leadership, ACA will excel and enjoy even greater success and accomplishments in the years ahead.

Canlak Coatings Announces New Chief Executive Officer

Canlak Coatings Inc, a portfolio company of SK Capital Partners, a leading formulator and manufacturer of high-quality wood coating systems. Canlak Coatings recently appointed **Laura Posadas as its new CEO**, effective October 7, succeeding Jim Coccagno. Ms. Posadas joins Canlak from the Matrix Adhesives Group. In her new role, Laura Posadas will focus on accelerating Canlak Coatings' growth initiatives, improving operational efficiency and further strengthening the Company's position in the global market.

CPCA Board Member Katie Maljaei Joining Quadra

Katie will be taking on the role of **Senior Account Manager in Quadra CASE & Construction group**, where she will focus on helping businesses tackle the challenges within the CASE industry and discover the best solutions and latest innovations.

Dempsey Corporation Awarded the Workplace Health and Performance Mentor Designation from Wellness Works Canada

Dempsey obtained 93.91% score by its own people and was recognized as "**Employer of Choice**" following a comprehensive survey workplace and employee assessment survey by Wellness Work Canada. Last May, Dempsey Corporation Global Distribution also earned the EcoVadis Silver Status recognition awarded to Top 15% Sustainability Rating 2024 of global companies. This award reflects the quality of Dempsey's sustainability management system and its commitment to promote transparency through the value chain.

PPG Recognized as One of the 'World's Best Companies' by TIME Magazine

statistics portal and industry ranking provider. Their ranking is based on a formula of employee-satisfaction surveys; revenue growth; and environmental, social, and corporate governance (ESG) data. PPG also figured among several other [awards and rankings in 2024](#).

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Please share with CPCA appointments, awards, and special recognition in your company.

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CANADIAN ECONOMY



Policy Rate Could End the Year at 3.75%

The [Bank of Canada lowered its key rate](#) by yet another 25 basis points in September and is expected to do so again at its remaining two meetings of 2024. The Canadian dollar also appreciated slightly to around US\$0.74 this month. However, many company managers surveyed for business confidence, are expecting the business environment to deteriorate versus an improvement over the period covered (either 12, or three months).

The Retail Council of Canada Issued National Supply Chain Disruption Alert

Canadian National Railway (CN) and Canadian Pacific Kansas City (CPKC) are still [working through delays](#) caused by the recent rail shutdown. The situation is compounded by a significant backlog of containers at key terminals, especially the Port of Vancouver. RCC is also closely monitoring potential retail supply chain disruptions due to ongoing labour disputes with dock forepersons at West Coast ports and longshore workers at the Port of Montreal. The supply chain also braces for potential strikes at U.S. East and Gulf Coast ports.

TECH INNOVATIONS



Unveiling the Bionano Interface: The Tiny Frontier Shaping Big Innovations

There's a microscopic yet critical space, [the bionano interface](#), where biological materials encounter inorganic materials (like metals or nanoparticles). This junction is key to driving advancements in numerous industries. Recent nanoPass researchers in computational modelling have made great strides in understanding how this tiny boundary helps predicting health risks.

UNPAINT, the World's First Peelable Architectural Paint

For renters, retailers and exhibitors, keeping their businesses fresh is a constant challenge, as any new look takes a lot of time and money. A Texan company has developed the [UNPAINT](#) product, that can be useful for redecorating. It can be applied to any surface to form a solid film-like layer, which can then be peeled off the wall later by hand.

Freshwater Oysters Key to Developing Stronger, "Greener" Adhesives

Freshwater [oysters produce an adhesive](#) that may hold the secret to developing more environmentally friendly glues with applications from dental care to construction and shipping. An international research team used the Canadian Light Source at the University of Saskatchewan to determine what the unique adhesive is made of. This oyster glue is

New Recyclable Paper Coatings for Salad Pots

UPM Specialty Papers continues to work with partners to co-create innovative products that help shape the future of sustainable packaging. A recent project resulted in a recyclable wrapper that guarantees product safety. Two versions of the paper coatings were developed, based on innovative barrier base paper containing a 4 g/m² PE coating. The exceptionally thin PE layer delivers required moisture resistance, heat sealable and barrier properties while maintaining quality.

Review of High-quality Epoxy Resins for Corrosion-resistant Applications

Researchers found that various epoxy resins (ERs) and epoxy phenolic resins (EPRs) provide effective coatings for corrosion protection of steel and aluminum surfaces, and that their performance can be enhanced by incorporating inorganic compounds and carbon-based materials.

Research Progress of Marine Anti-Fouling Coatings

A scientific paper provides a comprehensive overview of recent advancements in the field of antifouling coatings, including the development of novel self-polishing coatings, low surface energy coatings, biomimetic coatings, and nanostructured coatings, each leveraging distinct anti-fouling mechanisms. The composition and performance of these emerging coatings is also evaluated.

Sustainable Remediation of Paint Factory Wastewater Using Electrocoagulation

The electrochemical treatment of wastewater from paint factories offers a promising solution for the intricate mix of pollutants present in the effluent. The electrocoagulation (EC) technique to treat wastewater from a specific paint factory emphasizes its potential advantages in capturing solid sludge for potential repurposing these materials, remanufacturing and contributing to environmental sustainability.



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