AC SHOW® 2026
DAILYONE

The Show and Conference Daily I www.american-coatings-show.com I May 5, 2026

Source: Phierce Photography

The ACS 2026 opens its doors today, with organizers planning for a successful event.

Welcome to the ACS 2026

Three days of innovation, networking, and technology at the Indiana Convention Center

The wait is over: the American Coatings Show and Conference (ACS) opens its doors today and runs through Thursday, May 7, at the Indiana Convention Center in Indianapolis. As in previous editions, the conference takes place simultaneously with the show, maximizing synergies and offering attendees a seamless experience of exhibition, education, and networking.

The ACS is the coatings industry's premier North American event, presenting a complete view of the marketplace in one location: coatings and adhesives raw materials, laboratory and production equipment, testing and measuring instruments, packaging solutions, digital technologies, and the latest advancements in sustainability.

542 exhibitors will showcase their latest developments on 136,500 square feet of exhibit space, offering hands-on demonstrations, new product launches, and direct access to leading global suppliers.

The ACS is hosted by AC Media in collaboration with the American Coatings Association (ACA) and Vincentz Network (VN). Jennifer Dugas, senior vice president of Events & Engagement at ACA, and Matthias Janz, director of trade shows at Vincentz Network, are looking forward to a landmark edition of the show.

"We're excited to welcome the coatings community to the 2026 American Coatings Show and Conference to explore the latest advancements in coatings technology and discover solutions that will drive the future of our industry," said Dugas. "We look forward to an inspiring and impactful show that delivers meaningful connections and practical insights for every attendee."

CENTRAL HUB FOR THE INDUSTRY

"With the 2026 American Coatings Show and Conference, we're creating a central hub for the global coatings community to connect, exchange ideas, and share expertise," said Janz. "Strong international networks are essential to our industry's success, and this event is designed to support collaboration across borders and markets."

The concurrent American Coatings Conference offers a comprehensive overview of where coatings science and technology are headed. The program features 96 oral presentations grouped into 16 thematic sessions – spanning topics from PFAS alternatives and biobased coatings to digitalization, AI-driven formulation tools, and advanced waterborne technologies – as well as nine pre-conference tutorials designed for both newcomers and experienced professionals. Key themes running through the program underscore the industry's defining priorities: sustainability, regulatory compliance, digital transformation, and the pursuit of high performance.

The 2026 show builds on the strong momentum of the ACS 2024, which drew 567 exhibitors across 136,900 square feet of exhibition space and attracted thousands of visitors, while the conference brought together hundreds of researchers, formulators, and industry professionals.

For more information, please visit: www.american-coatings-show.com

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Welcome Message from ACA's Leadership

Building connections for a thriving coatings industry

The American Coatings Association (ACA) is thrilled to partner with Vincentz Network to host the 2026 American Coatings Show and Conference (ACS26/ACC26). We are proud to bring together all members of the coatings value chain for North America's largest coatings industry expo and technical symposium to propel industry's growth and focus on its future trajectory.

We are delighted to welcome some 500 exhibitors from around the world to the ACS26 to share and demonstrate the latest and most innovative coatings products, equipment, and services. The ACS26 is dynamic and vital platform for companies to connect with existing and new customers for repeat and new business development, and to show attendees how coatings, protect, preserve, provide and a broad universe of applications that make our world better. We encourage you to walk the show floor and see the range of offerings and novel solutions our exhibitors are highlighting, and to check out the 50+ Product Presentations taking place over the next three days.

Our concurrent ACC26 is an unparalleled learning platform for members of the coatings scientific community, academia and their students to share their latest research and developments through our curated program of nearly 100 technical sessions. We are honored that Dr. Bedri Erdem, Chief Technology Officer at Rust-Oleum Corporation and RPM Consumer Group will open the ACC26 with a keynote," Reimagining Chemistry as the Catalyst: Driving Innovation, Sustainability, Performance to Fuel Growth in the Coatings Industry," that will touch on themes that are recurring during the ACC26 program: valuable coatings applications, sustainability and biobased materials, weathering and durability, digitalization and AI and numerous other trends and drivers of coatings industry R&D.

We are excited for another 5K Fun Run at White River State Park tomorrow morning, sponsored by BYK. Importantly, the Fun Run raises funds for coatings student attendance at future American Coatings Conferences, and we invite all attendees to register for the Fun Run to walk, jog, or sprint to support the next generation of coatings leaders.

We are also pleased to debut the new American Coatings Industry (ACI) Career Center at (Booth #1785), which aims to connect new entrants to the coatings industry with potential employers. The new ACI Career Center will provide opportunities for the next generation of industry leaders and talent to make connections, learn more about industry, and get a feel for the professional opportunities available and coatings industry career pathways.

We encourage you to take advantage of all the combined show and conference have to offer, and to use the event mobile app to help you manage your schedule, stay updated on show and conference events, and navigate the show floor to locate exhibitor booths.

Thank you for your participation in the 2026 American Coatings Show and Conference. We hope these three days of industry engagement are enriching and cultivate rewarding and long-term connections. We look forward to welcoming you back at the ACS28/ACC28, March 28-30 in Denver, Co.

Source: ACA

Jennifer Dugas

ACA Senior Vice President Events & Engagement

Source: ACA

Michael W. Johnson

ACA President & CEO

The ACS 2026: Where Innovation and Industry Leaders Converge

Industry executives highlight the show's value for networking, innovation, and business development

Jeff Powell

Diamond Vogel

I'm expecting an excellent show! It is very exciting to gather with so many of our industry colleagues (manufacturers and suppliers) in one place. The American Coatings Show provides a great platform to stay up to speed on new innovations in the industry and to connect with individuals and companies that can add value to your business. I expect that you will find this show both valuable and rewarding.

Chase Bean

Tnemec Company

The American Coatings Show is the premier event in North America for networking, relationship building, and technical education. We enjoy sending a large team of technical and business leaders from Tnemec to engage in the many learning and growth opportunities at ACS. My expectations are the same for this year, with high anticipation for innovative ideas to enhance our range of products and services for our customers.


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How Research Shapes Future Coatings

96 presentations and nine tutorials track priorities in coatings technology

Source: Phierce Photography

The American Coatings Conference 2026 is set to play a central role in highlighting where coatings science and technology are headed. Bringing together researchers, formulators, and industry professionals, the event offers a comprehensive look at current innovation and emerging trends.

The technical program includes 96 oral presentations grouped into 16 thematic sessions, as well as nine pre-conference tutorials designed to deepen technical understanding.

Scheduled over three days — from Tuesday, May 5, through Thursday, May 7— the conference sessions cover a wide range of technical and application-focused topics. These include Functional Coatings, PFAS Alternatives, Architectural Coatings I and II, Protective Coatings, Grinding and Dispersing, Water-based Coatings, Testing and Measurement I and II, Digitalization, Polyurethanes, Industrial Coatings, Automotive and Wood Coatings, Biobased Coatings, Epoxy Coatings, and Coatings Production.

The variety of the program is reflected in individual presentations, such as James Rawlins of Reactive Surfaces, presenting "Non-Toxic Antimicrobial Coatings for Safer Hospitals and Public Spaces," which addresses bio-based, non-leaching approaches to reducing healthcare-associated infections. Regulatory and formulation challenges are examined by Daniel Hercules of Innovative Chemical Technologies in "Replacement of PFAS-Based Additives in Paints and Coatings," alongside Konstantin Kraushaar of TU Bergakademie Freiberg, who will present "A Novel, High-Performance, PFAS-Free Anti-Graffiti Coating Based on Sol-Gel."

DIGITAL TOOLS

Digital tools and data-driven development also feature prominently. Justin Rios of Lubrizol will discuss "Precision in Every Pixel: Computer Vision for Reliable Coatings Analysis," while Partha Majumdar of Dow presents "Innovating Architectural Coatings through Descriptor-Based Design." Sustainability-focused formulation strategies are highlighted by Wenjun Wu of Arkema in "Strategies for High Performance, Bio-based Acrylic Interior Paints," and by Sudhir Ananthachar of Evonik in "Biofuels vs. Corrosion: The Epoxy Curing Agents for Biofuel Era."

KEY THEMES

Across all sessions, the ACC 2026 program underscores defining themes for the coatings industry: sustainability and PFAS replacement, the increasing influence of digitalization and AI, continued advances in waterborne technologies, and that regulatory compliance and high performance can go hand in hand. For attendees, the conference offers a valuable opportunity to engage with new research and gain insight into technologies shaping the future of coatings.

PRE-CONFERENCE TUTORIALS

The pre-conference tutorial program is structured to support both newcomers to the industry and experienced professionals seeking deeper technical knowledge. Introductory offerings include "Coatings 101: An Introduction to Coatings Technology," while more specialized sessions such as "Fundamentals of High-Performance Waterborne Coatings" and "Polyurethanes: The Building Blocks Explained," address specific formulation and material topics. Durability and long-term performance are the focus of "The Science of Durable Protective Coatings," and "Weathering & Durability: A Primer for Newcomers."

Reflecting the growing importance of digital tools, the pre-conference tutorial lineup includes "AI & Digital Tools: What They Mean for Coatings," and "AI and Digitalization: Putting Digital Tools to Work in Coatings." "Introduction to Functional Films," and "The Essential Guide to Smart Coatings & Surfaces," complete this well-rounded educational offering.

Learn more about the program at: american-coatings-show.com/conference

Tuesday Sessions Highlight Key Challenges

Focus on functional, protective, architectural coatings and PFAS-free chemistries

This afternoon, the American Coatings Conference launches its technical program with four parallel sessions that reflect pressing topics facing the coatings industry today. Spanning functionality, regulation-driven innovation, architectural applications, and long-term protection, these sessions provide attendees with focused insights into technologies that are shaping current development strategies and future market expectations.

Session 1: Functional Coatings explores coatings engineered to deliver specific, value-added properties beyond traditional protection and aesthetics. Presentations in this session address how functional performance, such as self-cleaning, antimicrobial behavior, or enhanced surface interaction, is being achieved through advanced materials, formulation strategies, and application concepts.

Session 2: PFAS Alternatives addresses one of the industry's most urgent challenges. With increasing regulatory pressure and customer demand for safer chemistries, this session highlights emerging approaches to replacing PFAS while maintaining critical performance characteristics. Presenters share formulation concepts, performance evaluations, and lessons learned from ongoing research and development efforts.

Session 3: Architectural Coatings I focuses on innovations designed to meet evolving expectations for architectural applications. Topics include performance optimization, durability, sustainability, and formulation efficiency, reflecting the balance manufacturers must strike between technical performance, environmental responsibility, and cost effectiveness.

Session 4: Protective Coatings I examines technologies aimed at safeguarding structures and equipment in demanding service environments. This session highlights advances in materials, testing methods, and application strategies that contribute to improved durability, corrosion resistance, and life-cycle performance.

Together, these four sessions set a strong technical foundation for the conference, offering attendees a clear view of how the coatings industry is responding to regulatory shifts, performance demands, and sustainability goals through targeted innovation.

Victoria Scarborough

The ChemQuest Group

PFAS Alternatives: This session focuses on the rapidly evolving landscape of PFAS substitutes in paints and coatings. As the industry moves from compliance-driven substitution toward intentional materials redesign, it aims to provide formulators, suppliers, and decision-makers with a realistic, technically grounded view of what comes next in PFAS-free coatings.

Mindy Keefe

Dow

Architectural Session I brings together innovative raw materials and advanced exposure testing methods for next-generation exterior coatings. Attendees will learn about new raw materials including hybrid dispersions, colored solar reflectance pigments, and PFAS-free DPUR additives applied to exterior architectural, DTM, and construction applications.

Martin Rogers

Eastman

The Functional Coatings session highlights translating advances in resins and additives into real performance across a variety of applications such as roof systems, icephobic surfaces, non-leaching antimicrobial coatings. The latest innovations, rigorous quantitative data, practical formulation and application insights will be shared.

Mary Roley

Carboline

The Protective Coatings session highlights advancements in technology for formulating and performance. The presentation topics include improved corrosion protection, abrasion resistance, and other coatings properties, as well as design of experimentation and improved, sustainable alternative materials.

Engineering Tomorrow's Coatings

How advanced analytics, AI, and molecular innovation are redefining sustainable coatings chemistry

Source: Rust-Oleum Corporation

Rust-Oleum Corporation

At the American Coatings Conference 2026, keynote speaker Bedri Erdem, chief technology officer at Rust-Oleum Corporation and RPM Consumer Group, outlines a fundamental shift underway in coatings chemistry. As sustainability, performance, and regulatory compliance increasingly converge, he explains why the industry must move beyond incremental formulation changes and reinvest in molecular-level innovation supported by digital and AI-driven discovery tools.

In his keynote, Erdem explains how coatings chemistry is undergoing a fundamental transformation driven by sustainability pressures, expanding performance requirements, and digitalization. He stresses that chemistry has been the industry's backbone for nearly a century, noting that "tremendous progress has shaped the coatings industry for nearly a century, with chemistry serving as its central engine of innovation." From early drying-oil systems and Staudinger's macromolecular framework to the transformative polymer chemistries of the 1930s such as polyurethanes, epoxies, and silicones, these advances still underpin modern coatings performance.

Over the past several decades, innovations including emulsion polymerization, controlled radical processes, powder coatings, and UV/EB-cure technologies enabled high-performance, lower-VOC and energy-efficient systems. However, Erdem emphasizes that increasing demands for circularity, durability, barrier protection and functionality in new application areas are exposing fundamental limits, as "legacy chemistries reveal structural limits."

According to Erdem, the industry has reached an inflection point. Long-established systems such as isocyanate-based polyurethanes, BPA-epoxies, silicone-MEKO cure systems and formaldehyde-crosslinked resins face growing scrutiny due to toxicology, emissions and end-of-life concerns. At the same time, emerging fields such as energy storage, e-mobility, advanced electronics and biomedical substrates require precise control of polymer architecture, adhesion and durability. He believes incremental formulation changes are no longer sufficient, because "the next competitive frontier requires true molecular-level innovation."

Erdem maintains that sustainability should not be treated as a constraint but embedded directly into materials design. Long-term resilience, he says, depends on deep molecular understanding of structure–property relationships, network topology, degradability pathways and lifecycle performance. In this context, "sustainability must be integrated into the core design logic of materials, processes, and value-chain systems."

Erdem highlights how advances in analytical chemistry and molecular-scale characterization are redefining coatings innovation. Techniques that illuminate polymer architecture, crosslink density, and interfacial energetics now anchor the discovery of next-generation systems. He notes that meaningful breakthroughs depend on deep chemical understanding— how monomer design, functional-group placement, and network topology govern performance. The real shift, he emphasizes, occurs when this chemistry is fused with digital and AI-driven design. Machine-learning models trained on reaction pathways and structure–property relationships are enabling predictive molecular engineering rather than empirical trial-and-error. Generative tools can now propose entirely new chemistries that optimize sustainability and durability from the molecular level up. Erdem concludes, "The future of coatings will be digitally enabled," with chemistry remaining the engine that drives it.

MARKET

Waterborne Coatings Market

Five facts at-a-glance

1: Market Volume

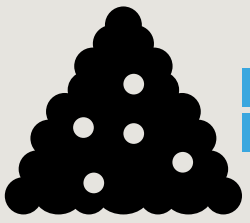
6.44 Billion Gallons

2: Share of Waterborne Coatings

Waterborne Coatings:
50%

Solvent-based Coatings:
37%

Powder Coatings:
13%



3: Market Value

Value:
$94.79 Billion

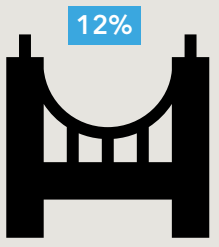
4: Decorative Use Dominates Waterborne Segment

Decorative Coatings:

88%

Non-decorative Industrial coatings:

12%



5: Share of Polyurethane Dispersions (PUDs)

PUDs

= Make up

1.5%

of the Total
Water-borne Coatings Market

Source: www.flaticon.com

The figures are based on data from Orr&Boss.

"Dialogue Makes the Whole Presentation More Interesting!"

Tips for young professionals attending the American Coatings Conference

Source: private

Kurt Wood
ACA consultant

The American Coatings Conference offers a wealth of opportunities – but navigating it for the first time can be overwhelming. Kurt Wood, an ACA consultant to the conference, shares his advice for young professionals looking to get the most out of ACC: attend as many sessions as possible, don't shy away from asking questions, and make the most of poster sessions for networking and feedback.

1) Maximize your engagement by attending as much of the conference as you can! Presentations late in the day or on the last day are sometimes less frequented, but these can actually provide more opportunity for scientific exchange and interaction with presenters. Use the app to help you choose which session you will attend at any given time— the abstracts provide more insight into the substance of the presentation content than just the title.

2) Take advantage of the Q&A time at the end of each presentation by asking questions! Presenters are always happy when audience members show them the attention of asking a question, even if you are just asking for clarification on some point. If it was confusing to you, it was probably confusing to other people also, and it gives the presenter a chance to better explain things. Dialogue makes the whole presentation more interesting! Another welcome option for presenters is to get asked a question during the break time right after their presentation and affirms that the audience is closely listening and interested.

Source: Phierce Photography

The American Coatings Conference offers a wealth of opportunities for learning and networking.

3) The poster session not only has interesting topics but is a great opportunity for networking and meeting up with friends.

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- Enhance Moisture Resistance

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INTERVIEW

"No Accelerated Test Can Perfectly Replicate the Complexity of Real-World Exposure"

Bridging the gap between lab performance and real-world durability

Laboratory testing plays a critical role in advancing architectural coatings, but how closely can it mirror real-world conditions? Nuno Castro, Global Architectural Coatings R&D manager, and Gerjan van Laar, head of Segment Management at Elementis share insights on testing methods, binder technologies, and formulation strategies that balance sustainability, durability, and performance in the face of evolving market and regulatory demands.

Source: Kateno - stock.adobe.com

Which test methods best correlate laboratory performance data of architectural coatings with long-term, real-world exposure conditions?

In architectural coatings, establishing a strong link between laboratory testing and long-term field performance continues to be a key focus across the industry. It is widely understood that no accelerated test can perfectly replicate the complexity of real-world exposure, where variables such as solar radiation, humidity, rainfall, and temperature fluctuate significantly across geographies.

Even so, when well-designed, accelerated methods remain powerful tools for guiding innovation. By clearly defining the film properties and performance parameters under evaluation, formulators can use these tests to qualitatively compare new developments against established benchmarks and to better understand long-term durability trends.

"Well-designed accelerated methods remain powerful tools for guiding innovation."

For exterior coatings, ASTM D4587 is frequently used in the industry to simulate UV and moisture-driven degradation pathways. Once the full exposure cycle is completed, panels can undergo performance evaluations – including chalking, gloss reduction, elasticity, dirt pick-up, and other film-integrity assessments. Comparing these results with panels that already have documented natural weathering histories provides valuable qualitative insight into how a new formulation may behave outdoors.

While such methods cannot deliver a perfect one-to-one correlation with natural exposure, they offer an essential framework for accelerating development, identifying potential failure mechanisms early, and refining coatings that are more resilient under real environmental conditions.

How should formulators assess coating performance across different binder technologies, substrates, and curing mechanisms commonly used in architectural applications?

Evaluating coating performance across different binder technologies, substrates, and curing mechanisms is essential to developing solutions that truly begin with the end-use requirements in mind.

From a rheology perspective, it is well established that associative thickeners interact differently depending on the binder chemistry. Each system exhibits a unique response to associative mechanisms, and other formulation components can also compete for association sites. These competitive interactions influence the final rheological profile of the coating and, consequently, its application behavior and in-use performance.

Because binder selection and formulation adjustments drive these interactions, performance testing should always be tailored to the specific needs of the end user – whether the priority is application smoothness, film build, substrate adhesion, or overall aesthetic quality.

Which performance parameters are becoming increasingly critical for architectural coatings as service-life expectations and regulatory requirements continue to evolve?

Several performance parameters are becoming increasingly critical in architectural coating development. Sustainability-aligned solutions, such as additives with higher biobased C14 content, have moved to the forefront, alongside the demand for improved opacity and enhanced film durability. These priorities are further amplified by the accelerating shift toward waterborne, biobased, and low-VOC technologies, which are essential for regulatory compliance as well as for strengthening consumer confidence.

In line with these evolving requirements, we have advanced a portfolio of innovations designed to support higher service-life expectations without sacrificing performance. Recent developments illustrate this commitment by enabling formulators to achieve sustainability targets while maintaining the application and film-performance standards that the market demands.

How might future sustainability, durability, and regulatory demands influence formulation strategies for next-generation architectural coatings?

Looking ahead, sustainability expectations, evolving regulatory frameworks, and the demand for higher performance and efficiencies will increasingly shape formulation strategies for next generation architectural coatings.

Customers increasingly seek coating solutions that deliver stronger performance, from stain, scuff, scratch, and dirt pickup resistance to enhanced durability, waterproofing and reliable multi surface adhesion tailored to specific applications and regional needs. At the same time, they expect more efficient application: higher opacity, improved spreading rate, fewer coats, and products that streamline brush, roller, and spray application to support faster return to service. All of this must be achieved while reducing environmental impact and maintaining cost effective formulations.

In this context, our innovation roadmap places strong emphasis on affordable, biobased technologies and next-generation additive platforms that enable sustainable formulation without compromising performance. Recent developments, such as our new "Additive Opacity Toolbox" designed to deliver improved opacity efficiency and reduce up to 15% TiO_2, illustrate how data-driven formulation approaches, lower environmental impact, and rigorous field-relevant testing will converge to shape the coatings of the future.

Source: Elementis

Gerjan van Laar

Elementis
Booth #729

Source: Elementis

Nuno Castro

Elementis
Booth #729

Popular Show Features Return

Plenty of highlights at the American Coatings Show

Alongside cutting-edge innovations and international exhibitors, many of the show's most popular features are making a welcome return to the show floor.

A proven favorite among attendees, the Product Presentations are back with a full schedule of 50+ short, focused sessions on all show days. Exhibitors will introduce new products, materials, and technologies, giving visitors a fast and practical overview of the latest industry developments.

The American Coatings Industry Career Center will again serves as a key hub for professional development. Job seekers and recruiters can connect directly, explore open positions, and discuss career paths across the coatings value chain, from R&D to production and sales.

POWDER COATINGS INNOVATION IN FOCUS

The dedicated Powder Coatings Pavilion returns as a centerpiece for one of the industry's fastest-growing segments. Exhibitors present innovations in powder coating formulations, application processes, and sustainability-driven solutions, offering visitors concentrated access to the latest technologies.

Highlighting the international scope of the event, the China Pavilion brings together multiple Chinese manufacturers in a joint, dedicated space, which provides a convenient platform for discovering new suppliers, products, and global business opportunities.

A TRADITION WITH PURPOSE

The popular 5K Fun Run takes place on Wednesday morning. The event combines networking and wellness while supporting a good cause—funds raised support future student attendance at the American Coatings Conference—and giving participants an energetic start to the show day.

For more information, visit: https://american-coatings-show.com/

The ACS from A to Z

A – American Coatings Association
The organizer of the ACS

B – Business Connections
Building partnerships, meeting customers, and expanding networks

C – Career Center
Connecting companies with emerging and experienced talent

D – Digitalization
AI, data, and digital tools transforming the coatings industry

E – Exhibitors
The full coatings value chain under one roof

F – Fun Run
Supporting student participation and networking

G – Global Trends
Key developments shaping the international coatings market

H – Highlights
Many including the daily Product Presentations, the conference and the Fun Run

I – Innovation
From functional films to digital tools, green coatings, smart surfaces and much more

J – Job Opportunities
Careers across R&D, production, testing, and commercialization

K – Keynote
One of the highlights of the Conference Plenary Session

L – Long-Term Performance
Durability, weathering, and reliability in focus

M – Measurement
Testing and measurement technologies in dedicated sessions

N – Networking
Poster sessions, receptions, luncheons, and informal meet ups

O – Optimization
Grinding, dispersing, and efficient coatings production

P – Pre-Conference Tutorials
Short courses like Coatings 101 and Waterborne Fundamentals to AI, Digitalization, Smart Coatings, Polyurethanes, Durability, and Functional films

Q – Quality
Durability, weathering, and performance as recurring themes

R – Raw Materials
Suppliers presenting innovations in resins, pigments, additives, and alternatives

S – Sustainability
Plenty of innovations in bio-based coatings, and water-based technologies

T – Technology Sessions
Nearly 100 conference sessions on functional, architectural, protective, industrial, automotive, epoxy, and wood coatings and much more

U – UV & Advanced Curing
Efficient curing solutions across applications

V – Vincentz Network
Co-organizer of the ACS

W – Water-based Coatings
Dedicated sessions highlighting regulation-ready solutions

X – eXpertise
Deep technical know-how from industry leaders

Y – Young Professionals & Students
Supported through sessions, networking, and the Fun Run

Z – Zero-VOC
Pushing the limits of ultra-low and no-VOC technologies

Handy Helper in Your Pocket

Elevate your American Coatings Show experience

Source: Sergey Nivens stock.adobe.com

The ACS App offers plenty of handy features.

Make the most of every moment at the American Coatings Show 2026 with powerful digital tools designed to keep you informed, organized, and fully engaged throughout the event.

With an exciting and full conference schedule and hundreds of exhibitors to discover, your days at the American Coatings Show and Conference will be packed. The ACS app is your essential companion throughout the whole event, helping you to to organize your days at the show.

Available free for iOS and Android devices, the app gives you instant access to schedules, exhibitor information, and key event updates—helping you plan smarter, navigate faster, and never miss a highlight. Download it today by searching for "American Coatings Show" in the App Store or Google Play.

STAY CONNECTED ON SOCIAL MEDIA

Join the conversation and stay in the loop by following the American Coatings Show on LinkedIn and Facebook.

From live updates and important announcements to show highlights and behind-the-scenes moments, social media keeps you connected before, during, and after the event. Moreover, we are looking forward to your posts from the show.

Let's connect on LinkedIn: https://www.linkedin.com/company/american-coatings-show/

YOUR GO-TO RESOURCE: THE OFFICIAL WEBSITE

The American Coatings Show website is your all-in-one planning destination. Explore the full exhibitor directory, preview featured products, locate booths, and view the exhibit hall floor plan with ease.

The conference section offers comprehensive details on the complete agenda, pre-conference tutorials, and keynote presentations, so you can plan a truly impactful show experience.

For everything you need to prepare and stay up to date, visit: https://american-coatings-show.com/.

Advancements in Additives and Binders for Modern Formulations

The latest developments on display in Indy

The transition toward sustainable, low-VOC, and high-performance formulations continues to drive innovation in the additives and binders sector. At this year's ACS, the focus is clearly on supporting regulatory compliance while enhancing application efficiency without compromising on durability or workability. Show visitors can expect a strong emphasis on PFAS-free technologies, freeze-thaw stability, and multifunctional platforms that streamline the manufacturing process.

WATERBORNE COATINGS

The shift toward waterborne systems remains a dominant theme, with new solutions overcoming traditional application challenges. One innovation addresses open-time limitations with a VOC- and APEO-free additive that slows drying to improve workability in architectural paints. For interface control in direct-to-metal applications, a new portfolio of additives optimizes wetting, flow, and early corrosion protection. Another advancement enhances demanding applications with a silicone- and fluorine-free wetting agent that minimizes cratering and pinholing. To protect these sensitive formulations from temperature fluctuations, a versatile surfactant has been introduced that prevents freeze-thaw damage while extending open time.

On the binder side, portfolios are expanding with an epoxy ester/acrylic hybrid for cationic stain-blocking primers, and a UV-cured polyurethane dispersion that is tack-free after water evaporation. The circular economy is also getting a boost through the utilization of recycled polyvinyl butyral from laminated glass to create stable, aqueous dispersions. For the packaging sector, an inherently matte polyurethane dispersion suitable for food contact compliance is now available. Additionally, the market sees a sustainable topcoat option with a polysiloxane-acrylic hybrid available in both waterborne and solventborne formats. The segment is further supported by unique water-based materials featuring novel crosslinking technologies and high-viscoelasticity emulsions. Finally, scuff resistance in topcoats and packaging is being enhanced by a high-performance wax additive incorporating renewable rice bran wax.

POLYURETHANE & BIO-BASED INNOVATIONS

Sustainability in polyurethane systems is achieving new milestones through bio-based and isocyanate-free alternatives. Formulators looking to meet green building goals can now utilize bio-based polyols that lower the carbon footprint of high-quality polyurethanes. Regulatory pressures are also being addressed by a developmental technology that provides an isocyanate-free route for 2K polyurethane formulations. For solventborne PU coatings, a new wetting and dispersing agent enables efficient co-grinding of multiple pigments, launched alongside a next-generation tin-free catalyst that replaces traditional heavy metal catalysts. The polyurethane market also benefits from a new acrylic polyol emulsion designed for extremely low-VOC "wet look" concrete sealers.

ARCHITECTURAL & EXTERIOR COATINGS

Durability in harsh environments is critical for architectural and exterior applications. An advanced platform of multifunctional coating technologies is making waves by delivering antimicrobial protection, water repellency, and chemical resistance for exterior and floor coatings. For powder coatings exposed to severe weather, a superdurable carboxy-functional polyester resin has been introduced that surpasses conventional options in impact resistance and weatherability.

INDUSTRIAL, METAL & AUTOMOTIVE COATINGS

Industrial and automotive sectors demand extreme resilience and rapid processing. One notable introduction is a solvent-thinnable alkoxy methyl siloxane that cures at ambient conditions and withstands extreme heat up to 650 °C. For UV/EB curable systems, a new difunctional aliphatic urethane acrylate balances flexibility and metal adhesion. Automotive refinishing is being accelerated by a high-solid acrylic polyol utilizing fast-cure technology without sacrificing pot life, while vehicle primers are supported by a hydroxyl-functional acrylic resin targeting very low VOC levels.

GENERAL-PURPOSE INNOVATIONS

Several innovations provide versatile benefits across multiple application areas. An innovative buffer technology has been developed that physically inhibits microbial growth without acting as a traditional biocide. PFAS-free alternatives are expanding with polymer-based additives that enhance water and oil repellency for textiles and release coatings. Another highlight is a range of self-crosslinking acrylic and polyurethane hybrids designed for wood, plastic, and textiles. For thermally stable industrial maintenance and concrete applications, new flexible, toughened epoxy resins and curing agents are hitting the market. Lastly, a value-grade talc with customizable particle sizes offers a cost-effective filler solution for primers and recycled plastics.

Source: Alexandr - stock.adobe.com

A selection of novel products presented at the ACS at-a-glance

Product Name	Company	Booth No.	Application Area(s)
AkoTech	Microban International	446	Architectural Coatings, Exterior Coatings, Filtration, Floor Coatings, Solventborne Coatings, Waterborne Coatings
Alcosperse OTA-100	Nouryon	953	Architectural Coatings, Waterborne Coatings
Eco Renex PEG 1000 PU	Croda	340	Bio-based, Polyurethane
Borchi Gen 0311	Borchers: A Milliken Brand	2266	Polyurethane, Solventborne Coatings
Brb Siloen SR 833	BRB North America	2376	Heat-resistant Coatings, Industrial Coatings, Protective Coatings
Ceranate	Sun Chemical	1866	Solventborne Coatings, Topcoats, Waterborne Coatings
Ceridust 1310	Clariant	3058	Packaging / Labels, Topcoats, Waterborne Coatings
Duroxyn EY 2500w/40WA	Allnex	1329	Exterior Coatings, Interior Coatings, Primers, Waterborne Coatings
Easy-Wet 310	Ashland	1248	Adhesives, Architectural Coatings, Industrial Coatings, Inks, Metal Coatings, Waterborne Coatings, Wood Coatings
Eco Talc	High Divide Minerals	1178	Agriculture / Agrochemicals, Construction, Plastic Coatings / Plastics, Primers
E-Sperse FT 600	Ethox Chemicals	2768	Waterborne Coatings
Esacote PU 9561	Lamberti	339	Packaging / Labels, Polyurethane, Printing, Waterborne Coatings
Genomer 4236	Rahn USA	2567	Adhesives, Industrial Coatings, Inks, Metal Coatings, Plastic Coatings / Plastics, UV/EB Curing
Good Prevention System (GPS)	Nasotic	660	Adhesives, Lubricants / Metalworking Fluids, Paints and Coatings, Waterborne Coatings
Modiper WR / FS700	NOF America	324	Leather, Release Coatings, Textile Coatings / Textiles
Pat-Add Additives	Patcham USA	1048	Direct-to-Metal (DTM) Coatings, Waterborne Coatings
Pri Next	Cargill Bioindustrial	540	Polyurethane
Promex NPT40 / ZPT48	Prom Biocides	2160	Paints and Coatings, Plastic Coatings / Plastics
Sarface WXA 63939	Sarchem Kimya	666	Plastic Coatings / Plastics, Printing, Textile Coatings / Textiles, Wood Coatings
Shark Dispersion SR2	Shark Solutions	1766	Paper Coatings, Peelable Coatings, Textile Coatings / Textiles, Waterborne Coatings
ReOxy CR 5450	Royce Global	445	Adhesives, Concrete Coatings / Sealers, Industrial Maintenance, Paints and Coatings

Novelties in a Nutshell

Today's Product Presentations

The popular Product Presentations will take place on all three days of the American Coatings Show. In 15-minute talks, companies will introduce their latest innovations. Below you find the program for today. Moreover, you can browse all Product Presentations at https://tinyurl.com/5n99xee9

Source: Phierce Photography

9:20 – 9:35 am
Rethinking Matting in Coatings: The Role of Polyethylene-Based Micronized Wax Additives as a Performance-Driven Alternative to Silica
Rajesh Wadhwani,
Solstice Advanced Materials

9:40 – 9:55 am
High Performance Industrial Coatings Featuring a New White Mineral Pigment
Dr. Chengeto Gwengo, US Silica

10:00 – 10:15 am
Unlocking Performance in Specialty Paints with "Opti-Matt MT-8" 100 % Acrylic Emulsion Extender
Dan Fonseca, Dow Chemical

10:20 – 10:35 am
Novel Underwater-curable Epoxy: A Game-changer for Submerged Bonding Applications
Ralph Barthel, Univar Solutions

10:40 – 10:55 am
Durability by Design: Waterborne Concrete Coatings that Protect, Beautify, and Extend Service Life
Dan Stark, Arkema

11:00 – 11:15 am
"Acronal Verse": Unleash the Power of Versatility in Every Coat
Shelby Kellogg, BASF Corporation

11:20 – 11:35 am
"Ceridust 1310": Reliable, High-performance Additive for Coatings & Inks
Simon Bodendorfer, Clariant

11:40 – 11:55 am
Advanced Additive Technologies to Optimize Conductive Floor Coatings Containing Carbon Nanotubes
Mahshid Niknahad, Byk-Gardner USA

12:00 – 12:15 pm
Unlock superior DPUR with ureido monomer and polymerizable surfactant
Dr. Celine Burel, Syensqo

12:20 – 12:35 pm
New Versatile Dispersant for Multi-Pigment Co-Grinding: "Borchi Gen 0311"
Stephanie Yates,
Borchers: A Miliken Brand

12:40 – 12.55 pm
Balancing Sustainability and Performance in High-BRC Epoxy Resins with Low Viscosity and Excellent Chemical Resistance for Protective Coatings
Yongbin Kim, Kukdo Chemical

1:00 – 1:15 pm
Superdurable Resins for Powder Coatings
Christophe Baude, Synthomer

1:20 – 1:35 pm
"Alcosperse OTA-100": A Novel Additive to Extend Open Time in Architectural Paint
Celia Buono Szcypula, Nouryon

1:40 – 1:55 pm
Towards Hyperdurable Powder Coatings for Architectural Metal Finishing
Eric Dumain, Arkema

2:00 – 2:15 pm
"Spherilex" for Decorative Coatings
Meixi Chen, Evonik Corporation

2:20 – 2:35 pm
Advancing Reactive Systems with "Visiomer Specialty Methacrylates Low-odor and Low-hazard Methacrylate Solutions for Coatings and Adhesives
Michael Webb, Evonik Corporation

2:40 – 2:55 pm
"Dowsil" 213S & 214S Next-Gen Slip & Mar Additives for Abrasion and Scuff Resistance
Lidaris San Miguel Rivera,
Dow Chemical

3:00 – 3:15 pm
Advancing from Conventional Substrate Wetting to Super Wetting Performance
Dr. Max Staver, Ashland

3:20 – 3:35 pm
Extending the Film Preservative Longevity in Water-based Coatings by Selection of the Correct Acrylic Binder
Bobby Picker, Univar Solutions

3:40 – 3:55 pm
Fragmented Data Presents Enterprise Risks
Will Schaub, Lisam

4:00 – 4:15 pm
"Minex ST" Surface Treated Nepheline Syenite with Silane Coupling Agents for Enhanced Performance and Economics in Polyaspartic Industrial Floor Coating
Scott Van Remortel, Covia

4:20 – 4:35 pm
High-Performance Waterborne Coatings with "Wanhua Easaqua"
Mathias Dubecq,
Wanhua Chemical (America)

4:40 – 4:55 pm
Multifunctional Redox Chemistry for Emulsion Polymerization
Stefan Mark, Bruggemann

Programm as of April 23, 2026

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Fun Run for a Good Cause

Participants support student engagement while enjoying a scenic 5K in Indianapolis

Source: Phierce Photography

Participants are welcome to run, jog, walk, or stroll at a pace of their choosing.

The fifth ACS Fun Run, held in conjunction with the American Coatings Show and Conference, will take place on Wednesday, May 6. Runners and walkers will meet at White River State Park ahead of the 7:15 am start. The event is scheduled to wrap up at 8:30 am.

All attendees and exhibitors are encouraged to take part in the Fun Run. Registration fees from the event will be earmarked in full to support student participation at future American Coatings Conferences.

Participation requires prior registration, which can be completed either through the ACS online registration system or onsite at the ACS registration desk today, Tuesday, May 5, between 8:00 am and 5:00 pm.

While the American Coatings Show and Conference provide outstanding opportunities for professional exchange and insight into the latest developments in coatings technology, the ACS Fun Run adds a refreshing outdoor activity to the program and offers a chance to for a break from the indoors while getting additional steps to jumpstart your day.

The 5K course guides participants past some of Indianapolis's most attractive sights, including the city's well-known Central Canal and the River Promenade within White River State Park.

MORE THAN 300 PARTICIPANTS IN 2024

The 2024 ACS Fun Run attracted more than 300 participants. Alfredo Vergara of Alvu Químca finished in a first-place position.

As in 2024 and previous years, the Fun Run is made possible through the generous sponsorship of BYK.

Participants are welcome to run, jog, walk, or stroll at a pace of their choosing. The main focus of the event is the enjoyment of FUNdraising. Registration proceeds that fund future student attendance at the American Coatings Conference is important, as the coatings industry seeks to inspire and support the next generation of professionals committed to developing sustainable coatings solutions for the future.

Source: Phierce Photography

More than 300 participants enjoyed the ACS Fun Run 2024.

"Smart Coatings Go Beyond Surface Protection"

How nanotechnology and hybrid formulations are transforming functional coatings

Nanoparticles, smart polymers, fluoropolymer hybrids – the next generation of functional coatings – is redefining what a surface can do. Dr. Eugene Caldona, assistant professor at North Dakota State University's Department of Coatings and Polymeric Materials, explains how advanced materials enhance corrosion protection, enable self-cleaning properties, and why the interface between filler and matrix is the key to coating performance.

Source: North Dakota State University

Eugene Caldona

North Dakota State University
Booth #2930

What role do nanotechnology and advanced materials play in the next generation of functional coatings? *Nanotechnology and advanced materials have transformed the next generation of functional coatings from conventionally being able to provide surface protection and aesthetic appearance to demonstrating "smart" behavior and multifunctionality. Inclusion of nanoparticles at very low loadings not only enhances the thermal, mechanical, and electrical aspects of coatings but also offers added functionalities, including but not limited to microbial resistance, self-cleaning property, switchable wettability, and fire retardancy. Nanoparticles that are functionalized or surface-treated provide improved interfacial bonding and can facilitate uniform stress distribution, preventing crack propagation within the coating matrix. Additionally, using polymers with smart moieties can further advance coatings to respond to external stimuli (i.e., pH, temperature, light, and electricity, among others), enabling a broad spectrum of applications. This is especially important when a coating must maintain its structural integrity while still providing the intended or required functionality.*

Which functional mechanisms are currently most effective for enhancing corrosion protection? *Optimized filler-matrix interactions are crucial because the protective performance of coatings depends on the interfacial characteristics and compatibility between these phases. Therefore, the use of surface-functionalized fillers offers higher coating reinforcement. The functional groups introduced to the filler surface promote strong interfacial bonding with the matrix, leading to minimal to no coating layer defects and increased diffusion path for water and other aggressive species.*

The strength of the interfacial bond at the coating-substrate interface is another consideration, as that is the determining factor for adhesion. The protective and adhesive properties of a coating are intertwined because accumulation of water beneath the coating will result in adhesion loss, while a coating with poor substrate adhesion will easily allow water to reach the interface and promote underfilm corrosion.

How can fluoropolymer-based functional coatings combine corrosion resistance with additional properties? *By using nanotechnology and hybrid formulations, fluoropolymers as the coating matrix can combine corrosion resistance with mechanical durability and high surface adhesion. Incorporating nanoparticles like silica, nanoclay, titanium dioxide, and graphene oxide enhances both the mechanical and thermal stability of fluoropolymer coatings, while introducing tortuousity in the coating layer that delays the diffusion of corrosive species. Blending fluoropolymers with other polymers or employing a multilayer coating assembly (i.e., primers, topcoats, etc.) improves the surface adhesion while maintaining maximum corrosion protection. Chemically incorporating reactive groups into fluoropolymers will also lead to the formation of crosslinked networks (with other polymers) for optimized coating integrity.*

PRODUCTS

Precision and Efficiency in Measuring, Testing, and Production

Novel products on the show floor

Precision, automation, and scalability define the latest advancements in measuring, testing, and production equipment. As coating formulations become more complex, the need for exact dosing, reliable quality control, and efficient milling has never been greater.

This year's ACS features state-of-the-art spectrophotometers, modular production systems, and advanced testing chambers designed to reduce guesswork and streamline operations from the laboratory to the factory floor.

PAINTS, LIQUID & POWDER COATINGS PRODUCTION

Manufacturing equipment is evolving to offer tighter control and greater efficiency. A new vacuum-assisted automatic dosing system precisely weighs micro- and macro-powdered ingredients dust-free. For particle size reduction, a vertical attritor is designed for recirculation and ultra-fine dispersion in open-atmosphere, large-scale tanks. The gap between R&D and full-scale manufacturing is bridged by a compact lab inline disperser that replicates production-style high-shear mixing. To maintain product purity, customized screening and filtration equipment provides full containment for hazardous materials. Fluid handling is optimized by aluminum body pumps equipped with PTFE diaphragms for the leak-free transfer of aggressive chemicals. Additionally, production environments are improved with a dry fog humidification system that reduces static electricity and minimizes defects like pinholing without wetting surfaces.

COIL & SPECIALTY COATINGS

Specialized applications require highly tailored production and testing solutions. The coil coating industry benefits from an inline spectrophotometer that delivers non-contact color measurement to detect shifts in real-time without stopping production. For the semiconductor and photonics sectors, a specialized polyurethane-coated attritor utilizes specific grinding media for optimal wet milling efficiency. New standards in surface treatment are set by a system combining vacuum plasma technology with controlled adhesion for an eco-friendly, solvent-free process. In the realm of chemical synthesis, U.S.-manufactured glass filter reactors built from heavy-wall glass combine reaction and filtration to limit product loss. Lastly, specialty resin formulation is supported by novel accelerators offering a colorless and odorless alternative to conventional epoxy accelerators.

GENERAL-PURPOSE INNOVATIONS

Quality control and environmental testing are fundamental to ensuring coating performance across all sectors. A next-generation compact xenon arc unit launches with nearly double the sample capacity for accelerated weathering tests. Testing capabilities are further expanded with a large corrosion chamber accommodating hundreds of standard panels or heavy assemblies.

For color and surface analysis, a portable spectrophotometer combines color and 60° gloss measurements with intuitive touchscreen operation. A portable contact-angle instrument debuts featuring multi-spot wetting mapping and one-tap pass/fail workflows to pinpoint localized surface contamination. Visual inspection is upgraded with a new line of handheld digital microscopes offering 4K resolution and adjustable polarization.

To tie all these processes together, software and networking solutions are taking center stage. A networked platform securely shares surface quality data and models across teams for real-time, evidence-based decision-making. Similarly, the integration of SCADA and MES systems is transforming industrial operations, improving productivity, and eliminating manual paperwork on the production floor.

A selection of novel products presented at the ACS at a glance

Product Name	Company	Booth No.	Application Area(s)
Aki Mist E	Ikeuchi USA	334	Paints and Coatings
B Connect	Brighton Science	522	General / Not Specified
Centris Technologies Solutions	Centris Technologies	2972	General / Not Specified
Ci3000 Weather-Ometer	Atlas Material Testing Technology	1666	Paints and Coatings
Color 2 Go	BYK-Gardner USA	2239	General / Not Specified
Dino-Lite 8mp Edge Plus	Dino-Lite	2466	General / Not Specified
Dropometer	Droplet Lab	1378	General / Not Specified
Erx145	X-Rite Pantone	711	Coil Coatings
Glass Filter Reactors	Ace Glass	1977	Inks, Paints and Coatings, Resins, Specialty Chemicals
Icon Automatic Dosing System	Dositech	1675	Liquid Coatings, Powder Coatings
Itamine Accelerators	DD Chem	1775	Paints and Coatings, Resins
Mini ILD	Schold Manufacturing	1129	Inks, Paints and Coatings, Specialty Chemicals
Q-100 Attritor	Union Process	2658	Paints and Coatings
Q-Fog Crh 2500	Q-Lab	1966	General / Not Specified
Ran Aluminum Body Pumps	Ran Pump	3142	Paints and Coatings
Russell Compact Sieve	Russel Finex	3059	Liquid Coatings, Powder Coatings, Resins
S5 Polyurethane-Coated Attritor	Union Process	2658	Electronics
Vacu Tec+ Coad	Tantec EST	665	Plasma Coatings

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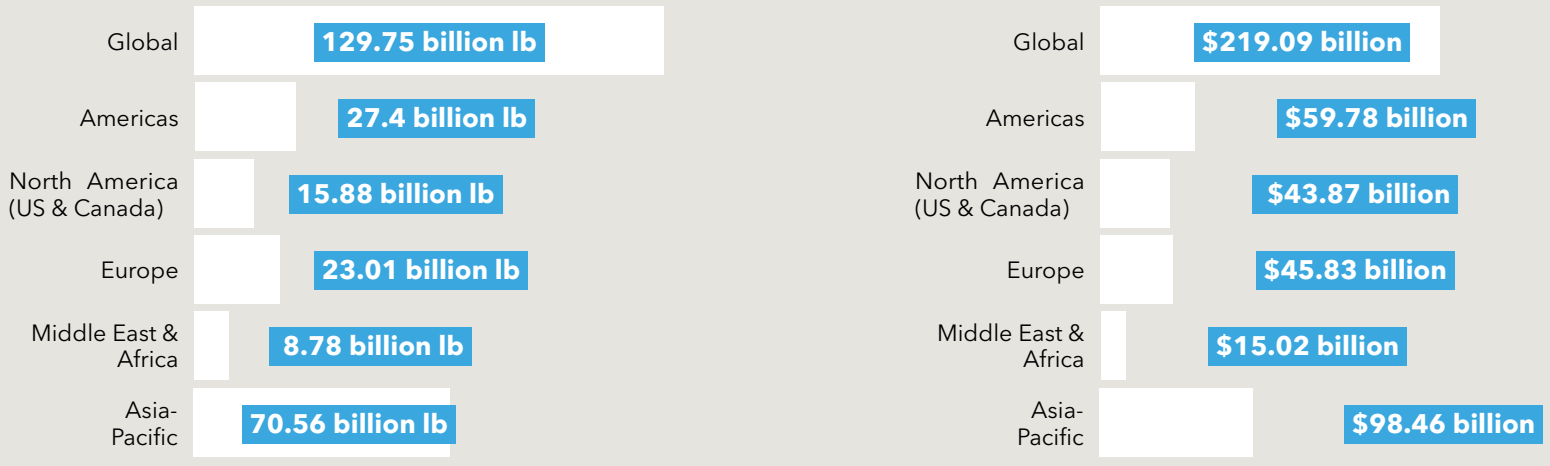
MARKET

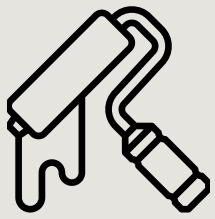
The Global Coatings Market

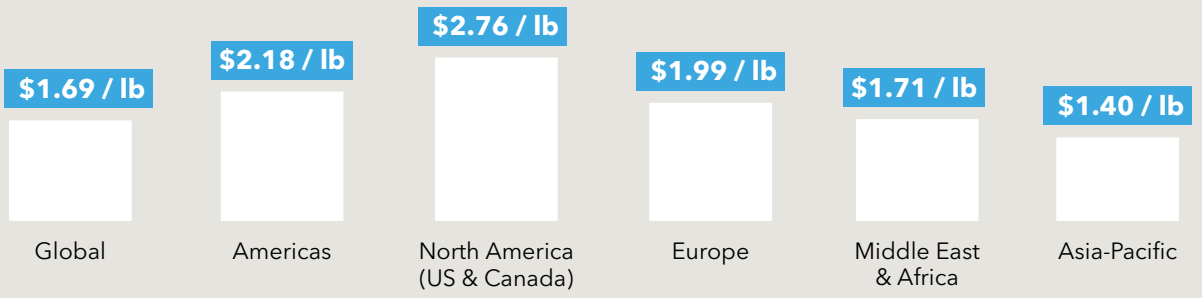
Source: Flaticon

Volumes & Values by Region (2025)

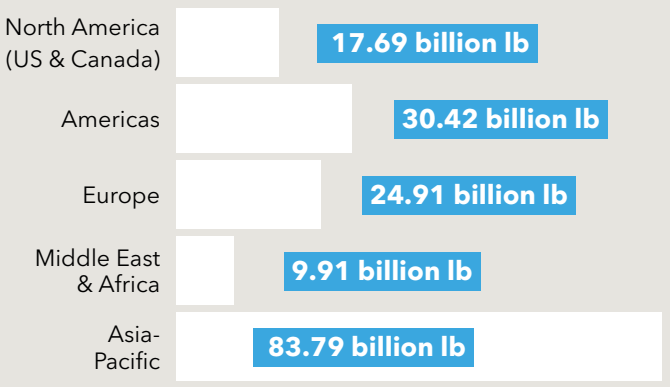


Price per Pound (USD)

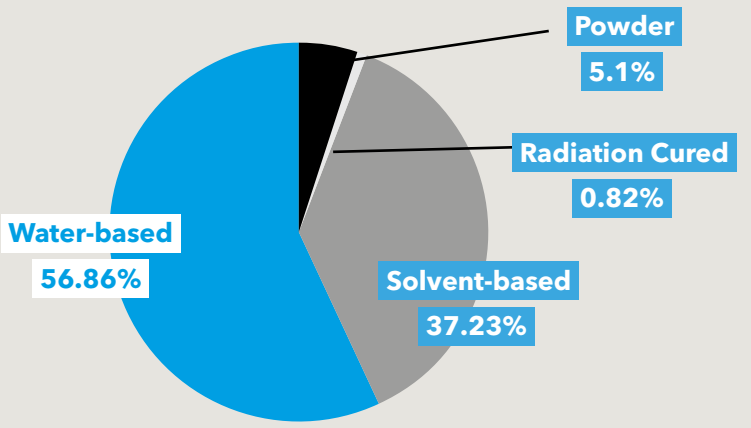




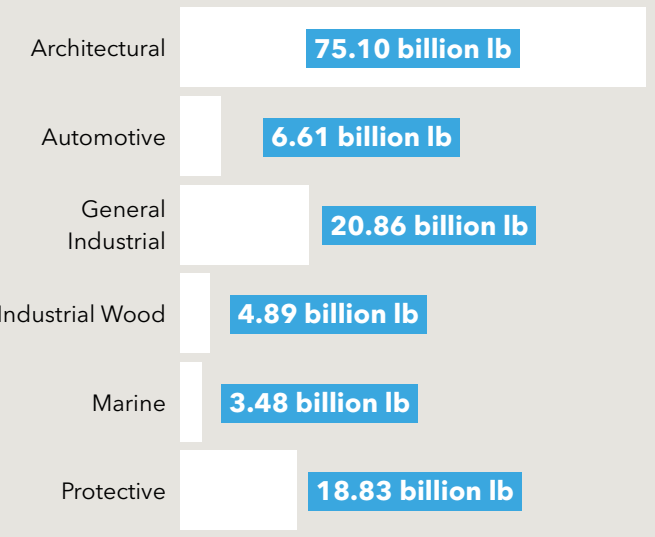
Forecasts 2029 (in lb)



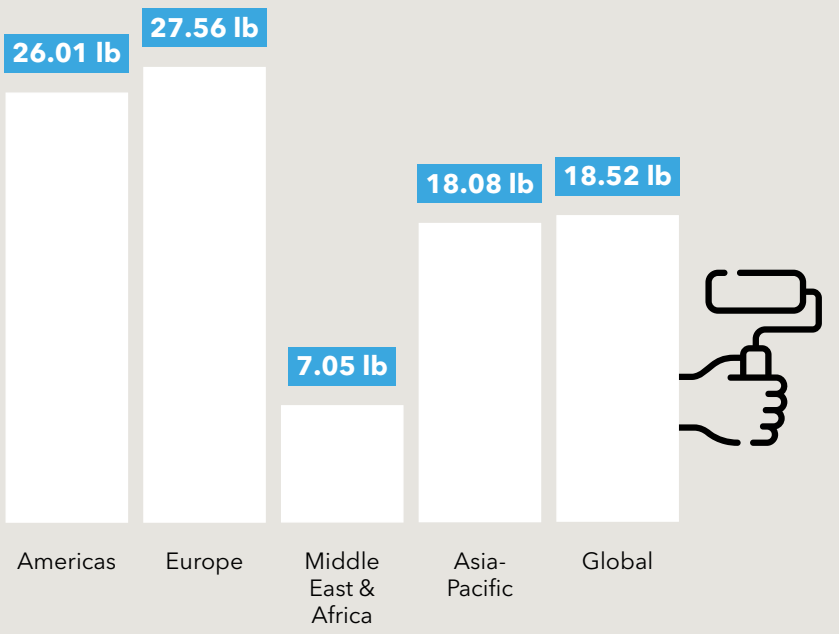
Application System (Share of Total Global Volume)



Global Breakdown by Segment 2025 (in lb)



Per Capita Consumption



The figures are based on data from IRL

“Where Technology, Trends and People Come Together”

Statements by returning exhibitors

For the global coatings industry, the American Coatings Show is one of the key meeting points. Returning exhibitors explain why the American Coatings Show continues to be important for them and what topics they are focusing on in 2026.

Eric Dumain

Global Market Director Coating Resins, Arkema, Booth #1130

The American Coatings Show aligns with Arkema’s focus on innovation and collaboration and offers a valuable opportunity to engage across the coatings value chain. This show gives us an unparalleled opportunity to meet with customers, suppliers, and other leaders in the industry to discuss how we can advance both our own goals and those of the coatings industry as a whole.
The global coatings industry has evolved significantly since the last ACS in 2024, shaped by volatile market conditions, ongoing transitions, and rapid growth in sectors such as data center construction and energy storage. These shifts are increasing the demand for differentiated, value-added solutions that deliver strong performance, including sustainability, as a core requirement.
At the 2026 American Coatings Show, Arkema is focused on strengthening the partnerships needed to bring those solutions to market quickly and effectively, with sustainability embedded as a fundamental element of product performance. We encourage everyone attending to stop by Arkema booth 1130 to learn more.

Dr. Chuck Jones

Market Segment Manager – Coatings, Ingevity, Booth #834

This show brings the world of coatings to one large hall, where technology, trends and people come together to drive our market forward. I can still remember being amazed by the coatings industry during the first ACS I attended, and I never looked back!
My main focus is to learn from formulators, OEMs and raw material suppliers. One specific area is the demand to address VOC levels, bio-content and solvent reduction in formulations. Innovative technologies are now available to easily help formulators with sustainability challenges.

INTERVIEW

"Biggest Challenge is Breaking Agglomerates and Keeping Carbon Black Stable"

How formulators can overcome dispersion challenges and optimize carbon black performance in modern coating systems

Source: Orion

Jaelene Matos

Orion Engineered Carbons
Booth #1466

Jaelene Matos, Technical Marketing Manager, Americas, Coatings at Orion, discusses key formulation challenges when working with carbon black and explains how proper dispersion strategies and material compatibility are critical to achieving high-performance coatings.

What are the most common dispersion challenges formulators face when incorporating carbon blacks into high-performance coatings, and how can they best be addressed? *High-performance coatings rely on small, high-surface-area carbon blacks to achieve the strongest colorimetric properties. The challenge is that these specialty pigments are harder to disperse, can increase viscosity, and tend to re-agglomerate if not properly stabilized. Using high-shear equipment, a well-designed mill base, and the right wetting and dispersing additives helps break down agglomerates and keep the carbon black stable so performance isn't compromised.*

What are the biggest technical hurdles when designing carbon blacks for modern waterborne coatings? *Water is a highly polar solvent with high surface tension, which makes it difficult to adequately wet carbon blacks that are naturally hydrophobic. Because there is little inherent affinity between the pigment surface and the aqueous medium, effective wetting and dispersing additives are essential in waterborne coatings to achieve proper dispersion.*

How do low-VOC and solvent-free formulation trends change the performance profile required from carbon blacks? *Carbon black does not significantly contribute to VOCs in a coating formulation, and there are no requirements for special grades of carbon black for low-VOC coatings. Instead, proper selection of low-VOC resins and dispersants, optimized for the chosen carbon black, provides compatibility and improved wetting, dispersion, and stabilization in these systems.*

What interactions between carbon black, dispersant, and resin are especially important in waterborne systems? *Compatibility between the carbon black, dispersant, and resin is crucial to avoiding re-agglomeration and flocculation in waterborne systems. The most important factor is ensuring that the dispersant adsorbs strongly onto the carbon black surface. This strong adsorption provides the electrostatic repulsion and steric hindrance needed to keep particles separated and maintain a stable dispersion.*

"This Creates a Clear Mandate for the Industry: Transition Now, Not Later"

Companies seek to replace PFAS under growing regulatory pressure

As regulatory scrutiny of PFAS intensifies in both the United States and Europe, coating manufacturers are facing mounting pressure to transition to compliant alternatives. Lane Lundeby, business manager at Indovinya, explains how early investment in PFAS-free surfactants and digital development tools is helping customers stay ahead of shifting requirements.

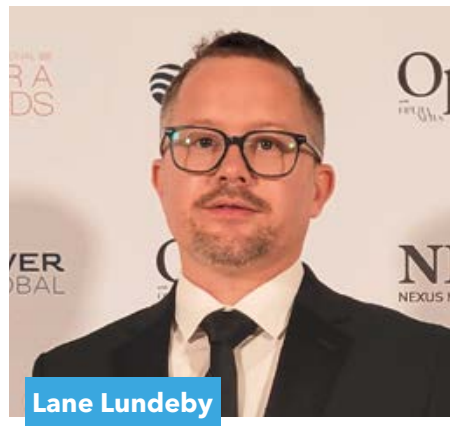
How do you see the evolving regulatory landscape in the United States and Europe shaping the urgency for PFAS-free solutions in the coatings industry? *Both in the United States and Europe, regulatory pressure on PFAS is accelerating at an unprecedented pace. Europe is advancing broad restrictions that will significantly limit, or even phase out PFAS usage in coatings, while U.S. agencies are tightening compliance and monitoring requirements. This creates a clear mandate for the industry: transition now, not later. At Indovinya, the specialty chemicals and surfactants division of Indorama Ventures, we anticipated this shift early. PFAS-free surfactant innovation has been a strategic priority, ensuring our customers have high-performance, regulation-ready solutions that help them navigate this transition with confidence.*

From a practical standpoint, how easily can coating manufacturers integrate these PFAS-free surfactants into existing production lines without major reformulation efforts? Our "Oxitive" line offers PFAS-free surfactant solutions that are developed to integrate smoothly into most existing formulations, typically requiring only minor adjustments. Although a one-to-one replacement is not always feasible, since performance attributes such as gloss, wetting, or foam control may require fine-tuning, manufacturers do not need to reinvent their production processes. Our approach combines formulation expertise with predictive tools to design alternatives that minimize disruption and maintain consistency. The goal is to enable a transition that is technically robust, operationally efficient, and commercially viable.

How can simulation-driven development help smaller companies with limited R&D resources keep pace with regulatory changes? Simulation-driven development is a powerful equalizer. Through computational modeling of critical parameters, such as surface tension behavior, resin compatibility, and adsorption mechanisms, developers can narrow down promising candidates before entering the lab. This reduces cost, time, and experimental cycles. While full paint-system simulation remains complex due to the multifactorial nature of coatings, building these predictive capabilities today is essential for future readiness. Simulation should complement, not replace, laboratory validation, helping companies streamline development, reduce trial-and-error, and accelerate innovation. As regulatory timelines tighten, digital tools become strategic assets for agility and long-term competitiveness.

Beyond surfactants, do you see this simulation-based approach being applied to other additive classes in coating formulations? *Absolutely. We already apply simulation to optimize pigment dispersants by modeling interactions at the pigment surface, and the same methodology extends naturally to additives such as defoamers, wetting agents, coalescents, and even aspects of resin design. Any component with structure–performance relationships that can be mathematically modeled benefits from this approach. As simulation tools become more accessible and user-friendly, we expect them to become standard practice across the coatings value chain—supporting faster development, more precise targeting of performance attributes, and greater confidence in meeting evolving regulatory requirements and sustainability demands.*

Source: Indovinya



Lane Lundeby

Indovinya

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