

# ACS SHOW<sup>®</sup>

# 2026 DAILYTHREE

The Show and Conference Daily | [www.american-coatings-show.com](http://www.american-coatings-show.com) | May 7, 2026

## Plenty to Discover

Successful second day at the American Coatings Show and Conference



Source: Liz Lynch

Day two of the American Coatings Show delivered exactly what the industry has come to expect: a vibrant show floor and strong technical exchange, and a clear sense that innovation is driving the paints and coatings sector forward.

The day began on an energetic note with the ACS 5K Fun Run, sponsored by BYK, which once again brought the community together outside the exhibition halls and conference rooms. Nearly 200 participants braved an early start to the day. Leading the field, Olly Sheppard of Pulse Printing claimed first place in 17:14, followed by Rhett Cash of the American Coatings Association in 17:35. The run supports student participation at the AC Conference.

### BUZZING SHOW FLOOR

From the moment the doors opened, the exhibition halls were filled with steady foot traffic. Conversations flowed across booths as formulators, raw material suppliers, equipment manufacturers, and service providers connected in a highly engaged atmosphere. "Day two of the American Coatings Show and Conference kept the momentum going—buzzing with conversations, fresh insights, and even stronger connections," stated Jennifer Dugas, Senior Vice President, Events & Engagement at the American Coatings Association. "The

show floor was alive with collaboration as attendees and exhibitors dove deeper into opportunities, making it clear that the energy from opening day was only the beginning."

### SUSTAINABILITY KEY THEME AT THE SHOW AND CONFERENCE

Across both the exhibition and the conference program, sustainability remained one of the key themes. From water-based technologies to energy-efficient processes and digital solutions for smarter production, many exhibitors and speakers highlighted approaches aimed at reducing environmental impact while maintaining high performance standards. Plenty of show visitors and conference attendees expressed their interest in learning more about sustainable options. Another prominent topic of interest for many visitors was also digitalization and the usage of AI.

"On day two, the true strength of combining exhibition and conference became even more apparent. Insights and impulses from the conference sessions sparked deeper conversations and follow up discussions on the show floor," emphasized Matthias Janz, Director Trade Shows at Vincentz Network. "This is where the format truly excels: knowledge transfer, innovation, and networking come together seamlessly. The highly active participation of attendees and exhibitors underscores

both the success of the event and the relevance of the joint formats delivered by ACA and Vincentz Network."

### FULL DAY OF KNOWLEDGE EXCHANGE AT THE AC CONFERENCE

The conference sessions on Wednesday reflected the breadth and depth of current industry challenges and opportunities. Topics ranged from architectural coatings and water-based systems to advances in grinding and dispersing technologies. Testing and measurement methods were explored in depth, alongside developments in polyurethanes and industrial coatings. In the afternoon, digitalization emerged as a key theme, underlining the growing importance of data-driven processes and smart manufacturing in the coatings industry.

As the event today draws to a close on its third and final day, attendees can look ahead to the final round of conference sessions, including automotive and wood coatings, biobased coatings, epoxy coatings, and coatings production.

### SAVE THE DATE

The next American Coatings Show and Conference will take place from March 28-30, 2028. It will be hosted at the Colorado Convention Center in Denver, Colorado.

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## THINGS TO DO

### Panel Discussion:

"R&D under Pressure",  
Booth 2088, 11:00 am

Try out the racing car  
Shamrock, Booth #1752

Test your golf skills:  
KW Container, Booth 19129

Play some Pac-Man  
Gehring Montgomery, Booth 2046



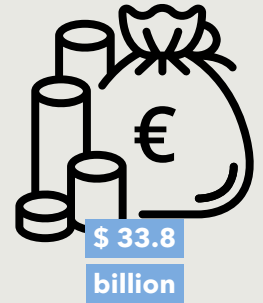
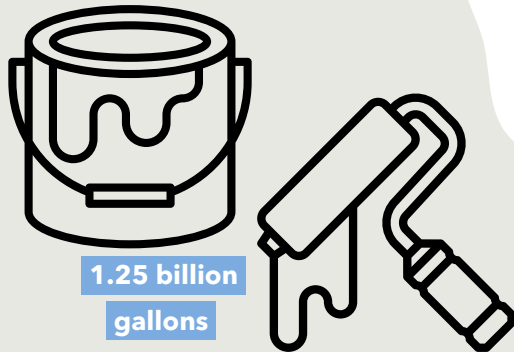
MARKET

Source: Flaticon

# U.S. Paints and Coatings Market

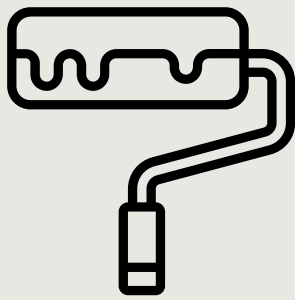
Facts and figures at-a-glance

Fact 01: Market Size



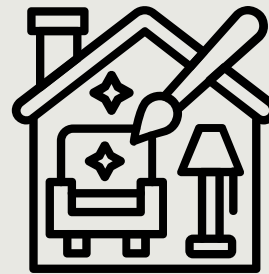
Fact 2: Market Structure

Source: United States Census Bureau



There are 954 Paint Manufacturers in the United States

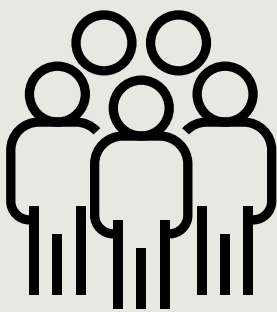
Fact 5: Market Segmentation



	Volume	Value
Decorative	64%	56%
General Industry	9%	7%
Refinish	3%	8%
Auto OEM	4%	5%
Other Transportation	1%	3%
Powder	5%	5%
Wood	3%	3%
Coil	2%	3%
Packaging	4%	3%
Protetive	3%	5%
Marine	1%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Fact 3: Employment Figures

42,000 Employed by Paint & Coatings Manufacturers

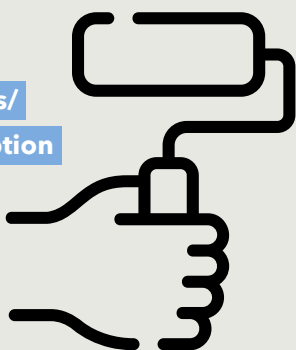


312,000 Employees Including Suppliers to the Industry

Source: United States Census Bureau

Fact 4: Per-Capita Consumption

3.65 Gallons/ Paint Consumption



2.36 Gallons/ Decorative

in the United States per year

Fact 6: Paint and Coatings Consumption in Comparison (Gallons per Year per Person)

	Decorative Coatings	Non-Deco Industrial Coatings	Total
United States	2.36	1.29	3.65
Canada	1.27	1.21	2.48
Europe	1.53	1.03	2.59
China	0.95	2.19	3.14
Japan	0.90	2.19	3.09
India	1.19	0.21	1.40
Global	0.90	0.71	1.61

The figures are based on data from Orr&Boss.

# What Should We Talk About at ACS?

It's time to focus on what truly drives progress: partnerships, people, and purpose

Source: Lamberti



**Yasmin Sayed-Sweet**

**Lamberti  
Booth #339**

With the American Coatings Show 2026 in full swing, Yasmin Sayed-Sweet, head of Coatings, Inks, and Specialties at Lamberti, and member of the ACA Science & Technology Committee, shares her perspective on where the industry's conversations need to go.

As our industry gathers in Indianapolis for the American Coatings Show 2026, it is worth pausing to ask: Are we talking about the right things? Dependent on the region and country, there have certainly been efforts to align industry discussions with real-world challenges – and the results are visible in the products we bring to market. Yet alignment alone is not enough. The true measure of success lies where sustainability, regulation, performance, and cost intersect – and that intersection only becomes meaningful when customers perceive real value in the solutions we offer.

So, what should we prioritize going forward? The answer lies in collaboration – and in people.

First, we need to strengthen collaborations and partnerships with industry associations and government organizations to bring greater visibility to our industry and the benefits it contributes to daily life. Our coatings create aesthetics, protect surfaces, prolong the service life of objects, help preserve historical monuments, and enable



Source: Prostockstudio - stock.adobe.com

new construction chemicals and materials that can withstand natural calamities, and even make galaxy exploration possible. These are tangible outcomes we should be proud to share.

Second, we must prioritize attracting and retaining young talent, in technical, chemical engineering, marketing, and many other fields. International, regional, and local collaborations can help bring awareness of the opportunities and careers our industry offers to young people at an early stage of their education.

Third, collaborative efforts with governmental environmental agencies are essential to develop tangible and feasible solutions to pressing issues such as forever chemicals. And finally, building resiliency in global supply chains must remain firmly on our agenda.

The coatings industry has a compelling story to tell. Let's make sure we are telling it to the right audiences, with the right urgency, and with a united voice. 🗣️

**AC**  
AMERICAN COATINGS  
**SHOW+**  
CONFERENCE

Save the Date

**DENVER**

**MARCH 28-30, 2028**  
COLORADO CONVENTION CENTER  
DENVER, CO

## AC SHOW

# Sustainability Sets the Tone at ACS 2026

A strong start with focused conversations and a clear push toward greener chemistry

Walk the aisles of the American Coatings Show 2026 and three themes are everywhere: sustainability, bio-based solutions, and performance. Exhibitors are showcasing the full range – and visitors want all three, without trade-offs.

The energy at the event has been palpable from day one. “The first day has been great – lots of energy, plenty of new prospects, and many of our existing customers stopping by,” said Linden Rogers of Dow. “There’s real excitement around our innovations and what’s ahead for the coatings industry.”

For visitors with formulation challenges on their list, the show floor offers plenty of starting points. Matthew Gadman of King Industries observed that the sustainability trend is showing up most clearly at the formulation level, with waterborne technologies in particular drawing strong interest – a reflection of the broader industry-wide push toward greener solutions that still deliver on technical requirements.

## SUSTAINABILITY AND BIO-BASED DRIVE THE CONVERSATION

Visitors looking for bio-based and reduced-impact technologies will find a wide range of options on display. Amira Selvaggio of Cargill reported strong demand for isocyanate-alternatives, as well as for PUD technologies – a clear signal, she said, that customers want to shift toward more sustainable options. At the Hexion booth, the picture is similar: Annie



Fonzie noted that customer meetings have focused heavily on the sustainability profile of the company’s products, particularly its PCBTF replacement and fluoropolymer-free coatings.

What unites these conversations is a shift in expectations. Sustainability is no longer treated as a stand-alone selling point, but as a baseline requirement. For attendees, that means it pays to come prepared: exhibitors report that the most productive booth visits are those where customers arrive with concrete formulation challenges in mind, looking for drop-in solutions that reduce environmental impact while maintaining the quality their own customers expect.

## PERFORMANCE REMAINS NON-NEGOTIABLE

Alongside sustainability and bio-based chemistry, performance has emerged as the third central theme of ACS 2026. Time and again, exhibitors point out that customers are unwilling to trade durability, weatherability, or application behavior for a greener label. Instead, they expect new technologies to match – or exceed – the performance of established systems.

The show is also a place where the quality of conversations matters more than the sheer number of contacts. Chelsea Todd of Atlas Material Testing pointed out that while overall foot traffic has been slightly

lower than in previous years, lead quality has improved markedly. She also noted a broader geographic mix: “We’re seeing fewer visitors from mature markets and many more from emerging markets, including the Caribbean and other smaller regions we haven’t tapped into before.” For attendees coming from outside North America, the show is proving to be an especially valuable platform for building new business relationships. Jonatan Vera of Shamrock described the atmosphere as valuable. According to Vera, the company is “catching new customers and currently doing new connections and new partnerships with new distributors throughout all of Latin America.” At the same time, the booth has been a hub for hosting existing customers from the U.S., Mexico, and South America. That sense of the ACS as the place where the industry actually comes together is echoed across the aisles. Whether your focus is raw materials, additives, testing equipment, or application technology, the value of having so many decision-makers in one location at one time is hard to overstate – and the remaining show day offers ample opportunity to take advantage of it. For visitors still planning their route through the hall, the message from the first days is clear: come with specific questions, focus on how exhibitors balance sustainability, bio-based chemistry, and performance, and make time for conversations that go beyond the brochure.

Andrew Wensing of Amrize summed up the mood on the floor: “It’s been great. Everyone we work with is either here as a visitor or has a booth – this really is the place to be.”



**Matthew Gadman**

**King Industries**

*ACS has been fantastic so far. There is a clear trend toward sustainability, and it's showing up most strongly on the formulation side. We're getting a lot of questions about waterborne technologies, and that's being driven directly by the push for more sustainable solutions.*

## Voices from the Booths

Exhibitors take stock of ACS 2026



**Jonatan Vera**

**Shamrock Technologies**

*It's been a really great experience here at ACS. We're gaining new customers and building new connections and partnerships with distributors throughout Latin America. We're very happy to be here and, of course, to welcome our customers from the U.S., Mexico and South America.*



**Chelsea Todd**

**Atlas Material Testing**

*Overall, foot traffic has been slightly lower than in past years, but the quality of the leads has been significantly better. We're seeing far less fluff and a lot more new customers who genuinely want to learn about our instruments, our services, and weathering and testing in general.*



**Amira Selvaggio**

**Cargill**

*We've received excellent feedback on days one and two at ACS. Visitors are very interested in our isocyanate-alternative technology and our PUD technology. People clearly want to make the shift toward more bio-based and sustainable options.*

## AC CONFERENCE



Carlo Gindu

Torrecid/Alfarben

From the position of an organic pigment producer, I think it's very interesting to see that these students are paying attention to sustainable solutions. Poster number 8 was really interesting because it was dealing especially with these kind of solutions for the IR pigments compared to the conventional ones. And of course, since it's one of our core businesses, it's great to see how the new generations are still paying attention to this and give it the relevance that it has.



Lalit Hemant Mahajan

allnex USA

I really enjoyed the poster session. The presenters also explained it really well. It's more technical, in-depth, they go with the in-depth technical aspects of it. It's good knowledge for me as well.



Neena Ravindran

Marvin Composites

My background is in polymers and coatings, so it's always good to catch up on the latest advancements in research and technology. I work for a window company, and we're always interested in products or test methods that can improve the durability of the coatings on our products. This conference is a one-stop shop to meet everyone and catch up on what's happening across different fields. One of the most interesting topics for me was PFAS technologies, because PFAS is a current issue. I'm also interested in testing advancements, durability, and weathering – and any time there are material advances or resin developments, those are the talks I prioritize.

## Catching Up

Voices from the conference and poster session



Stefan Smith

EGE Chemicals

The poster sessions are quite refreshing. It's really inspiring to see the youth and all of these schools investing in the coatings and chemical industry. I think it's really pushing forward the industry as a whole, and I'd like to see, honestly, more of it. I feel that the theme of this American Coating Show is innovation. As the keynote speaker Dr. Erdem was saying, we've been using the same techniques for the last 60 years, so it's time for some new innovation. I think these students are doing a great job on really exceeding the levels of expectation that they're currently under, but finding innovative ways to push the industry and the market into a new direction.



Allen Bao

Corning

We're here representing Corning, a glass company that is part of a broader organics group. Our work focuses on applying organic coatings to inorganic surfaces, which makes many of the topics being discussed at this conference highly relevant to our current work streams. This is my first time attending, and it has been an outstanding learning experience. While the sheer number of vendors present can feel overwhelming at first, it's also one of the conference's greatest strengths. Being able to engage directly with the many contract manufacturers and suppliers we typically work with has been incredibly valuable.

## From PFAS-Free Paints to AI-Driven Formulation

Eight parallel sessions on Day Two of the AC Conference

The second day of the American Coatings Conference 2026 on Wednesday, May 6, delivered a packed program of eight technical sessions. The strong sustainability focus throughout the sessions resonated with attendees on the exhibition floor.

**Session 5** on Architectural Coatings II opened the morning with next-generation binders and additives. Highlights included Terri John (Synthomer) on a "next-gen" polymer for superior dirt pick-up resistance and Jake Jacobs (Arxada) on the emerging threat of biocide-tolerant *Pseudomonas putida* strains in waterborne formulations.

**Session 6** - Grinding and Dispersing focused on pigment technology, with Nika Veronovski (Cinkarna) addressing the industry-wide challenge of replacing trimethylolpropane (TMP) in TiO surface treatments, and Bailey McLean (Integrity Biochem) presenting bio-based functionalized polysaccharides as sustainable dispersant alternatives.

**Session 7** - Waterbased Coatings featured a presentation from Mike Jeffries (Covestro) on a 1K water-based alternative to solvent-based conversion varnish for furniture and cabinets, promising around 60% emission reduction. Pengxu Qi (Polynt) closed with NMP-free PUD technology developed in response to upcoming US EPA TSCA restrictions.

"This is the first time I've ever attended this conference, and I'm fairly new to this type of coating and these industries, so it's been an education for me. I'm taking the full conference to learn more about different aspects of the whole industry, and it's been very beneficial," a conference attendee visiting the waterbased session said.

**Session 8** - Testing and Measurement I ranged from scratch testing (Ludger Wahlers, Erichsen) to inline dual terahertz sensors for battery electrode inspection (Philip Taday, TeraView), and an accelerated algae and mildew resistance test from James Rapley (Microban).

The breadth of topics struck a chord with attendees from adjacent industries. Neena Ravindran (Marvin Composites) commented: "I work for a window company, and we're always interested in products or test methods that can improve the durability of the coatings on our products. One of the most interesting topics for me was PFAS technologies, because PFAS is a current issue."

**Session 9** - Digitalization was among the day's most anticipated. Tony Burrows (Rhopoint) presented AI-powered surface quality measurement combining convolutional neural networks with retrieval-augmented AI assistants, while Ioanna Tzortzi (Perstorp), winner of the American Coatings Award 2026, demonstrated a hybrid experimental-AI strategy for accelerated alkyd emulsification.


**Session 10** - Testing and Measurement II highlighted James Rawlins (University of Southern Mississippi), whose research converts qualitative pass/fail accelerated corrosion tests into quantitative kinetic measure-

ments – directly observing when and how corrosion starts beneath intact coatings.

**Session 11** - Polyurethanes spotlighted Vahid Karimkhani (Covestro) on bio-based 2K PU clearcoats for automotive OEM using pentamethylene diisocyanate trimers, achieving roughly 25 wt% bio-content as a near drop-in replacement for fossil-based references.

**Session 12** - Industrial Coatings closed the day with Karl Sundberg (Allnex) presenting a waterborne 2K non-isocyanate (NISO) topcoat based on Michael addition chemistry, tackling persistent popping and pot-life issues in conventional WB polyurethanes.

Beyond the technical sessions, the poster session on Tuesday night also drew significant praise from attendees.

The conference was preceded by nine pre-conference tutorials drawing 213 attendees in total, with Coatings 101 and Polyurethanes completely sold out – a clear sign of strong demand for both foundational and specialized training. 

## INTERVIEW

# “Balancing Sustainability, Durability, and Cost Efficiency”

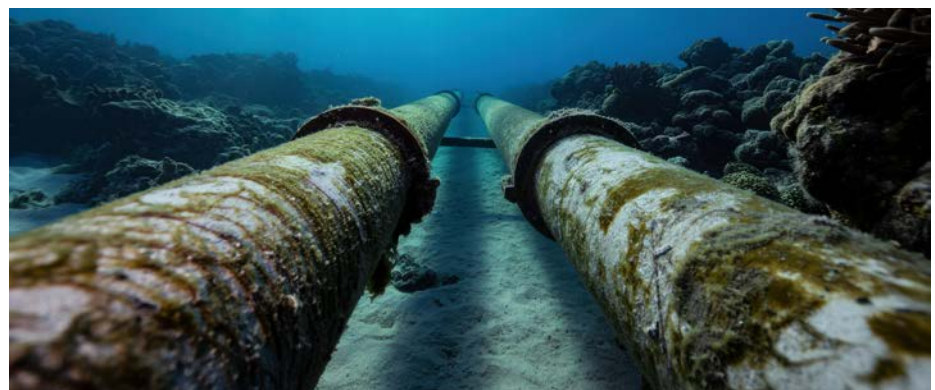
## How advanced raw materials are reshaping protective coatings

Protective coatings must withstand harsh environments while meeting tighter sustainability targets. Raghuraman Govindan Karunakaran, senior product development chemist for crosslinkers at Evonik's Global Coatings Applied Technology division, explains how raw material innovation is helping formulators reconcile high performance with regulatory compliance and cost efficiency.

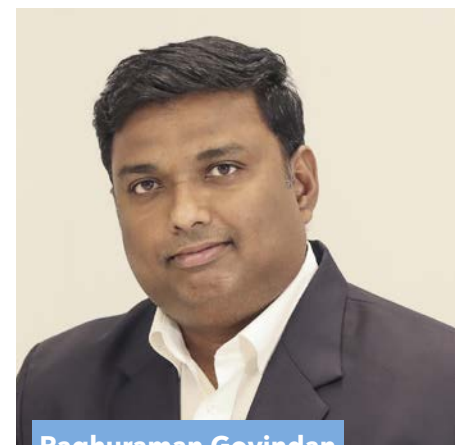
**From a raw material supplier's perspective, which performance requirements are driving the most innovation in coating formulations?** Enhancing overall performance and mechanical durability remains a priority for protective coatings, as it extends service life and minimizes maintenance and repair cycles from harsh operating environments. Innovations in raw materials that deliver higher chemical resistance, improved corrosion protection, stronger adhesion, and faster return to service under demanding curing conditions—such as low temperatures and varying humidity—are increasingly essential. At the same time, tightening global regulations on volatile organic compounds (VOCs) and hazardous materials are driving the development of more sustainable, lower emission solutions, including technologies with a strong focus on reducing the carbon footprints of coating systems. Balancing these performance gains with cost efficiency remains a key driver for innovation, as formulators strive to deliver affordable, high-performing and economically viable coatings.

**Sustainability and regulatory pressures continue to shape coatings development – how is this influencing your approach to developing raw materials for high-performance protective coatings?** Evolving environmental regulations worldwide are driving transformative changes in the coatings industry, and we focus on aligning innovation with these trends while still ensuring the required performance standards and protection that demanding applications require. To address these challenges, we work closely with customers, regulatory teams, and industry partners to co-develop solutions that balance sustainability, compliance and high performance. Our coating formulations incorporate bio-based and renewable raw materials, such as natural oils, bio-based monomers, and other sustainable feedstocks, to help reduce the overall carbon footprint of our innovations. Through comprehensive Life Cycle Analyses (LCAs), we provide transparent data-driven insights into the environmental impact of our raw materials, empowering customers to make informed and responsible decisions.

**Many end users are looking for longer service life and reduced maintenance – how can advanced raw materials help formulators balance durability, corrosion protection, and cost efficiency?** Enhancing coating durability while maintaining cost efficiency remains a significant challenge in the market. Our focus is on developing advanced resins and additives that comply



with stringent environmental regulations while offering multiple benefits, including improved mechanical durability, reduced VOC emissions, faster return to service, and enhanced application efficiency. These innovative materials not only strengthen the mechanical properties of coatings but also introduce self-healing capabilities that help repair microcracks or minor damage autonomously, ensuring long-term corrosion resistance and greater resilience against wear, abrasion, and environmental stressors. By integrating these advanced raw materials into coating formulations, we can extend service life of coatings, reduce maintenance demands, and ultimately lower overall application costs.



**Raghuraman Govindan Karunakaran**

**Evonik, Booth #2030**

**What trends do you see in raw materials that help improve ease of application without compromising protection?** To support sustainability objectives, there is increasing interest in utilizing renewable raw materials for waterborne or high-solid coating formulations. This trend has driven the development of low-viscosity resins, including modified epoxy, polyurethane,

and acrylic systems that improve flow and leveling during application, reducing the need for thinning or extensive surface preparation. These advancements enable easier application, particularly with spray or brush techniques, while ensuring consistent film thickness and maintaining protective properties such as chemical resistance and durability. ◀

## Where Innovation Meets Next

### Upcoming global coatings events after the American Coatings Show

As the American Coatings Show concludes, the global coatings industry is already anticipating the next major gatherings.

While the next edition of the American Coatings Show is scheduled for March 28-30, 2028 in Denver, Colo., several international exhibitions and conferences will take place throughout 2027, continuing the momentum for innovation, networking, and business development. These upcoming events will build on the success of the American Coatings Show, offering continued opportunities for learning, collaboration, and business growth worldwide.

#### EUROPE UP NEXT

The next European Coatings Show (ECS) will take place from April 27-29, 2027, in Nuremberg, Germany. As the world's largest exhibition and conference for the paint and coatings industry, ECS 2027 is expected to once again attract and bring together the global coatings community.

The combination comprehensive trade show and a high-level technical conference, makes the ECS a key platform for innovation, knowledge exchange, and strategic networking across the entire value chain. Companies and experts from around the globe will address future trends, technological developments, and sustainability challenges shaping the coatings industry.

📍 Visit [www.european-coatings-show.com](http://www.european-coatings-show.com) for more information.

#### MEETING IN LATIN AMERICA

The ABRAFATI Show will be held September 28-30, 2027, in São Paulo, Brazil. Recognized as the most important coatings event in Latin America, ABRAFATI attracts a broad range of industry stakeholders, from raw material suppliers to producers of high-performance coatings.

Alongside the exhibition, the ABRAFATI Congress offers a high-level technical program focused on research, development, and sustainability. The event provides an excellent platform for sharing expertise and strengthening business relationships in the rapidly growing Latin American market.

📍 Visit [www.abrafati.com.br](http://www.abrafati.com.br) for more information.

#### FOCUS ON ASIA-PACIFIC

The Pacific Coatings Show (PCS) will take place from October 27-29, 2027, in Jakarta, Indonesia. A leading event for the Asia-Pacific coatings industry, PCS combines an exhibition with a high quality technical conference.

The exhibition will showcase raw materials, equipment, and emerging technologies, while the conference provides a platform for scientific knowledge sharing among industry professionals. With the Asia-Pacific region playing an increasingly important role in the global coatings market, PCS offers valuable insights into regional trends and future developments.

📍 Visit [www.pacific-coatings-show.com](http://www.pacific-coatings-show.com) for more information. ▶

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## AC SHOW

### Show Visitors' Voices

Endorsement for the ACS 2026



**Milene Mastronardi**

**Mastro Química**

*We are from Brazil. Our company is Mastro Química. We work as traders of raw materials and we distribute as well in Brazil. The main reason we are here at the American Coating Show is because we have meetings with our customers that visit the show and that we also represent. We work as sales agents to Eagle Chemicals. Of course we are also here to meet new contacts and to see innovations.*



**Scott Howard**

**SI Group**

*We're here to understand what's next in the coatings world with sustainability and all the different next generation type of coatings. And so it's very interesting to see what's going on and see what's happening. So it's a great show so far, I guess.*



**June Ress**

**NPAA**

*I'm a chemist, and I'm here to see what new technologies are being discussed in these talks and whether I can implement any of them in my everyday work. I'm looking forward to networking and getting to know more people in the industry. I'm still relatively new – only two years in as a chemist – so I'm still getting my foot in the door.*



**Mark Brown**

**CR Minerals**

*It's a great show – a great opportunity to connect not only with paint manufacturers and distributors, but also to understand the new technologies coming into the marketplace. With supply chain shortages and events affecting imports from the Middle East and Asia, it's a good time for paint manufacturers to look for raw material sources that are either domestic or non-tariffed. I did about 22,000 steps around the show floor yesterday – it's been a very fruitful show. It's a great place to gather industry experts and raw material suppliers from the paint and coating community.*



**Jason Soongyup Lee**

**Valto Engineered Materials**

*Being in the composites business, it's great to be here with our peers and ecosystem partners – to understand some of the new innovations that are out there and the partnerships that can be built. We're particularly interested in UV coatings, as well as some of the peripheral technologies on offer – not necessarily just coatings, but what other firms are providing as well.*

## An Energetic Start for a Good Cause

Popular Fun Run returns

At 7:15 a.m., this year's Fun Run, which was once again sponsored by BYK, kicked off after a welcome, bringing together an enthusiastic group of early risers. With almost 200 participants, the event once again proved to be a popular highlight of the American Coatings Show and Conference.

Olly Sheppard of Pulse Printing secured first place. He only needed 17:14 minutes for the five km. The second place went to Rhett Cash of



the American Coatings Association who finished shortly after Sheppard, in only 17:35 minutes. After the heavy rainfalls all through Tuesday, runners were rewarded with better conditions yesterday. Although the temperatures were cool, especially in the beginning, the sky cleared up after a short while and the sun came out. Many participants enjoyed the fresh morning air, setting a positive tone for the day ahead.

#### RUNNING WITH PURPOSE

Beyond the sporting results, another motivation was the cause behind the run. Proceeds from registrations will be used to fund student participation at future AC



Conferences. By simply taking part, runners actively supported the next generation of industry professionals – making every step count for more than just the finish line. At the end of the race, plenty of smiles awaited, rounding off a meaningful start to the day. ◀

Sources: Liz Lynch

# The Value of Chemical Distribution to Customers and Suppliers

How distribution partners streamline operations, manage risk, and strengthen supply chain connectivity

John Kehmna, senior commercial manager - Americas, for performance materials, ingredients and specialties at Univar Solutions, examines the evolving role of chemical and ingredient distribution in the performance materials value chain. As market demands grow more complex, distribution partners are moving beyond transactional models to provide integrated logistics, technical expertise, and risk management that benefit both suppliers and customers.

Chemical and ingredient distribution plays a meaningful role in the performance materials value chain, helping streamline operations, manage risk, and improve market access for both suppliers and customers. As the industry evolves, many companies in this space are shifting beyond transactional models toward approaches that integrate logistics, technical expertise, and market engagement.

## MAINTAINING NETWORKS BETWEEN SUPPLIERS AND END USERS

For chemical producers, channel partners offer pathways into established markets and customer segments that can take significant time and resources to develop independently. In many performance ma-

terials categories, such as coatings, adhesives, and elastomers, customer bases are broad, dispersed, and difficult to reach directly. These partners help bridge that gap by maintaining networks that connect suppliers with a wide range of end users.

Inventory management is another practical benefit. By stocking materials closer to points of use, these organizations can help shorten lead times and improve service consistency. Holding this inventory also reduces the supplier's need to manage fluctuating demand and minimizes exposure to product obsolescence. In many cases, this enables producers to remain focused on core activities such as manufacturing optimization and product development. Logistics capabilities also add further value. Many distribution providers manage transportation, warehousing, and last-mile delivery, coordinating shipments and optimizing routes. Their experience in regulatory compliance, safety, and handling requirements supports more reliable execution across the supply chain.

Risk mitigation remains a central element of the supplier relationship. When a distribution partner takes on responsibilities such as credit exposure or inventory risk, it helps buffer producers from market

volatility and changes in customer behavior. Familiarity with regulatory frameworks and market dynamics can also assist producers as they navigate environmental, geopolitical, or compliance challenges.

## HOW DISTRIBUTION SUPPORTS CUSTOMERS

For customers, the benefits often begin with availability and responsiveness. Organizations that maintain local inventory can help reduce lead times and support more predictable supply—an advantage for manufacturers operating lean production models. Customers also gain flexibility in order quantities and delivery timing, which can simplify their own planning and operations.

Beyond logistics, many partners offer technical support. This can include assistance with formulation questions, troubleshooting production issues, and guidance on product selection. These resources can be especially valuable for small and mid-sized manufacturers that may not maintain extensive in-house technical teams. They also help raise awareness of new technologies and materials. Through training sessions, digital resources, and customer outreach, distributors offer channels for suppliers to share product updates



John Kehmna

Univar Solutions  
Booth #2229

and for customers to learn about potential alternatives or innovations relevant to their applications.

## A CONNECTING ROLE IN THE SUPPLY CHAIN

Overall, chemical distribution serves as a link that balances scale, service, and risk across the supply chain. Suppliers can expand their reach and operate more efficiently, while customers gain reliable access to materials and supplemental technical insight. As the performance materials landscape becomes more complex, the role of intermediaries in supporting information flow, operational stability, and market connectivity continues to grow. Organizations like Ingredients and Specialties from Univar Solutions bring these pieces together and support stronger performance across the entire materials ecosystem. ◀

# "Consistently Increasing rPET Adoption Rates"

Usage of rPET in powder coatings

The use of recycled PET (rPET) in powder coatings is attracting increasing attention. Eric Dumain, global market director for coating resins, at Arkema, discusses the potential of rPET-based powder coatings, the technical challenges of post-consumer recycling streams and the role of resins.

**What do you see as the biggest potential of rPET powder coatings?** Through the reuse of PET plastic waste, post-consumer recycled PET (rPET)-based powder coatings can help companies across the coatings value chain better achieve their sustainability goals and reduce their carbon footprint. Arkema's technology integrates up to 40% rPET (from post-consumer supply streams) into powder coating resins, reducing the Product Carbon Footprint (PCF) by up to 20%. This represents a significant improvement that can help companies meet circular-economy goals.

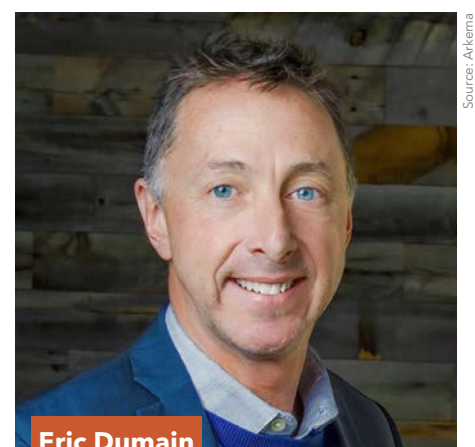
**What are the fundamental technical differences between pre-consumer and post-consumer rPET streams when formulating powder coatings?** When we

discuss the use of rPET in powder coatings, it is very important to differentiate between pre- and post-consumer material streams. Pre-consumer rPET refers to extraneous resin from blow-molding or other plastic processing facilities, which cannot be used in its intended primary application. Post-consumer rPET, like that used in the processes at Arkema, is resin - usually from landfills or other commercial recycling processes - that can no longer be mechanically recycled back into its primary application (e.g., plastic packaging, bottles, etc.). As a result, post-consumer rPET directly contributes to a circular economy, helping reduce total CO<sub>2</sub> emissions and drawing directly from materials that would otherwise end up as waste.

**When comparing rPET powder coatings to established resin systems, where do you see performance gaps?** This is an interesting question and requires an understanding of the primary challenges associated with recycling PET plastics. rPET-based raw material streams come with variable quality. Because we

use a chemical recycling process in our facilities, and break down the plastic to its monomer, we can manage these variations in quality. Still, this is a small challenge when compared to historical innovations in powder coating production. Every day, both resin producers and formulators develop across a wide range of parameters. So, while it will likely always remain a challenge, companies are implementing unique supply chain and in-house solutions to make using post-consumer rPET easier.

**Which application areas do you consider as the most promising ones for the adoption of rPET?** rPET-based powder coatings can be used in virtually every application where more traditional products are used, but we see the greatest potential for industries where there is already a heavy focus on circularity and recycling. rPET-based powder coatings can be used in virtually every application where more traditional products are used, but we see the greatest potential for those industries where there is already a heavy focus on circularity and recycling. ◀



Eric Dumain

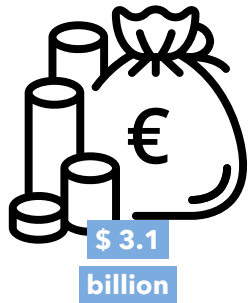
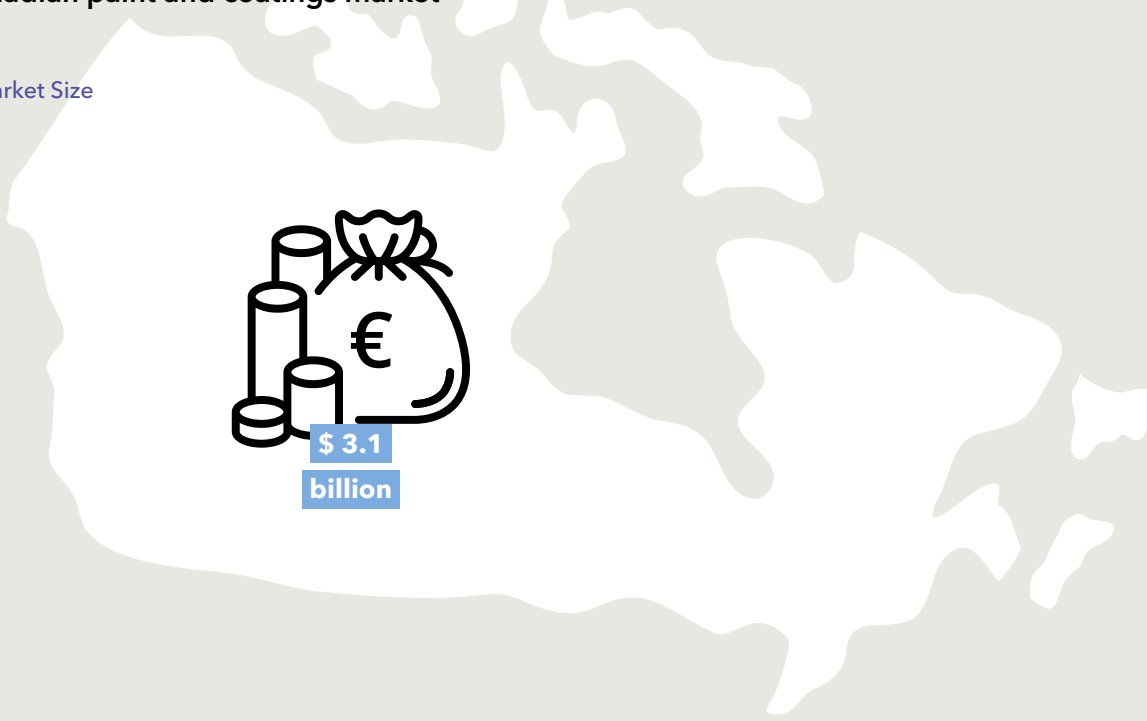
Arkema  
Booth #1130

MARKET

# Taking a Look up North

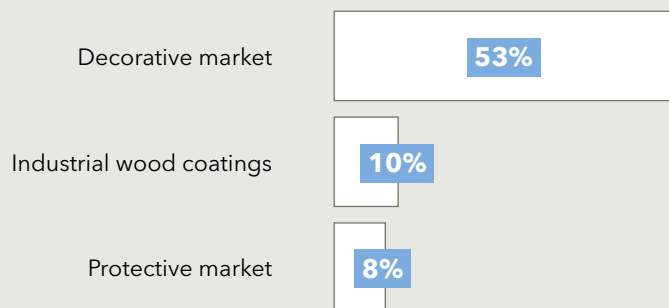
## The Canadian paint and coatings market

### Fact 1: Market Size



The paint and coatings manufactured in Canada are estimated to be **\$1.5 billion**. The remaining portion of the market is served by imports.

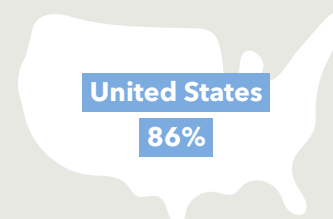
### Fact 2: Market Split



Like other markets around the world, the **decorative market** is the largest at an estimated **53%** of the market value. **Industrial wood coatings** are the next largest segment at **10%** and **protective** is the third largest segment in the market at an estimated **8%** of the market value.

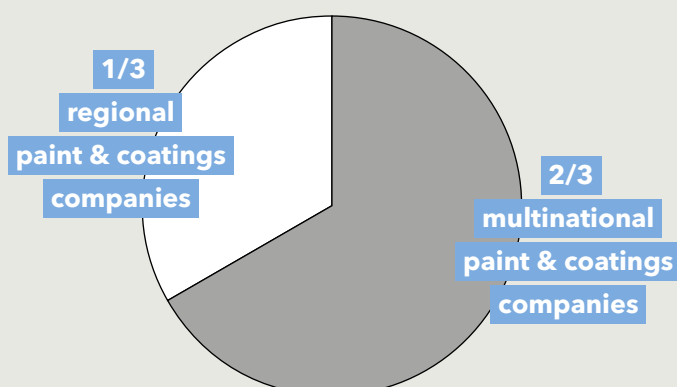
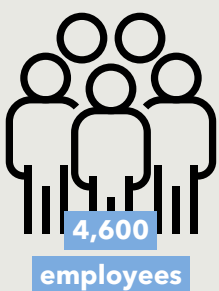
### Fact 4: Foreign Trade

#### Imports

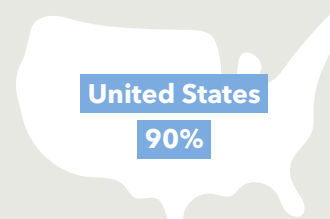


There are various other countries of origin like **the Netherlands, France, UK, and others** that make up the remaining portion of the imports.

### Fact 3: Market Structure



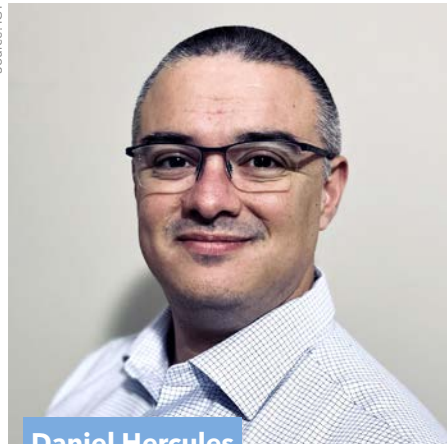
#### Exports



**China, Germany, South Korea, and other countries** each receive less than **1%** of Canada's paint & coatings exports.

# “The Interplay Between Dynamic and Static Surface Tension is Essential”

Why molecular design and synergistic additive strategies are shaping the future of PFAS-free surface technologies



Daniel Hercules

Innovative Chemical Technologies  
Booth #2686

As the coatings industry accelerates its transition away from fluorosurfactants, new molecular approaches are redefining performance benchmarks. Daniel Hercules, senior research and development chemist at Innovative Chemical Technologies, explains how structure-property relationships, blooming effects and the balance between dynamic and static surface tension are guiding the development of next-generation, PFAS-free surface-active additives.

**Your work compares a wide range of chemical functionalities - which structural or molecular features have emerged as most promising in replacing fluorosurfactants?** Fluorochemicals were outstanding at performing in different attribute categories with a single molecule (a single surfactant could have been a great wetting agent as well as a stain blocker). Most of this performance is due to the ability of fluorosurfactants to bloom to the surface and help surface phenomena after helping with dynamic properties. Along this line, we have found that by combining structural changes (different chain lengths, different polarities, different Hydrophobic-Lipophilic ratios) we can obtain molecules that perform similarly to fluorosurfactants. We have found relationships between structure and blooming effects that help both the dynamic and static performance of our additives.

**How important is the interplay between dynamic and static surface tension in achieving acceptable leveling and substrate wetting?** The interplay between dynamic and static surface tension is essential. If we establish a timeline for the events that happen during a coat


application we can think of three distinct time frames: A) the millisecond range, B) the seconds range, and C) the minutes range. In the millisecond range dynamic surface tension is important for the initial contact of the coat with the surface and can affect coat retraction or poor initial wetting. During the milliseconds to seconds time frame, a combination of both dynamic and static surface tension is desired and needed to achieve good flow and leveling. Afterwards, in the seconds to minutes time frame, when the coat starts to dry and all the effects approach equilibrium, the static surface tension behavior is desired to help the film achieve uniformity, eliminate craters and fisheyes, improve adhesion, etc.

In summary, the interplay between dynamic and static surface tension behavior of a particular additive is of extreme importance in coat application as both the dynamic and static effects are observed during the process of laying and drying a coat.

**In your research, have hybrid or synergistic additive approaches outperformed single-chemistry solutions?** We have ob-

served synergies between different chemistries. For example, we have seen where an additive has a great surface tension reduction but does not help the cleanability of the paint (where the opposite case is also true). For some chemistries, we have been able to synthesize additives that not only have a great surface tension reduction but also have a great DPUR profile.

It also depends on whether the goal is to obtain the desired performance attributes while minimizing the amount of components in the coat, or to fine-tune desired properties with a synergistic approach.

**Where do you see the greatest remaining innovation gap in PFAS-free surface-active technologies?** The greatest innovation gap with fluoro-additives is oil repellency. We have families of technologies that can work alone or in tandem to obtain the desired effects, but oil repellency as defined by a high contact angle of an oil droplet on a surface is yet to be achieved with a non-fluorinated additive. We have been able to achieve great oil hold out on surfaces (paper, paints, etc.), but true oil repellency is the current goal in the market. 

## Spotlight on Novelties

### Today's Product Presentations

Explore today's Product Presentations at Booth #260, where exhibitors present their latest novelties in compact 15-minute talks. See below for today's schedule, and find the program online: <https://tinyurl.com/5n99xee9>

#### 9:20 - 9:35 am

“Minex ST” Surface Treated Nepheline Syenite for General Industrial and Protective Coating systems for Increased Corrosion, Optical and Physical Performance in 2K Solvent borne Polyurethanes  
Scott Van Remortel, Covia

#### 9:40 - 9:55 am

Low Viscosity Epoxy Solutions for Protective Coatings and Flooring Applications  
Wonsun Choi, Kukdo Chemical

#### 10:00 - 10:15 am

Aliphatic Isocyanate Innovations: High-Performance Products and Solutions for Versatile Applications  
Jarvan Wu, Wanhua Chemical (America)

#### 10:20 - 10:35 am

Moving Beyond Cross Hatch: The Stood-Up Drop for Predicting Coating and Adhesion  
Dr. Andrew Mellor, Kruss USA

#### 10:40 - 10:55 am

Enhancing Surface Protection at Any Gloss with Aqueous High Solids Wax Dispersions: “Lanco Glidd” 6734 & 6735  
Bill Ruth, Lubrizol

#### 11:00 - 11:15 am

Portable Contact Angle Measurement: Rapid Cleanliness QA/QC to Prevent Coating Defects (Peer-Reviewed Validation)  
Gurdeep Saini & Abhimanyu Bhandankar  
Droplet Lab

#### 11:20 - 11:35 am

“Expancel” Microspheres for High-quality Paints and Coatings  
Tim Hanover, Nouryon

#### 11:40 - 11:55 am

Sticky versus Slimy: Why Shear Rheology Is Only Part of the Story  
Dr. Gavin Braithwaite,  
Cambridge Polymer Group

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