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Seneca

PRESIDENT & CEO'S MESSAGE

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May / June 2025

It's an honour to share my first message as President & CEO of the Canadian Coatings Association (CCA), continuing a tradition established more than a decade ago by my predecessor. I would like to thank our members, the Board of Directors, and the CCA staff for their warm welcome and support as I take on this important role.

I'm grateful to the Board and the Search Committee for placing their trust in me to lead this storied organization, founded in 1913 and still recognized today as the voice of Canada's coatings industry. I'm proud to be joining an industry rooted in science, innovation, and sustainability, and an association with staff committed to advancing our members' success in an increasingly complex and regulated world.

Since assuming this role on June 2, I've already seen firsthand the depth of the legislative

industry finds itself at the intersection of increasing regulation and the desperate need to grow the economy and repair lagging GDP.

Our voice must be louder and more strategic with this new government. It is a government with an ambitious agenda on many fronts such as building more housing, investing in critical infrastructure and trade corridors, increasing domestic manufacturing, meeting Canada's 2% NATO spending pledge and working to remove trade barriers with the U.S. This is especially true of non-tariff trade barriers that have been increasing over time. These goals will be difficult to accomplish without a robust coatings industry and the many critical inputs that many industries rely on for their success.

A Strategic Role in Canada's Economic Future

As your President & CEO, I am committed to ensuring that CCA plays a visible and influential role in shaping future public policy. That means tying complex regulatory files to mainstream national priorities – economic renewal, environmental performance, innovation, and competitiveness. We must ensure decision-makers understand that a thriving coatings sector is essential to Canada's economic growth and future prosperity.

Given the above, CCA will intensify its efforts to position essential coatings as an enabler of national priorities. Whether through innovative technologies, world-leading paint recycling programs, or protective coatings extending the life-cycle of valuable assets of every kind, our members are making real, measurable contributions to environmental sustainability and economic competitiveness.

This is a story we will continue to convey to regulators, to Members of Parliament, Ministers, Senators, and senior political staff. CCA will maintain its technical and regulatory rigour while entering the political dialogue in a more strategic and deliberate way with the new Government.

A New Regulatory Landscape?

There is cautious optimism that recent signals from the federal government will help advance our industry and many others, given its strong electoral mandate to focus on the economy. It cannot do that without entering an era of rapid regulatory reform. But optimism is not enough. It will not be able to do so without addressing the severe lack of alignment with our largest trading partner and continuing to ignore remedies noted under the federal Government's own mechanisms like the [Regulatory Cooperation Council](#), the [Cabinet Directive on Regulations](#), and the [Red Tape Reduction Act](#).

Recent independent reports, such as the Montreal Economic Institute's study highlighting a 38% increase in regulatory burden over the past five years, have only reinforced what many already know from experience: **It is time for change.**

CCA will be at the forefront of that change, and CCA staff will leave no stone unturned in our mission to advance this industry's interests.

A Note of Gratitude

Finally, I would like to express my personal thanks to **Gary LeRoux**, who ably and mindfully led the Canadian Coatings Association for 14 years. His deep passion for the sector, steady leadership, and unwavering commitment to evidence-based advocacy have left a lasting legacy. Under Gary's guidance, CCA has strengthened its voice, broadened its influence, and positioned itself for long-term success. I am also grateful that Gary has agreed to stay on in an advisory capacity during this transition. His counsel will be invaluable as we move forward with renewed energy and strategic focus.

Dave Carey
President & CEO
Canadian Coatings Association



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Join the Community. Follow CCA on LinkedIn!

Let's talk coatings, technology, and regulations!
CCA invites you to join us on LinkedIn.



2025 Canadian Coatings Conference

The 2025 Canadian Coatings Conference took place just after the May long weekend at the charming Marriott Harbourfront in Halifax, Nova Scotia. This one-and-a-half-day event commenced with the traditional Board of Directors meeting, followed by a memorable Welcome Reception at the historic Alexander Keith's Brewery—an iconic venue brimming with maritime charm, artisanal shops, and copper stills.

As attendees explored the brewery's storied halls, they were treated to East Coast delicacies, including lobster rolls, skewered meats, elegant desserts, and, of course, some of the region's finest ales. It was an ideal setting for members to reconnect, forge new relationships, and meet incoming CCA President & CEO Dave Carey, who had the opportunity to engage directly with industry leaders.

Setting the Stage

On Tuesday morning, members gathered in the Halifax Ballroom overlooking the picturesque harbour on a crisp, sunny day. The plenary session opened with a welcome from **Darrin Noble, Chair of the Board of Directors and President & COO of Cloverdale Paint**. Darrin highlighted the deep-rooted history of the Canadian Coatings Association

(CCA) and recognized long-standing members such as **Core** and **Sherwin-Williams**, who have been part of the Association since its inception. Their continued involvement speaks volumes about the legacy and value CCA provides to the Canadian coatings industry.

Industry and Economic Insights

Doug Bohn, Principal at ORR

& Boss, delivered an insightful economic outlook for the CASE (Coatings, Adhesives, Sealants, and Elastomers) sector in Canada. His analysis acknowledged the ongoing economic turbulence post-COVID, pointing to subdued growth forecasts through 2025. Contributing factors include sluggish housing starts in both Canada and the U.S., combined with geopolitical tensions and tariff impacts. Key industry trends to monitor include productivity enhancements, decarbonization efforts, infrastructure investment, and defense-related spending.



Bailey McLean, Scientist II at Integrity BioChem, presented groundbreaking research on sustainable solutions in coatings. Her work on bio-based dispersants using naturally derived polysaccharides shows significant promise in enhancing pigment stability, performance, and environmental impact—paving the way for next-generation, renewable coatings technologies.



Addressing the pressing topic of cross-border trade tensions, **Jake Jevric, Senior Vice President at LBB Specialties**, examined the implications of ongoing tariff disputes between Canada and the U.S. As manufacturers grapple with supply chain uncertainty and inflationary pressure, long-term planning remains complex and fluid. Jake emphasized the importance of reassessing import-export strategies and preparing for potential shifts in regulatory and economic landscapes.



Advocacy and Regulation

CCA President & CEO Gary LeRoux provided a comprehensive update on Canada's evolving regulatory framework. The CASE industry remains among the most highly regulated in the country with so many formulated products on store shelves across the country, necessitating a proactive, evidence-based advocacy approach. Gary urged continued member engagement to ensure focused dialogue with policymakers and to support industry innovation and sustainability amid increasing legislative challenges.



Future of Work and Talent Retention

Renowned keynote speaker Eddie LeMoine offered a compelling presentation on navigating the modern workplace. He addressed the dynamics of managing a multi-generational workforce, each with unique values and expectations. Eddie shared actionable strategies for improving employee engagement, attracting top talent, and



Collaborative Industry Dialogue

An engaging 'Industry Talks'

session followed, moderated by **Gary LeRoux** and featuring panellists **Darrin Noble** (**Cloverdale Paint**), **Katie Maljaei** (**Quadra**), and **Roula Hanna** (**Kronos Worldwide**). The conversation explored critical issues such as supply chain resilience, economic disruption, and shifting industry dynamics. Despite the challenges, from COVID to the ongoing trade war, it was clear the coatings sector remains a vital and resilient part of Canada's economic landscape.



Stewardship and Innovation

Brian Bastien, **President** of **Product Care Recycling**, reminded attendees of the industry's significant contributions to environmental stewardship. Since the early 1990s, Canadian manufacturers have recycled over 120 million litres of paint, cementing their role as leaders in Extended Producer Responsibility (EPR) and sustainability.



Samantha MacLean, **Global Marketing Lead** at **Lorana Group**, captivated the audience with an exploration of colour's psychological and strategic impact. She noted an emerging trend: orange is gradually supplanting blue as the colour of trust in branding, signalling shifting consumer perceptions and branding strategies across industries. It's hard to imagine the coatings industry without colour!



To close the afternoon, **CCA's David Saucier** and **Melanie Di Tullio** introduced the exciting rebrand of the CoatingsTECH Course, now called the Coatings Academy. This modernized, modular e-learning program aims to deliver flexible, comprehensive training aligned with the industry's evolving needs. Stay tuned as development continues!



Members had the opportunity to network and speak with master's and doctoral students from **Dalhousie University** studying chemistry and chemical engineering, which, of course, was an excellent opportunity for them to network and consider the coatings industry as a possible career for them in the future.

Celebrating Excellence: Annual Chair Awards Dinner

The conference concluded with the annual Chair Awards Dinner, held against the scenic backdrop of the Halifax harbour. Guests enjoyed a three-course meal prepared by the Marriott's executive chef while celebrating industry excellence.

Roy Kennedy Award

This prestigious honour was awarded to Tim Vogel, CEO of **Cloverdale Paint**. Tim joins his father, Wink Vogel (1993 recipient), as a recipient of the Roy Kennedy Award, which is the first time a father and son has ever received that award. The award recognizes outstanding contributions to CCA and the coatings industry. Under Tim's leadership, Cloverdale has grown into one of the largest paint manufacturers in Canada and the 12th largest in North America. Other annual awards presented during the evening were as follows:



Industry Achievement Awards

- Roger Mouhanna, **EMCO-Inortech**
- Steve Veroba, **Benjamin Moore**
- Adil Meziati, **Sherwin-Williams**
- Sjoerd Bos, **SANSIN**
- Gary LeRoux, CCA



Industry Distinction Awards

- Lynn Hall, **Arxada**
- Roger Couture, **AkzoNobel**
- Bruce Clatworthy, **AR Monteith**
- Diane Brickman, **Sherwin-Williams**
- Lysane Lavoie, CCA



A Farewell to a Legacy



As the evening came to a close, CCA bid a heartfelt tribute to Gary LeRoux, who has led the association for nearly two decades—first as a consultant, and later as President & CEO. Gary's legacy includes doubling the Association's staff, membership, revenue and a renewed focus on member services, which consists primarily focused on ensuring member products can stay in commerce as new legislation and regulation is introduced by Governments. Part of that work include modernizing the way in which those services are delivered by developing the first of its kind regulatory digital platform for the industry. This help he, the staff and the highly valued Technical Committees elevate efforts to better serve as tireless advocates for the industry in regulatory and public policy arenas.

Known for his strategic vision, communications excellence, and a passion for the industry's sustainable future, Gary's leadership has left an indelible mark on the Association and its members. Gary was presented with the Industry Achievement Award and a commissioned 30" x 30" painting by renowned artist **Noémie L. Côté**, an artistic rendition of Gross Morne National Park in Newfoundland.



point you to **Clearwater** every time, with fresh Atlantic lobster delivered to your door within 24 hours.

Gary will continue to support the association as a strategic advisor on a part-time basis until September of 2025 as Dave Carey steps into his new role as President & CEO.

WELCOME NEW MEMBERS



Welcome NEW Members



Rexall Solutions a proudly Canadian-owned chemical manufacturer with roots in Western Canada, has grown to serve clients across North America, with locations in Eastern Canada and the U.S. With ISO-certified operations and two decades of experience, they specialize in chemical manufacturing and private labeling, partnering with leading global producers to deliver trusted products for industrial, automotive, and laboratory applications. Rexall tailors their services to meet unique business needs. Whether it's the early stages of product development or scaling up production, they offer flexible, innovative solutions that align with business goals. From distribution to OEM production and packaging, their expertise help organizations focus on what matters most – growing their business.



Manutrol is a leading Canadian provider of processing equipment and laboratory systems with decades of experience tailoring the solutions our partners offer to meet our customer's needs. Their hallmarks include an in-depth understanding of manufacturing processes and the leading technologies that can be employed to increase yield, quality and profitability. They work with suppliers of industry leading technologies that innovate and provide excellent service and support to ensure the success of their customers' projects.



Enhance Compliance. Mitigate Risk.



Track a Substance

Real-time tracking of CASE chemicals through the regulatory review process.



Secure and Reliable Data

Clear data to support product formulations, compliance, and government mandates.



Leverage Resources

Timely and valuable data to help companies retain their market access.

Industry's Trusted Source for Canadian Compliance. **Register Today!**

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ADVOCACY REPORT



There are many regulatory issues CCA is currently working on in concert with its technical committees, and those are shared with them via the [Canada CoatingsHUB](#) and recapped monthly via the Regulatory RADAR. If you are a non-member and would like to have a complimentary copy of the last month's Regulatory RADAR please [contact CCA](#).

NOTE: These are a few of the many issues addressed by CCA over the past month. For a full analysis please consult CCA's Regulatory Radar for a full account of all the issues and actions taken to address them.

CCA Position on Revised Risk Management Approaches for Boric Acid, its Salts and Precursors

CCA submitted recommendations to address dermal and inhalation exposure concerns for non-cosmetic consumer products containing those substances identified as used in CASE products. Our recommendations in order of preference are as follows:

1. Code of Practice - with an agreed maximum concentration limit of 15% by weight
2. Significant New Activity Order (SNAC) - with an agreed maximum concentration weight, excursions beyond the allowed concentration would require a Significant New Activity Notification (SNAN) with specific data testing requirements.
3. Use of the best place Act: Canada Consumer Product Safety Act (CCPSA) - require non-cosmetic consumer products to adopt the "Toxic" hazard classification labelling requirements per the Consumer Chemicals Containers Regulations, 2001.

This issue will be added to the next PCWG meeting agenda.

Dangerous Goods Marks on a Small Means of Containment

Dangerous goods marks must be displayed on a small means of containment in accordance with [Part 4](#) of the TDG Regulations. The dangerous goods marks can either be those illustrated in the appendix of Part 4 of the TDG Regulations, or those illustrated in Chapter 5.2 or 5.3 of the United Nations (UN) Recommendations.

As per the definition in [Section 2](#) of the [Transportation of Dangerous Goods Act, 1992](#) (TDG Act), a dangerous goods mark means a symbol, device, sign, label, placard, letter, word, number or abbreviation, or any combination of those things, that is to be displayed to indicate the presence or nature of danger on dangerous goods, or on a means of containment or means of transport used in importing, offering for transport, handling or transporting dangerous goods. A small means of containment is a means of containment with a capacity less than or equal to 450 L. Dangerous goods marks must be ([Section 4.6](#)):

- visible
- legible
- displayed against a background of contrasting colour
- made of durable and weather-resistant material
- displayed in the colours specified in Section 4.6(c) of the TDG Regulations

CARM now in force – All Importers Must be Registered

The Release of Goods to Payment Transition period concluded on May 20th, 2025 at 3:00 pm. Importers who wish to continue participating in RPP, must now post security on the CARM Client Portal or imports will be processed as Declaration Type C: To Obtain Release of Goods - meaning payment of duties and taxes must be remitted to enable customs clearance of the shipment at the Port of Entry to goods arrives at. CCA members should consult their licensed Customs Broker to obtain assistance with registering for the new CARM system. Members who are not registered for RPP will be required to remit duties and taxes at the time of import using a C-type declaration.

National Pollutant Release Inventory 2024 Reporting due June 2, 2025

The deadline for submitting your 2024 National Pollutant Release Inventory (NPRI) report is June 1st, 2025. As this date falls on a Sunday, reports will be considered on time if submitted on or before Monday, June 2, 2025. The Single Window NPRI application is available at <https://ec.ss.ec.gc.ca>. ECCC typically sees a surge in activity 2 weeks prior to the reporting deadline. Therefore, please consider submitting your report as soon as possible, for an optimal reporting experience.

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

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](#)

GREEN INITIATIVES



Sherwin-Williams is Focused on Meaningful and Sustainable Goals

Sherwin-Williams is working to address **global issues of critical importance**, including doing our part to address climate change by reducing our greenhouse gas emissions, increasing energy efficiency and use of renewable energy, minimizing our waste and accelerating development of products with sustainability attributes. Goals include:

- Reduce absolute Scope 1 and Scope 2 greenhouse gas emissions by 30%
- Increase electricity from renewable resources to 50% of total usage
- Reduce waste disposal intensity by 25%

As they focus on their product blueprint, environmental footprint and their social footprint Sherwin-Williams is making progress on these meaningful goals that will have lasting impact for people, places, and the planet.

LanXess CDP Recognized for Commitment to Climate and Water Protection

The climate protection initiative CDP has honoured **LANXESS** for its outstanding commitment to the fight against climate change. In its current assessment, CDP has given the specialty chemicals company the top grade of "A" in the "Climate" category. This puts

Biosenta is Revolutionizing the Material World: Tackling the Antimicrobial Health Crisis

Watch this [video interview](#) where Kris Hans, Marketing & Strategy Advisor at Biosenta, shares how we're tackling the antimicrobial health crisis at the source, and why this work matters now more than ever.

Brenntag Science-Based Target Initiative (SBTi) Has Been Validated After Thorough Review

- Brenntag has concluded a comprehensive two-year process to inventory, evaluate and submit Science Based Targets for emissions reductions in line with the SBTi criteria, reinforcing its commitment to sustainable practices
- International initiative validates Brenntag's GHG reduction targets for Scope 1, 2 and 3 emissions.

Brenntag, the global market leader in chemicals and ingredients distribution, today announced that the [Science Based Targets initiative](#) (SBTi) has confirmed the company's climate targets to reduce its emissions across all corporate activities (Scope 1, 2 and 3 emissions) after a thorough review process. This includes the target to achieve Net Zero by 2050. These targets are in line with the Paris Agreement's goal of limiting global warming to 1.5 degrees. The target confirmation for Brenntag strongly underlines again its commitment and market leadership in sustainability.



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Supporting Trusted Brands

CCA supports a **strong** and **vibrant** coatings industry in Canada which contributes more than **\$20 billion in economic output** to the Canadian economy.

Be part of the Canadian Coatings Network — Join CCA!

MEMBER **RECOGNITION**



PPG Recognized on Financial Times 'Europe's Best Employers 2025' List

A list of leading employers was compiled with the help of an independent and anonymous survey developed by rankings firm Statista. The final score is based on personal recommendation (the willingness of employees to recommend their employer) and public recommendation (the willingness to recommend other employers in their industry sector).

*"It's an honor to be recognized not only by our own employees but also by those working in our industry," said **Rob Massy, PPG senior vice president and chief human resources officer.** "We pride ourselves on providing fulfilling work environments for our approximately 45,000 employees worldwide to advance our purpose to protect and beautify the world."*

Dow honored with ten wins in the 2025 Edison Awards

For the eighth consecutive year, (NYSE: DOW) has received more **Edison Awards** than any other company. Ten Dow innovations have been recognized with one gold, four silver, and five bronze Edison Awards in 2025. This milestone marks Dow's twelfth consecutive year of winning Edison Awards, a feat unmatched by any other company.

In December, ARMA partnered with the University of Alberta to launch the Student Innovation Challenge: Used Oil Plastics, inviting students to think outside the box and reimagine the future of plastic waste. Their mission: **develop scalable, sustainable, and market-ready solutions using plastics from used oil containers**. We were thrilled to receive entries from seven passionate student teams who brought creativity, technical skill, and a commitment to circular innovation. Congratulations to everyone who participated—and especially to our three winning teams!

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CANADIAN ECONOMY



OECD Predicts Canadian Economy Will Avoid Recession, but Will See Flat Growth in 2025

The Financial Post reported that **Canada will narrowly avoid a recession in 2025** and post a flat economic growth. This report echoes what we heard at the Canadian Coatings Conference from ORR & Boss Doug Bohn. The OECD report also projects that the labour

CME Statement on Support for Ontario Manufacturers in 2025 Budget

Canadian Manufacturers & Exporters (CME) applauds the Government of Ontario for taking decisive action in its 2025 budget to support manufacturers as they face historic challenges created by U.S. tariffs. The province's bold response – through expanded financial support and strategic investment – recognizes the critical role manufacturing plays in Ontario's economy and its future.

TECH INNOVATIONS



PPG PLUG & SPRAY System for Plastering has Labour, Waste Savings in the Box

Inspired by a bag of wine in a box, the **PPG PLUG & SPRAY™** system reduces the time painters spend plastering by up to 50% as well as related plastic waste by 85% compared to traditional methods. We introduced the innovative solution in Denmark.

The Days of Masking Are Over with Axalta NextJet Powered by Xaar

With Axalta's technology, your paint goes where you want it to go. And only where you want it to go. **Digital paint** is the next generation of paint application that allows precise placement of paint. This enables design flexibility for customers to two-tone and create patterns, details and images in a sustainable way.



**Coming
Soon**

Canadian Coatings Association's Modernized e-Learning Program

Learn the Skills Necessary to Succeed
in Today's Most Innovative Industry.



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Diploma Coatings
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The Coatings Academy is the Canadian Coatings Association's Online Educational Program offering modernized training to meet the needs of professionals working in or entering the industry.

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