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“ The greatest glory in living lies not in never falling,
but in rising every time we fall. ”

Nelson Mandela

2025

Happy New Year

To all our members, industry stakeholders and partners may the new year bring change, prosperity, and a renewing of all things that make Canada great!



Canadian Paint
and Coatings
Association

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

WELCOME **NEW MEMBERS**



Nour Trading House Inc.

Since its beginnings in Waterloo, Ontario, Canada, **Nour Trading House Inc.** has been passionate about creating exceptional paint applicators. Mac Fleifel, a 2nd generation

headquarters is today. Nour's reputation as a manufacturer of quality paint applicators grew throughout Canada, which prompted the construction of a distribution facility in Coquitlam, British Columbia. Its western expansion in 1981 transformed Nour into a nationwide supplier of paint applicators and greatly improved overall service to their customers in British Columbia, Alberta, and the Yukon. By 1983, Nour Trading House Inc. began manufacturing paint rollers in Waterloo, Canada, ensuring the utmost consistency and quality for roller covers. It's new facility in Hanoi, Vietnam, led to vertical integration in all aspects of production. Increasing international demand reshaped Nour into a multinational business. Distribution facilities were opened in Lebanon and England in 1989. In 2000, Nour solidified its multinational operations with its first manufacturing facility in Egypt enhancing its regional presence. By 2003, the company had developed strong strategic partnerships in retail and distribution in the Australia, Britain, United States and New Zealand markets. Its "Brilliant Finish" entry-level professional brushes immediately found success amongst professional painters and DIYers becoming the #1 selling paint brush line in Canada. Its new line of floor coating application tools complemented its existing product line. By 2017, Nour had joined all the main buying groups for the paint channel in Canada and the United States. This led to continued expansion of its customer base and a new line of paint brushes with an unmatched performance. "Perfect Finish" paint brushes are handcrafted using a proprietary filament blend and painstaking brush building techniques to provide painters the fastest and most accurate brush cutting experience.



Quaker Color

Established in 1968, Quaker Color operates today as a Specialty Chemical Company servicing the global coatings industry through its highly efficient manufacturing capabilities and innovative technology. Quaker Color designs products to meet the challenges of ever-changing market conditions.



Whether those challenges arise from growing world initiatives to reduce VOCs or a need for increased performance, their product design team will look to provide a cost-effective solution. Their wide range of products can be found in several markets including Automotive Leather, Synthetic Leather, Automotive Interiors, Plastic Coatings, Metal Coatings, Wood Coatings, Industrial Coatings, Building & Construction Coatings, Paper Coatings, Textile Coatings, Rubber Coatings, Electronic Coatings, and Industrial Grade Pigment Dispersions. Quaker Color is ISO 9001/2015 certified with a strong reputation for producing high-quality chemicals consistently and is among the best in the industry in terms of delivery and customer service. Their commitment to social responsibility for the environment, the community, their workforce, and their customer base is demonstrated through their ISO Certification and their track record of proven capabilities. Their experienced technical staff offers innovative solutions through development work done in their state-of-the-art labs and their support to customers around the globe.

PRESIDENT'S MESSAGE



January 2025

Getting Canada's House in Order

The new approach to regulation in Canada needs a serious review. Canada can no longer be the outlier with excessive and misaligned regulations when its largest trading partner seeks to do even more harm with tariffs on Canadian goods. Over the past several years Canada has become increasingly out of step with the United States on regulatory

Government ignored for most of its term. Late in 2024 the current Government finally considered the RCC as a means to halt Canada's serious 4-year downward slide in productivity. However, while the current Government made bold statements that Canada needed more regulatory alignment with the United States, nothing happened. The United States is now rolling back regulations under the new Trump Administration and if the tariffs come it will only get worse.

The coatings industry has many examples of how lack of alignment has negatively impacted our sector over the past few years. These have been covered in CPCA's Prime Time News over the past year. These include significant legislative changes, which added administrative burdens for CPCA member companies and caused further misalignment with the United States. We saw 'more' regulatory approaches by this Government leading to 'regulation by litigation'. It has not been the usual regulation by consultation and collaboration with industry as conducted over the past several decades in Canada. This led to things like bans on plastic manufactured products, which the federal court declared inappropriate given the fact that chemical 'substances' – **not products** – are supposed to be dealt with via 'appropriate' legislation under CEPA. There were several other federal Government actions struck down by the courts as well.

Unusual Approaches to Canadian Regulation

CPCA also noted continued challenges for our industry with 'proposed' lower VOC emission limits for architectural products, which would be difficult to meet should they proceed in 2025. There were challenges with the cancellation of critical biocides used to preserve paint products with increasing registration costs, new assessment protocols, and continuous oversight that will eventually fast-track more restrictions and possibly additional bans. New so-called 'frameworks' have been introduced for risk assessment and regulation of chemicals, which include hard-to-define regulatory approaches. Some of these make no sense whatsoever like the new 'Watch-list' for some chemicals already used in thousands of 'regulated' products in Canada. It is a de facto 'Black-listing' for those products containing these chemicals.

A new **Greenwashing Law** gives the Government powers to designate monetary penalties for companies manufacturing what the Government wrongly defines as bogus or unfair claims. The Government will require companies to provide further substantiation where they deem this to be necessary despite the fact industry already exceeds best industry practices for such claims. **It is nothing but more administrative red tape!** It was done despite the fact the head of Canada's Competition Bureau, responsible for the Competition Act, stated before Parliamentary Committees that it was unfair and improper. Yet, greenwashing laws are now in place in Canada and could cost industry millions in penalties and lost sales.

Canada is now worried about tariffs being imposed by the United States, and rightly so, but the Government seems to ignore the existing negative impacts on industry from too much and/or inappropriate regulation. These impacts have resulted in the worst productivity in decades with increasing consumer costs and more inflation due to the lack of competition.

Nonsensical 'Legislative Frameworks'

The Federal Government has even come up with new words for regulation. For example, there is now something called 'legislative frameworks,' which sends a signal to Canadians that a new sheriff is in town and things are going to change. But in the old west that usually meant change that was better for the town's citizens. In Canada, it's the opposite because 'framework' is nothing more than politicized language that has no grounding in public policy or law. For decades the federal Government in Canada focused on creating 'laws' by developing a specific 'public policy' outlining what the Government's intent was in making laws and what the legislation would seek to accomplish. Then, once the 'policy' was established Government proceeded to draft 'legislation' to formally lay out the law of the land. Finally, came the 'regulation' that detailed specific provisions in plain language as to how citizens and companies were to behave or act vis-à-vis the regulations. That's the

Two examples of how a so-called 'framework' approach is confusing and misleading. The Government issued a 25-page framework document with many digital links (and clearly a lot of wasted staff time) to declare that it was going to impose the **Right to a Healthy Environment (RTHE)** in Canada with respect to chemicals. This was done despite the fact the Act, CEPA, already has extensive regulations to ensure proper risk management of these chemicals to limit or remove negative impacts on human health and the environment. These regulations already consider the potential impact on vulnerable populations, which is appropriate, and includes measures to reduce and/or manage associated risks. However, the Government introduced new legislation covering the RTHE, which is both lofty and grandiose, and legal scholars have concluded that the RTHE has no legal standing in administrative law whatsoever. Thus, it is merely aspirational and counter to another inherent right, the **Right to a Healthy Economy (RTHE)**, which seems to have been discarded.

Another 'framework' approach is the mind-numbing **'Watch List'** for chemicals in commerce. This is for chemicals already regulated or simply suspected of being toxic *without* the benefit of a full scientific risk assessment. Why would a Government create what is effectively a 'black-list' of chemicals in commerce, ones the Government already allows to be sold in Canada? The end result will be thousands of safe, regulated products on store shelves being 'black-listed' by suggesting those products 'may cause cancer' in the future, years or decades from now. Products legally being sold by many industry sectors containing those 'regulated chemicals' are likely to lose business. They are also likely to become the subject of massive environmental campaigns drawing attention to their 'potential' harm in the future under the auspices of a Right to a Healthy Environment, even though the phrase means nothing. Of course, environmental organizations of every stripe will also ask consumers to send them money to add more black-listed products to the list and make the Government more responsive to their demands. Hopefully, future Governments in Canada will stop catering to groups focused on such bribes and misleading assertions without any or very limited scientific backing. That is completely counter to how Canada's arguably world-leading chemicals management program is supposed to run.

There Will be More Litigation

When Governments behave in such a manner as noted above **it implies the Government does not know how to regulate products**. It makes consumers nervous and raises questions as to what other 'regulated' products might be of concern. That would be accurate given the fact that some chemicals on the 'black-list' have already been approved for use in products via a comprehensive 'risk management' approach in the first place. That rigorous approach in fact leads to risk management actions such as an outright ban, a regulation, a code of practice, a pollution prevention plan, etc. Furthermore, that rigorous approach has been in place for more than two decades and has seemingly been ignored by this Government based on a purely unfounded hazard-based determination. So, the 'watch-list' is essentially meaningless other than being a way for Government to call into question the reputation of many consumer brands on store shelves across the country. Of course, that includes the reputation of companies manufacturing those brands. There may indeed be much more 'regulation by litigation' if this ill-conceived 'watch-list' proceeds with the potential for further harm to businesses in Canada.

As a country, Canada must seriously look at what it is already doing to its economy in terms of impacts on trade and commerce. They may discover current regulatory approaches are worse than any tariff imposed by the United States. Canada's productivity is now among the lowest of the 47 OECD countries for the first time in history, increasing unsustainable cost of goods, and with less manufacturing in Canada with production moving to the United States where costs are much lower.

Canada needs to 'get its own house in order' in a major way before telling others how to run theirs.

Gary LeRoux
President & CEO

CPCA IN THE NEWS



Regulatory Goals for 2025!

NEW Year, NEW Challenges, and NEW Opportunities

CPCA continues to move forward on **regulatory issues of importance** to the coatings industry and our members. We are now looking down the pipeline of regulatory changes being finalized and rolled out over the course of 2025 and beyond. Three key things to keep top of mind for all those who are following the regulatory proceedings closely in Canada or are directly impacted by them.

1. What's Good for the Goose is NOT Always Good for the Gander
2. Evidence-based Data + Sound Science = Fair Regulations
3. Regulation has Impacted Innovation and Productivity

ADVOCACY REPORT



CPCA Advocacy Efforts Supporting a Stronger Canadian Coatings Industry

- Get Access to CPCA's **Monthly Regulatory RADAR** Covering All Regulatory Issues, such as the following:
 - *CPCA Issued a Special Bulletin on the Prorogation of Parliament and What It Could Mean for Its Members Regarding Regulatory Activities and Obligations During This Period*
 - *CPCA Gathering Members' Comments on Second Round of Competition Bureau's Consultation on its New Guidelines Regarding Environmental Claims*
 - *The Pest Management Regulatory Agency (PMRA) Proposed New Fees in Canada Gazette Part I: CPCA Gathering Members' Comments until February 14*
- WCC Respond to GFC (Global Framework on Chemicals) Consultation Aiming for Establishing a Stakeholder Engagement Framework
- Trends in the Coatings Industry for 2025

Non-Members: Get Access to the Monthly Regulatory RADAR

Please contact CPCA if you would like access to the monthly Regulatory Radar addressing these and many other issues being tracked by CPCA and its various Technical Committees noting specific industry advocacy actions; ongoing consultations and formal submissions being made by CPCA for fair and better regulations for the CASE industry in Canada. The one and only single source of legislative and regulatory information for the CASE industry in Canada!

WCC Responds to GFC (Global Framework on Chemicals) Consultation Aiming for Establishing a Stakeholder Engagement Framework

The World Coatings Council recently submitted comments to the GFC consultation seeking to implement an engagement framework with stakeholders, since the IOMC (Inter-Organization Programme for the Sound Management of Chemicals) and the GFC Secretariat launched the program last October. The IOMC and GFC framework discussion document entitled *Implementation Programme Strengthening Economic and Industry Sector Engagement and Action Along Value Chains* seeks to establish sector-specific chemicals

submitted comments. The GFC requires industry sectors to implement sustainable chemical and waste management strategies that will include overarching global coordination and targets, with sector-specific programs. Under the GFC Framework, stakeholders should address: Corporate policies addressing chemical and waste management strategies; identification of priority chemicals of concern within sectors; sustainable supply chain policies and practices; evaluation of chemical footprint along the supply chain, and other methods of assessment of chemicals management; regulatory actions that phase-out chemicals of concern to encourage substitution, research and information related to safe, green and sustainable chemistry and related financial support, guidance and technical support.

WCC is an accredited non-governmental organization with the United Nations Economic and Social Council (ECOSOC), the International Maritime Organization (IMO), the Strategic Approach to International Chemicals Management (SAICM) and the United Nations Economic Commission for Europe (UNECE). CPCA is a member of the WCC, which is uniquely positioned to promote environmental stewardship and sustainability practices globally within industry while contributing to global policy. WCC currently participates in and promotes a variety of programs both within the framework of UN bodies and independently. WCC continues to have an important role in the UN Lead Paint Alliance (LPA). Considering the important sustainability and protection function of coatings under existing norms and regulatory controls, the WCC does not see a need for sector-specific programs for the paint and coating industry under the GFC.

Anticipated Trends in the Coatings Industry for 2025

Further transactions and potential relocations are to be expected among some **North American coating manufacturers** and raw materials suppliers. Members in countries currently targeted for tariffs will likely face some trade disruptions and will need to review their near-shoring approach. Some supply interruptions are anticipated due to increased costs for imported materials or shipping costs. Meanwhile, the coatings industry will have to increasingly turn itself to task automation, workforce productivity, and data-driven decision-making.

CPCA members should receive detailed Orr & Boss economic projections for the Canadian and North American paint industry in February-March 2025.

CONGRATULATIONS ON RECEIVING THE ORDER OF CANADA

Dr. Joe Schwarcz Appointed to the Order of Canada

The founding director of the renowned McGill University Office for Science and Society, Dr. Joe Schwarcz is internationally celebrated as a master science communicator. CPCA had the honour of having him speak last year at the Canadian Coatings Conference, focusing on Making Sense from Non-Sense! Dr. Joe Schwarcz has been teaching, promoting, and celebrating the science of chemistry. CPCA congratulates Dr. Schwarcz on this well-deserved honour. [Watch here the coverage on CTV News.](#)

Note Dr. Schwarcz comments on the pervasiveness of 'junk science' on CBC Radio on January 28, 2025, as it relates to inaccurate 'scientific' claims on black plastic recycling and red dye. He and his team at McGill should be very proud of the work they have done over many years taking the nonsense out of science.

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/Int'l Edition) with links to important documents and ongoing actions being taken by CPCA and its committees on behalf of industry.

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



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GREEN INITIATIVES



Celanese Partnering with Cloverdale Paint Inc. to Offer Sustainable Paint Solutions

Cloverdale Paint is partnering with Celanese Corp. which will leverage its carbon capture and utilization (CCU) technology to provide Cloverdale with new-to-market sustainable paint solutions. Celanese has commercialized an approach for converting waste emissions into renewable feedstocks through the CCU that takes industrial CO₂ emissions (otherwise emitted into the atmosphere) and applies hydrogen to chemically convert the captured CO₂ into a methanol building block which makes up part of vinyl acetate-based emulsions. This paint manufacturing process reduces input fossil fuels, promotes a circular economy, and significantly reduces carbon emissions. This collaboration with Celanese is expected to utilize more than 1 million pounds of CO₂ emissions per year in products Cloverdale Paint manufactures.

BASF and Research Partners Collaborate to Optimize Mechanical Recycling of Plastics

BASF has teamed up with several partners to study how the mechanical recycling of plastics can be improved. With funding from the German Federal Ministry of Education and Research, the SpecReK project aims to reliably and precisely identify the composition of plastic waste during the recycling process and thus improve the quality of recycled plastics by combining state-of-the-art measuring techniques with artificial intelligence (AI).

Intertek to Hold Global Chemical Regulatory Symposium on March 6-7, 2025

The **agenda will include presentations on:** the Global REACH Programs, Global Hazard Communication Best Practices, Global Biocides, Pesticides, & Fertilizers Regulatory Updates, Recycled Plastics, Digital Product Passports, Global Testing Strategy, Global Data Sharing Scheme, and Global PFAS Regulation. [Learn More...](#)

PPG Makes Newsweek's America's Greenest Companies List

The list recognizes the top **500 private and public U.S. companies** committed to reducing their environmental impact in key areas including greenhouse gas emissions, water management, and waste reduction.

Sustainability Trends in 2025

1. Demand for more transparency yields regulations;
2. Carbon removal and emissions reduction as key to sustainability goals;
3. AI playing a double-edged role in sustainability efforts at this time (creating high energy consumption but to also support sustainability initiatives);and,
4. More commitments to circularity and balance such as in the plastic waste crisis.



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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



MPI Paint Champions to be Celebrated at the AMPP Expo in Nashville on April 6-10

The **Association for Materials Protection and Performance** (AMPP)'s 2025 Annual Service and Technical Awards, honouring the outstanding individuals and organizations shaping the future of corrosion control, materials protection, and performance will be presented at the AMPP Expo in April. The 2025 MPI Champion Awards winners will be recognized for outstanding achievements in performance, sustainability, education, and commitment within the coatings industry! Congratulations to the inaugural honorees:

- Product Performance Champions: Sherwin Williams, Benjamin Moore, and PPG Pittsburgh Paints
- Green Performance Champion: Behr Process Corporation

PPG, BYD Recognized with Supreme Gold Award at the 2024 International CMF Design

Established in 2017, the [International CMF Design Awards](#) focuses on color, material, and finish (CMF) innovation. The supreme gold award went to the colour Argyle Purple, which features an optical effect that creates the illusion of liquid metal, featured on BYD's Yangwang U9 electric super coupe, the fastest Chinese production car. Cindy Li, PPG senior colour styling manager, Asia, Automotive Coatings, received the award alongside the BYD senior manager, automotive colour and fabric design.

Behr Named America's Most Trusted Paint Brand in Lifestory Research 2025 Study

The Lifestory Research [2025 America's Most Trusted® Paint Study](#) has revealed Behr as the most trusted paint brand among U.S. consumers. With a Net Trust Quotient Score of 118.0, Behr continues to showcase its strong reputation for quality and reliability.

Canadian-based CPCA Member Announced Important Acquisition

Rodda Paint Company, in partnership with the Cloverdale Group Based in Surrey (BC), Canada, announced [the acquisition of Miller Paint Company](#). Miller Paint is an employee-owned company deeply rooted in the Pacific Northwest since 1890. The landmark agreement, built on shared values, rich histories, and strong reputations, brings together two of the most trusted names in the Pacific Northwest paint industry to better serve customers, employees, and communities alike.

BYK Appoints New Global Chief Technology Officer

The new CTO, [Dr. Michael Schmidt](#), joins BYK from Covestro and will focus on driving forward sustainable product and process innovation, digital transformation in R&D, and translating regulatory requirements into innovative products.

Barentz Names Derk Jan Terhorst as New CEO

On January 1st, [Derk Jan Terhorst became Group Chief Executive Officer](#), taking over from Terry Hill who served as Interim CEO since May 2024. Established in 1953, Barentz has operations in more than 70 countries with a strong presence in Europe and North America and a rapidly growing network in Latin America and Asia-Pacific.

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CANADIAN **ECONOMY**



Key risks pertain to the intensification of geopolitical tensions, inflation turning out more persistent than anticipated, and a sharp repricing of risk in financial markets. For Canada specifically, the **OECD forecasts a Real GDP growth of 2.0% in 2025** and 2.0% in 2025. See also **EDC's GEO**, a must-read report, packed with valuable, insightful, reliable information on the world's key economies, interest rates, commodity prices and exchange rates.

Canadian Consumers Ended 2024 Pessimistic about the Economy & Feds and Provincial PMs Explore Options for Mitigating the Fallout of Tariffs and Other Measures

Canadians are nervous about the impact on the economy of the **Trump administration**. The Canadian government, provincial premier ministers and the business community are preparing for some economic turbulence as Donald Trump's is renewed his **threats of sweeping tariffs**, although the tariffs for Canada as promised by the President for February 1, 2025 have yet to be confirmed. A 25 per cent tariff would be particularly devastating. President Trump already declared a national energy emergency to fight inflation, increase fossil fuel production, end the "Green New Deal", revoke the electric vehicle mandate, and withdrew the U.S. from the Paris Climate Accord.

Canadian Chamber's Business Data Lab Launched the Canada-U.S. Trade Tracker

This **free data tool** provides real-time insights into bilateral trade flows, industry trends, and data-backed analysis, helping businesses and policymakers navigate the uncertainty posed by tariffs and other barriers with clarity and confidence.

INTERTEK ASSURIS HOSTS 2-DAY EVENT
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March 6-7, 2025 | Houston, Texas, USA

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TECH INNOVATIONS



Emerging Trends in Smart Coatings

The integration of **smart coatings with the Internet of Things (IoT)** is a significant emerging trend that will revolutionize industries. By embedding sensors within smart coatings, real-time data collection and analysis become feasible, providing insights into wear-and-tear, environmental conditions, or even structural health in sectors like infrastructure and transportation.

Korea Develops Innovative Injectable Adhesive Hydrogel for Bone Regeneration

Traditional methods using bone grafts with adhesive materials often fail to achieve simultaneous "bone regeneration" and "adhesion." The new **hydrogel system** utilizes harmless visible light to simultaneously achieve cross-linking and mineralization without the need for bone grafts.

One Step Coating Could Save Lives and Property

Although extremely flammable, cotton is one of the most commonly used textiles. In a single step, researchers from Texas A&M University can reduce the flammability of cotton using a polyelectrolyte complex coating, which can help save property and lives on a large scale.

Swedish Green Technology Company Launched a Series of Biobased Paint Removers Free from Fossil-based Solvents

The products are based on a natural solvent made from cellulose, which also makes them biodegradable and are at least as effective as previous alternatives made from traditional fossil-based solvents.

New Research Investigates Innovative Possibilities for Process Monitoring of Sealants

A new IGF research project, SteP-in, will be using several non-destructive testing methods to advance the quality assurance of sealing compounds.

Copper Catalyst Breakthrough Could Revolutionize Green Chemistry

A pioneering copper-based catalyst has been developed by a research consortium, achieving an impressive 92% efficiency in converting CO₂ into acetaldehyde, marking a transformative moment in sustainable chemistry. This novel approach directly challenges the Wacker process, used for over 60 years in acetaldehyde production.

Researchers Create Superhydrophobic Material for Automobiles & Architectures

German and Indian scientists have developed a surface material that repels water droplets almost completely. Using an entirely innovative process, they changed metal-organic frameworks (MOFs) – artificially designed materials with novel properties – by grafting hydrocarbon chains.

Eight Companies Join Forces to Pioneer Material Solutions for Flying Cars

Eight companies, including partners from the fields of AI, information technology for low-altitude aviation, and carbon fiber composite materials, sign a Memorandum of Understanding with GOVY, a newly established subsidiary of China's GAC dedicated to the development of eVTOL aircraft. This ambitious project will bring unique expertise in high-performance materials and sustainable solutions for the advancement of next-generation flying cars.



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