

ACS SHOW[®]

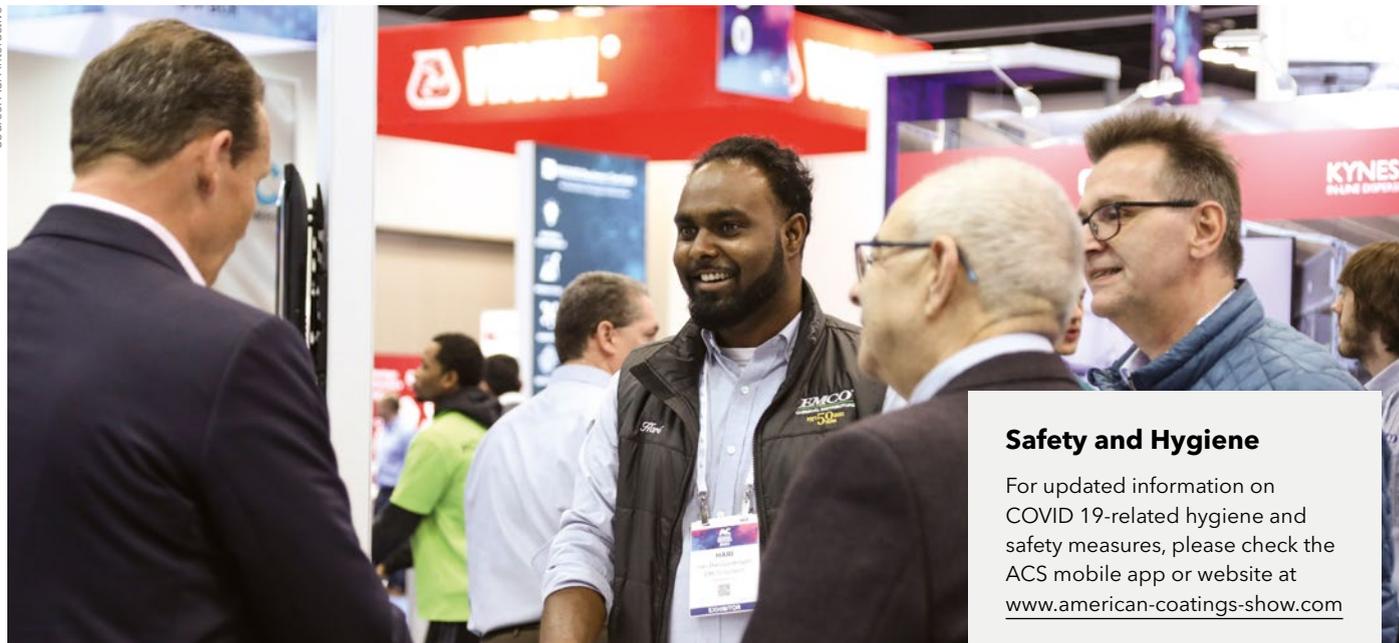
2022

DAILYTHREE

The Show and Conference Daily | www.american-coatings-show.com | April 7, 2022

Finally Reconnecting in Person

Second successful day at the American Coatings Show and Conference



Source: ASH Interactive

Safety and Hygiene

For updated information on COVID 19-related hygiene and safety measures, please check the ACS mobile app or website at www.american-coatings-show.com

Yesterday was another successful day at the American Coatings Show and Conference 2022.

The atmosphere of joy to finally meet again in Indy after the hiatus due to the Covid-19 pandemic was again palpable on the show floor and in the conference halls also on the second day. The show floor brimmed with over 7,000 visitors and intensive exchange.

"Today we look forward to offering more opportunities for networking, business growth and professional development. Approximately 200 people participated in the Fun Run, energy is high on the show floor, and the highly interactive conference sessions are well attended," said Cheryl Matthews, Vice President, Events & Expositions at ACA. "It is great to reconnect with

the coatings industry face to face and witness the lively exchange at the show and the fruitful discussions at the conference," added Kristina Wilger, Director of Event Management at Vincentz Network. "We are already looking forward to the next event in 2024."

FULL OF HIGHLIGHTS

After its successful start in 2016, the popular Fun Run took place for the third time. Another highlight was the panel discussion "Women in Coatings: Breaking Down Gender Biases in the Workplace." Sarah Eckersley, R&D vice president, Dow Industrial, Intermediates & Infrastructure, talked to panelists from across the global coatings industry about their experiences as well as strategies on how to drive in-

clusion and break down gender biases. Another new addition was the Powder Coatings Pavilion, while many of the long-standing highlights returned, such as the Product Presentations, which drew many interested listeners.

SAVE THE DATE

Today, the show will end at 1:00 pm. The next American Coatings Show and Conference will take place in two years. In 2024, the show and conference will open their doors on April 30 and take place until May 2 in Indianapolis. The venue will once again be the Indiana Convention Center in Indianapolis. 

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



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INTERVIEW

"Polyurethane Systems are Appreciated for their Versatility"

Developing aliphatic isocyanates to answer to new market demands and requirements for PU coatings and adhesives



Eugénie Charrière

Vencorex
Booth #1037

Eugénie Charrière, global marketing and strategy director at Vencorex, expects polyurea and polyaspartic systems based on aliphatic polyisocyanates will grow globally. But she notes the regulatory challenges these systems face as products need to comply with new and varied rules and many countries or regions implement local requirements.

What technical trends do you expect for PU coatings in the next few years? Polyurea (PUA) and polyaspartic (PAS) technology has been used in the United States for a while, especially for floor coatings, as it allows a high-film-

build, together with time savings and a speedy return to service, due to very fast curing. We expect PUA/PAS based on aliphatic polyisocyanates to grow all over the world, because they can be formulated with very low- or even zero-VOC content and show excellent UV resistance. Vencorex recently launched several low viscosity, flexible and elastic aliphatic polyisocyanates, expanding further the possibilities to use PUA/PA to new markets, such as protective, sport flooring, general industry, or auto refinish coatings.

To what extent do regulations affect R&D for PU coatings? Our development team works on aliphatic isocyanates aiming to offer solutions to customers' needs and answer to new market demands and requirements for PU coatings and adhesives. New regulations are playing an important role, and we have to constantly adapt our existing portfolio to ensure our products comply with new rules. Many countries are implementing their own

REACH-like regulations with local requirements. This creates a lot of additional constraints and costs and thus, can stifle innovation.

Apart from coatings, polyurethanes are popular for adhesives; why is that? Polyurethane adhesives are appreciated for their versatility. They demonstrate very good adhesion to a wide range of materials, making them favorable for complex bonding (glass on metal, aluminium on plastic, etc.). When PU are based on aliphatic isocyanates, they show excellent toughness and flexibility, even at low temperatures. Because they are very stable under UV light, they provide outstanding durability with long lasting adhesion, and are used in non-yellowing and even transparent formulations. Thanks to their low viscosity, aliphatic PU adhesives have low VOC content. And self-emulsifiable crosslinkers are used in waterborne adhesives to increase heat and humidity resistance. 

"We expect PUA/PAS based on aliphatic polyisocyanates to grow all over the world."



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AC Conference

Thursday, April 7, 2022

8:00 am - 11:30 am

8:00 am - 12:00 pm

8:00 am - 12:00 pm

8:00 am - 11.30 am

9:30 am - 10.30 am

Session 13: Bio-based Materials

Session 14: Weathering and Corrosion Testing

Session 15: Protective Coatings

Session 16: Radiation Curing

Networking: Conference Break

“The Use of DTM Coatings is Rapidly Growing”

Trends in direct-to-metal coatings

Aaron Thornton, segment market manager at Eastman addresses the state of direct-to-metal coatings and the challenges for this field.

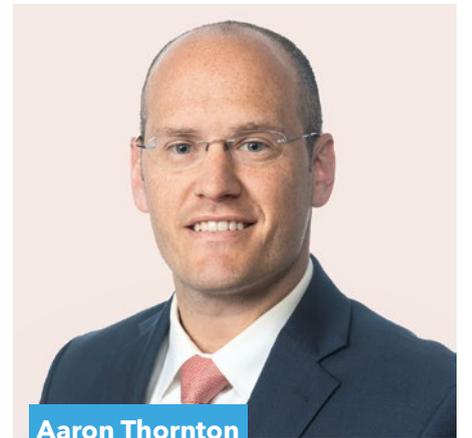
What does R&D currently focus on for direct-to-metal (DTM) coatings? The use of DTM coatings is rapidly growing because of their ability to reduce formulation and labor costs while improving efficiency and lowering emissions as compared to traditional primer and top-coat systems. However, it remains chal-

lenging for DTM coatings to achieve the same level of durability as many two-layer systems. Improving weatherability, corrosion and chemical resistance in DTM coatings is an area of interest in the field, and developing resins that can deliver this type of performance is a current focus of research and development.

What are the key challenges for DTM coatings? There continues to be a gap in the market for high-performance DTM

coatings that deliver superior weathering and corrosion resistance. Established DTM formulations typically use resin systems that may require users to sacrifice one benefit for the other, or require the application of multiple layers, in turn eliminating the efficiency gains and cost savings they were seeking in the first place. Eastman “Tetrashield” protective resin systems were developed to meet this exact challenge. “Tetrashield IC3020” has shown strong weathering and corrosion resistance in DTM formulations, and we have seen interest in these resins across a variety of applications.

What do you see as the prime applications for DTM Coatings? Prime applications for DTM include spaces that seek economic and operational efficiency. DTM coatings are less labor intensive and can improve throughput times, accelerate production schedules, and allow for more efficient use of raw materials. In addition to economic and operational efficiency



Aaron Thornton

**Eastman
Booth #1582**

gains, DTM coatings can lower emissions for applicators in regions with more stringent VOC and/or plant emission regulations. We have seen great interest in our “Tetrashield” protective resin systems in ACE, rail, and protective markets where high performance is necessary and efficiency gains are desired. 

“Improving weatherability, corrosion and chemical resistance in DTM coatings is an area of interest in the field.”

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AC SHOW

“It’s a Different Energy This Time”

Busy booths, happy reunions and discussions on sustainability at the second show day

Busy booths, discussions on sustainability and supply chains, happy reunions after two years of the pandemic - that’s the second show day in a nutshell. As usual, the second day of the American Coatings Show was especially busy, which could be seen at the exhibitors’ booths and on the show floor.

In fact, when asked about their impressions of the show, exhibitors’ answers were quite similar. “It has been great so far,” Jack Johnson, market segment manager, architectural coatings at BASF, said. “It’s a different energy this time,” he added, referring to the pandemic years, when face-to-face meetings weren’t possible. “It’s exciting to see people again.”

High-performance products and sustainability are in the focus at the company’s booth.

Diana Rowe, business manager industrial coatings, resins & additives, North America, BASF, agreed. “It’s great to reconnect face-to-face with our customers again,” she said and mentioned high interest in the performance of waterborne formulations and questions about bio-based solutions.

Rachel Laberge, director commercial excellence, material science, North America, experienced an “awesome exhibition”: “It’s great to see our customers again, our key accounts and suppliers are here.” According to Rachel, customers want to diversify their formulations based

on different chemistries. As the dominating topic she pointed out supply chain and sustainability.

“Sustainability is a big topic,” Ronald S. Grieb, application development leader, Americas, Arkema, agreed. The company’s waterborne product line supports that, he added. His colleague Michael Wurst, sales director, Americas, coating resins, Coatex, Sartomer, mentioned challenging supply issues as one of the hot topics. “The key point is transparent communication between us and our suppliers.”

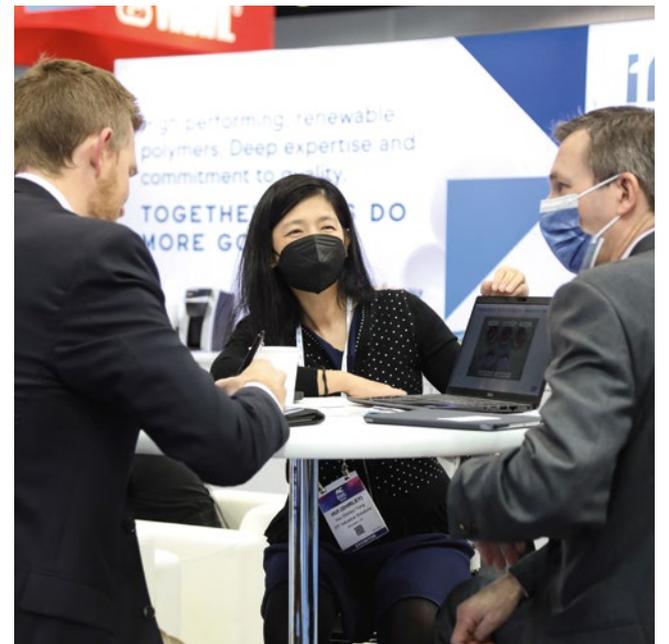
PRODUCT PRESENTATIONS

The sustainability theme was also a recurring topic at the well-attended Prod-

uct Presentations on the show floor. Evonik, for example, presented a short talk on specialty methacrylates, uniting sustainability and performance. IFF Industrial Solutions discussed the use of colloidal microcrystalline cellulose in sustainable waterborne coatings formulations, while Clariant Paints and Coatings introduced solutions for carbon negativity with green ethoxylated derivatives. The Product Presentations will continue today (see page 9).

More than 100,000 square feet of exhibit space are occupied at this year’s ACS, with 365 exhibitors showing their novelties in terms of coatings raw materials, technologies, equipment and services. 

Source: ASHInteractive (3)



The second day of the ACS showed busy booths, discussions on sustainability and challenging supply chains, as well as happy reunions after two years of the pandemic.

A Lot of Traffic at the Booths

Exhibitors are sharing their impressions of the ACS 2022



Davy De Clerq

Allnex Belgium

“The show is an exciting event. We have a lot of visitors at our booth. It is good to see many colleagues and peers in person again. That’s the most exciting part of this show. My number one topic is sustainability, which is a clear trend at the ACS. It’s good to see that many exhibitors and visitors are paying attention to it.”



Bob Ruckle

Siltech Corporation

“We had a very busy day, yesterday and we are really surprised, it is lot of traffic and really high quality of leads. We have already signed up for next time. It’s really nice to have everyone back and people seem to be moving past the pandemic. I expected to see a lot more about sustainability and bio-based solutions. I thought it would dominate this show.”



Sam Bodmer

Schold Manufacturing

“There are a lot of people around. We are meeting a lot of people that are involved in what we are doing. It seems like everybody is interested in milling when it comes to processing coatings. It’s good to put a face and a voice to these emails. That’s how you make real strong connections and relationships with people. It’s great to be at the ACS!”



Morgan Alexander

King Industries

“It’s been a great show so far. This is the first show I’ve been to in two years, so it’s really exciting to get back out there and see familiar faces and some new faces. A new generation is coming into this industry and it’s always good to make these connections. Waterborne coatings and additives seem to be the hot topics for ACS visitors.”

Fruitful Exchange

Another great day at the American Coatings Conference 2022

After the start on Tuesday with the Plenary Session with the keynote and award ceremony, Poster Session and four conference session, yesterday attendees enjoyed a full day of the American Coatings Conference.

An invigorating atmosphere and deep exchange between participants was not only noticeable at the show but also at the conference. 760 attendees came to the American Coatings Conference this year, some of them even traveled far to attend the event. The participants enjoyed the discussions and technological updates on various parts of the paints and coatings industry. But networking was in focus and many at-

tendees mentioned how much they had missed face-to-face events in the past two years.

MORNING SESSIONS

In the morning sessions Functional Coatings 1, Architectural Coatings 1, Epoxy Coatings and Waterborne Coatings took place.

For instance, the session on waterborne coatings drew many interested attendees. Chaired by Paul Lewis of Univar Solutions, the participants were able to listen to six interesting talks on this key technology. For instance, Pengxu Qi of Polynt gave a presentation titled "Novel High Performance OMU

Without Aromatic Moieties for Wood Flooring Applications."

Very popular was also Session 7, Epoxy Coatings. A full room of attendees listened to Yong Zhang of Huntsman Corporation who presented on "Unique Additives for High Performance Industrial Protective Coatings."

AFTERNOON SESSIONS

In the afternoon the sessions Functional Coatings 2, Architectural Coatings 2, Polyurethane Coatings and Tools and Systems took place. The sessions were well attended.

Architectural Coatings 2 also proved to be very popular, for example, the first talk of the session by Evan Montanez of Coadtech filled the entire conference room.

Tools and Systems, chaired by Kent Young of Sherwin-Williams, covered a variety of interesting aspects of product development, predictive tools, digitization and big data in five presentations. For example, Erik Sapper of California Polytechnic State University presented on "Service Life Prediction as a Coating Resin Design Trait."

LAST CONFERENCE SESSIONS TODAY

Today, there will be four more interesting sessions: Bio-based Materials, Weathering and Corrosion Testing, Protective Coatings and Radiation Curing. The day will end with the Lunch On The Show-floor at 12:30 pm.

LET'S MEET IN 2024

The next American Coatings Conference will take place April 30 to May 2, 2024 at the Indiana Convention Center in Indianapolis. 

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

Networking And Learning

Voices of endorsement by AC Conference attendees



Julia Miller

Brandt Technologies

"It's been fantastic. A lot of great networking especially for those who are new in the industry. I just started to work with Brand Technology and I'm here to meet everybody in this industry. This is absolutely the place to do it. The conference covered really good technical topics."



Matt Mellot

Hempel North America

"I'm here for the technical side of things, I'm interested in epoxy research and development for the oil and gas focus market. The conference is very well attended. Many people from different coating companies and suppliers. It's great to be back face to face and meeting people that I haven't seen for several years."



Shazeb Shaikh

Epoxy Industries

"It's wonderful. I flew all the way from Pakistan to attend this show and conference. It's been quite informative. The topics I was looking for are sustainability and waterborne systems. Learning and enhancing my research was a goal, which will help us for our own developments of products."

Source: ASHInteractive (4)



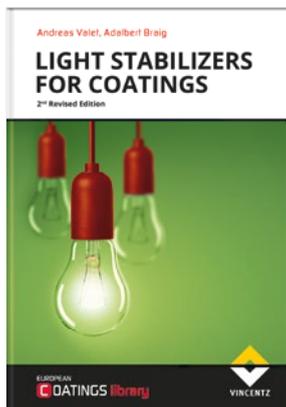
The second day of the AC Conference was once again well attended. In addition to updates on coatings technology, the attendees also enjoyed networking.

LITERATURE

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Coatings knowledge in black and white

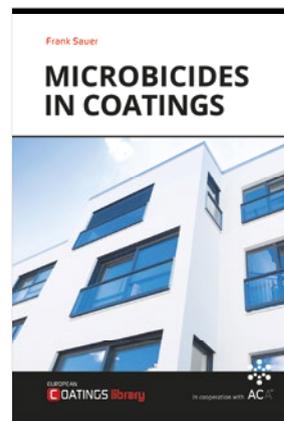
The American Coatings Association and Vincentz Network work hard to keep paint and coatings professionals up to speed. Whether it's basic, intermediate or more advanced expertise you need, the AC BOOKSHOP has an array of paints and coatings textbooks available.



Light Stabilizers for Coatings

By Andreas Valet and Adalbert Braig

Now in its second edition, this book explains how paint finishes can efficiently be stabilized and protected to prevent paint degradation. The authors illustrate the underlying principles of paint degradation clearly and highlight the functions and possible applications of common light stabilizers with the help of numerous practical examples. A valuable guide for formulators seeking to expand and consolidate their knowledge of light stabilization!



Microbicides in Coatings

By Frank Sauer

When it comes to protecting coatings, it is essential to strike the right balance between controlling germs in order to avoid spoilage on the one hand and tolerating microbial life where it is necessary and useful on the other. This text from Frank Sauer provides a comprehensive overview of the working mechanisms and possible applications of microbicides for coatings, and is invaluable for formulators and technicians, and for business and marketing professionals with a basic knowledge of chemistry and biology.



Wood Coatings

By Jorge Prieto and Jürgen Kiene

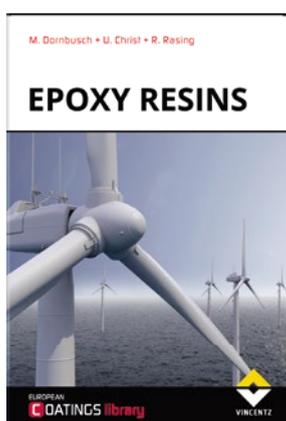
Solidify your knowledge base in industrial wood coatings! This standard work from Jorge Prieto and Jürgen Kiene focuses on interior and exterior coatings for wood and wood-based materials. It compares classic solvent-borne wood coatings with modern UV-curing systems and waterborne coating systems. Moreover, guide formulations and actual procedures for coatings are examined in detail. Simply put, this book provides a comprehensive overview, with practical solutions and support for everyone who deals with industrial wood coatings.



Understanding Additives, 2nd Revised Edition

By Bodo Müller

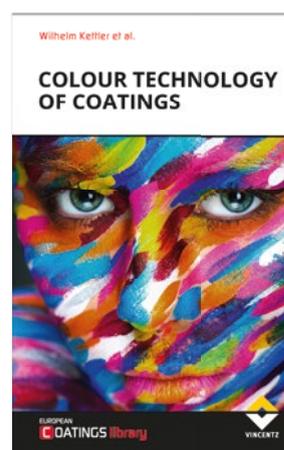
This textbook covers everything about the mode of action, application and possible side effects of the most important coatings additives in a single volume. It reflects the needs of practical work, enabling the reader to rapidly gain a solid grounding in these critical, yet complex ingredients of all paint formulations. It provides both an overview and detailed knowledge of the key classes of additives. The various types of damage eliminated or prevented by additives are vividly illustrated with color photos. This work is an indispensable companion for formulators!



Epoxy Resins

By Michael Dornbusch, Ulrich Christ and Rob Rasing

Thanks to their performance characteristics, epoxy resins are among the most established binders in the coatings industry. This new book explains the basic principles of the chemistry of the epoxy group and examines the use of epoxy and phenoxy resins in industrial coatings, such as anticorrosive coatings, floor coatings, powder coatings and can coatings, with the help of concrete formulations. Essential for any formulator of competitive modern paint systems!



Colour Technology of Coatings

By Wilhelm Kettler et al.

Gain the latest knowledge about the color technology of coatings in a single book – from the fundamentals of color perception, to color measurement and color-order systems, through to the characterization and practical application of pigments. The authors provide a comprehensive state-of-the-art survey of relevant industrial color applications and illustrate the different methods of elementary and advanced colorimetry in detail. An excellent introduction for the ambitious expert to the field of color technology.



Fillers for Paints, 3rd Revised Edition

By Detlef Gysau

Featuring clear and simple explanations, this book enables the reader to speedily gain a comprehensive overview of the functions and possible application areas of the most common fillers. Now in its third edition, it has been updated with the latest market data, information about new fillers, and examines topics such as sustainability and lightweight fillers.

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AC SHOW

Back-to-Back Champions

Twin brothers finish first again at the ACS Fun Run 2022

Ready, set, go! Established in 2016, the BYK-sponsored ACS Fun Run has become a popular event among coatings experts attending the American Coatings Show. At 7:15 am, more than 200 runners enjoyed the scenic 5k route through Indy. The Vergara Ugalde twins from Mexico were once again the fastest, yesterday. And, even faster than in 2018.

The weathermen had forecast rain, which fortunately did not fall in the early morning hours. However, downtown Indy, and thus the route of the Fun Run, was covered in morning fog, yesterday. After the run started, the mist lifted

and the skyscrapers came into view and formed an impressive backdrop. Over 200 runners gathered to take part in the third Fun Run. The picturesque 5k route included passing the scenic canal, White River and River Promenade.

As in 2018, this year's winners were Mexican twin brothers Alfredo and Alejandro Vergara Ugalde of Alvu Química. The twins crossed the finish line together, as they did in the last Fun Run. This time even faster than at the last run four years before. At 17:55 minutes, the twin brothers beat their previous record by 17 seconds and remained under the 18-minute mark. The next runner to

reach the finish line clocked-in at 19:56 minutes - more than two minutes behind the brothers. Alejandro Vergara Ugalde said: "The Fun Run is an event that we looked forward to. We were very excited, and it was great to be part in this race. It was once again a team effort and we managed to win together, as we did before." Alfredo Vergara Ugalde added: "The race was amazing. We enjoyed seeing many familiar faces. We are excited for the ACS Fun Run in 2024 and hope to achieve a threepeat by winning three in a row."

The fastest woman in the ACS Fun Run 2022 was Kristina Wilger of Vincentz

Network. Overall, she crossed the finish line in 18th place. Wilger needed five minutes more than the winning pair and finished the 5k distance in 22:55 minutes.

However, the Fun Run was not just about competing and winning. Some participants were taking pictures during the ACS Fun Run. Most runners took it with the Olympic creed: the most important thing is to take part. Another advantage of joining the run was that participation will help others: the proceeds from Fun Run registration will be used to fund student participation at future American Coatings Conference. 



Source: ASHInteractive (5)



The back-to-back champions: Alfredo (left) and Alejandro Vergara Ugalde from Mexico won the ACS Fun Run in 2018 as well as in 2022.



"Still Challenges for Women's Progression"

Experts discuss gender biases in the workplace

In the panel discussion titled, "Women in Coatings: Breaking Down Gender Biases in the Workplace" yesterday on the show floor, Sarah Eckersley, R&D vice president, Dow Industrial, Intermediates & Infrastructure, talked with panelists from across the global coatings industry.

They shared their successes and challenges, their experiences in overcoming adversity, and how they are championing inclusion today and strategies for breaking down gender biases and driving inclusion. "Women in coatings have made a lot of progress in the past de-

acades, but the data shows that there are still challenges for women's progression," Eckersley stressed. "Allyship and the support of our male colleagues is critical to continued progress." 

 For more information, visit: www.american-coatings-show.com/women-in-coatings



The panelists (from left to right): Sandy Berg, CEO, Pacific Resource Recovery, Vice Chair, California Air Resources Board; David S. Bem, Vice President, Science and Technology and Chief Technology Officer, PPG; Moderator Sarah Eckersley, R&D Vice President, Dow Industrial, Intermediates & Infrastructure; Jodi Allen, Global Chief Marketing Officer, Behr Paint Company; Wenjun Wu, Research Fellow and Global Waterborne Innovation Leader, Arkema Coating Resins.

Source: ASHInteractive

“Major Reformulations Necessitate More Thorough Testing”

What are the trends in weathering?

Andreas Riedl, director of marketing at Atlas Material Testing Technology, addresses the latest developments and the remaining challenges in weathering testing for coatings.

Where does R&D in weathering testing focus on now? Coatings have a long-life expectancy and at the same time are constantly exposed to environmental influences. Therefore, proper weathering and lightfastness testing is critical in the paint and coatings industry. Coatings manufacturers must avoid over-engineering while achieving the desired product lifespan. To be competitive, they optimize their formulations to the exact additive concentration required. In addition, development cycles are becoming ever shorter, which is a challenge for long lasting weathering test programs. Atlas' R&D and product management teams are constantly working to improve the precision, reliability, performance, and ease of our weathering technology. Recent examples include: “WXView II,” a new web-based data acquisition software; the UVCTest instrument to study the effects of sterilizing UV-C radiation on material surfaces; and

hybrid EMMAQUA to accelerate outdoor exposure with advanced temperature control. In addition, Atlas delegates participate in standards committees and industry projects that support better, faster, and more realistic weathering test protocols and technologies.

What do you see as the remaining challenges? One industrial trend continues to be the move to “green” coatings. That is the reduction in VOCs with the continued migration to high solids waterborne and powder coatings across the market spectrum. However, the major reformulations involved necessitate more thorough testing because oftentimes performance and durability properties can suffer. Tied to this are the sometimes-conflicting demands at the consumer level for more abrasion and scrub resistant coatings while also demanding low-odor, zero-VOC products. Another emerging trend is the increasing adoption of additional functionality in coatings. These include IR-control abilities to improve energy efficiency in buildings and automobiles; photocatalytic coatings for active pollution

control; and hydrophilic and hydrophobic coatings for self-cleaning and reduced dirt retention. Looking out even further, we see the emergence of “smart” coatings, that is coatings that can predictably respond to their environment. These include self-healing properties, sensing ability, etc., and require new material chemistries and processes that will require extensive vetting of performance and durability through comprehensive testing.

What are the prospects for weathering testing in the coming years? Coatings are used in numerous applications, from corrosion protection of ships and bridges, building materials, fencing and other architectural purposes, road vehicles, consumer goods and many more. While there is some consolidation in the industry, I don't see any decrease in the



Andreas Riedl

Atlas Material Testing Technology
Booth #1666

total coatings market. With all these new developments on the horizon, weathering testing of paints and coatings is also likely to grow. 

Product Presentations Today

Exhibitors highlight their products in short presentations

Hear about new innovations in the coatings industry during live, on-stage Product Presentations. Exhibitors highlight their new products in 15-minute presentations at booth #1053.

9:20 - 9:35 am

Siloxane-Free Defoamers with High Bio-Renewable Content
Kai Yang
Evonik - Coating Additives

9:40 - 9:55 am

Food Compliant Coating Additives
Bruce Berglund
Keim Additec Surface

10:00 - 10:15 am

Redefine Color and Performance with a Novel Waterborne Polymeric Dispersant
Mark Coward
Clariant Paints & Coatings

10:20 - 10:35 am

Balance Sag Resistance and Leveling with “Rheobiy-7610” a Self-leveling VOC, APEO, and Tin Free Associative thickener
Martin Kays
BYK USA

10:40 - 10:55 am

PTFE-Free Surface Modifiers for Can and Coil Coatings
Bill Ruth
Lubrizol

11:00 - 11:15 am

“Thioplast EPS 35”, Our Solution to improve Industrial Coating and Adhesive Performance
Vinicius Petegrosso
Nouryon

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AMERICAN COATINGS
CONFERENCE

THANK YOU

The American Coatings Conference would like to thank **Troy Corporation** (an Arxada company, at booth # 1538), **Georgia-Pacific Chemicals** (booth # 2063) and **Evonik Corporation** (booth # 2030) for their support.

Visit the show floor and stop by to see them.

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"Improving Surface Durability"

Water repellency and weather resistance are key performance metrics for any exterior wood coating

Enhancing surface durability is crucial for wood coatings formulators, says Rich Czarnecki, vice president at Micro Powders. Here he addresses trends for wood coatings and what challenges must be overcome to increase the use of waterborne systems in this segment.

What are current trends for wood coatings? Formulators are looking for technologies that improve surface durability (scratch, mar, abrasion resistance) in cabinetry, furniture, and flooring. Low-gloss systems continue to be popular. While inorganics dominate the market for general gloss reduction,

polymeric additives offer multiple advantages, including viscosity and in-can stability, as well as markedly better resistance to burnishing and polishing. Additionally, the ability to offer unique haptic effects can differentiate and add value to the coating. This trend is especially relevant in flooring, where homeowners are looking for an enhanced "barefoot quality." New technologies in natural powder additives offer appealing haptics without compromising on durability.

What challenges need to be overcome to increase the use of waterborne wood coatings? Waterborne IK coatings gener-

ally lack the durability of 2K water, solvent, and energy curable coatings. Wax additive nanocomposite technologies can dramatically improve surface durability to compete with traditionally more robust chemistries. Aluminum oxide wax nanocomposites are highly effective at increasing scratch resistance and have been shown to be more efficient when compared to the use of free aluminum oxide. The lighter wax composite particle is more efficient at carrying the denser alumina to the surface during curing, resulting in a higher percent of durable alumina where it is needed. Ceramic nanocomposites can greatly improve abrasion resistance using the same mechanism.

What characteristics are necessary to enhance durability of exterior wood coatings? Water repellency and weather resistance are key performance metrics for any exterior wood coating. Novel emulsions based on natural rice bran wax can be used in both high- and low-gloss systems to impart beading (contact angle) superior to conventional



Rich Czarnecki

**Micro Powders
Booth #2254**

paraffin and synthetic wax-based emulsions, while also providing outstanding abrasion resistance and durability. For exterior lower gloss systems, the use of the right polymeric wax additive can outperform silica and other inorganics by delivering a range of matted surface aesthetics while also enhancing cleanability, and reducing dirt pick-up. 

"Water repellency and weather resistance are key performance metrics for any exterior wood coating."



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Publishers

American Coatings Association (ACA)
901 New York Avenue, NW
Suite 300 West
Washington, DC 20001
www.paint.org



Vincentz Network (VN)
2885 Sandford Ave.,
SW #15817
Grandville, MI 49418



Editorial Contacts

Lisa Warren Román (ACA)
T (202) 462 6272
lroman@paint.org

Kirsten Wrede (VN)
T +49 (511) 9910 212
kirsten.wrede@vincentz.net

Layout and Production

Maik Dopheide
T +49 (511) 9910 165
maik.dopheide@vincentz.net
Nathalie Heuer
T +49 (511) 9910 267
nathalie.heuer@vincentz.net

Sales

Anette Pennartz
T +49 (511) 9910 240
anette.pennartz@vincentz.net

Printer

Miles Printing
4923 W 78th Street
Indianapolis, IN 46268
T (317) 243 8571
www.milesprinting.com



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Europe's Paint Market

Five facts you should know about the European paint market

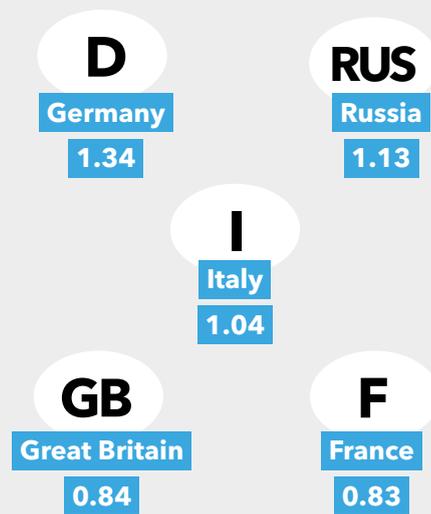
Fact 1: Market size



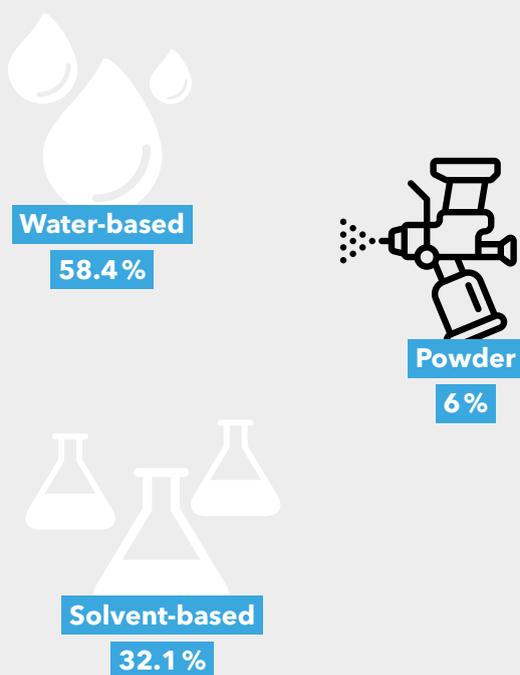
Fact 2: Market split by segment (in tons)

Architectural	6,255,300
General industrial	1,864,825
Industrial wood	603,450
Automotive	507,870
Protective	377,650
Marine	130,550

Fact 4: Volume by country (in million tons)



Fact 3: Market split by type



Fact 5: Per capita consumption by country (in kg)



PRODUCTS

EcoTain label for new product ranges

Our "Hostavin" range offers two innovative and sustainable products that are specifically designed to stabilize paints and clearcoats for waterborne coatings. The range includes an aqueous dispersion of a benzotriazole UV absorber. The sustainable, high-performance product is easy to use, broadly compatible, and suitable for wood and plastics coatings. A second innovation is a 52% aqueous dispersion of an oligomeric hindered amine light stabilizer (HALS). This solution provides enhanced color stability and high-gloss retention for exterior coatings.

Our "Exolit ap" range offers distinctive

non-halogenated flame retardants based on ammonium polyphosphate for a broad spectrum of applications. The range includes a halogen-free flame retardant specifically designed for solvent-based intumescent coatings, offering fire protection at low temperatures. Another product is optimized for low viscosity in aqueous suspension, low water-solubility, and low acid number. Both have been awarded the EcoTain label.

i Clariant Paints & Coatings
www.clariant.com
Booth #2846

Off to a good start by priming your anti-corrosion coatings system

For any paint and coatings system, it is critical to start out with the right base: good surface prep and priming. But when it comes to our micro-corrosion inhibiting coatings, the significance of priming goes beyond the need to smooth out substrate imperfections and promote good adhesion. For those who choose "Cortec VpCI-396," it also means fighting corrosion with a convenient and popular 1K direct-to-metal (DTM) anticorrosion primer/topcoat that can be used in countless applications. This solvent-based,

moisture-cure urethane one-coat system can be applied in harsh, outdoor applications, and its micro-corrosion inhibitors compete with many traditional paints and zinc-rich primers. As a one-component primer it simplifies application and reduces coating waste as there is no pot life to worry about, which means the remaining paint can be used later.

i Cortec
www.cortecvci.com
Booth #2274



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SAVE
THE
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Micronized wax additives for paints and coatings

A micronized degassing wax, "Powderadd" is designed to improve the degassing properties of powder coatings, especially for low-cure systems. It provides good flow properties and enhances surface slip.

"Lanco 1390F" is micronized and based on modified synthetic wax, designed to promote surface protection and matting efficiency for use in coating and ink systems. The density of this wax is optimized to essentially eliminate flotation or settling in most water-based systems. It provides excellent in-can stability and is suitable for use in eco-label paints and coatings at a maximum addition level of 25%.

i Lubrizol
www.lubrizol.com/coatings
Booth #1840

Aragonite calcium carbonate with superior performance benefits

"OceanCal" powder is a naturally renewable, 96-98% pure ground oolitic aragonite calcium carbonate made in the ocean. Its unique crystalline structure, high purity and consistency offer economic and performance benefits as an additive for paints.

Notable results from aragonite testing include excellent hide and tint strength. The thickening (viscosity) and whitening capabilities of the powder are superior, leading to manufacturer savings and a quality product. Testing by the Coatings Research Group, Inc (CRGI); full report with results available upon request.

i Calcean Minerals,
www.calcean.com
Booth #950

Silica as a matting agent

As an exporter and manufacturer specializing in silica, Longyan Shenghe Trading Co. Ltd offers silica to the coatings industry for use as a flattening and matting agent. Our "Sensilchem" product line offers advantages that include good transparency, suspension, flattening efficiency, and dispersibility when used as a matting agent. Packaged as a powder in 10 kg paper bags, the product is used in furniture, wood and industrial paints, coil coatings, PU paint, as well as UV, leather and water-resistant paints.

i Longyan Shenghe Trading Company
www.sensilchem.com
Booth #1772

Bio-based acrylates for your bio-conscious ventures

In our quest for a greener, more sustainable future, we are pleased to introduce our range of bio-acrylates at the ACS 2022.

We have taken a novel approach to developing bio-acrylates as our alcohols are 100% bio-based without any mass balancing. Our range has a green carbon content of up to 100% and includes various acrylates and methacrylates of these alcohols.

BCH is established in the specialty chemicals industry with over three de-

acades' experience. Based in Germany and with a subsidiary in the United States, we are ISO and AEO certified, and with the help of our trusted global suppliers, we have been able to partner with and serve companies in a diverse range of industries.

i [BCH North America](http://www.bch-bruehl.com)
www.bch-bruehl.com
Booth #1866

Automatic measurement and evaluation of panels for corrosion testing

Corrosion test panels are often evaluated visually, which can be unprecise. "Q-Chain SuMo" is a fully automatic measurement device to measure corrosion test panels. This sensor type makes it possible to detect delamination as well as rust without further treatment of the test panel (scratching).

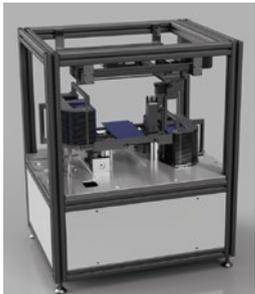
It does not require the delaminated layers to be removed, saves preparation time, and minimizes user in-

fluence. The same corrosion panels can be used multiple times.

Based on impulse thermography, the sensor can differentiate between delamination and rust and can provide further insight into the corrosion behavior of the system.

There is also an automatic panel handling device that uses an integrated camera to read panel barcodes or QR codes, and enable the results to be matched to panel information in the database.

i [Orontec](http://www.orontec.com)
www.orontec.com
Booth #2956



Pre-grinding unit increases production capacity

The new "ProPhi" pre-grinding unit offers a significant increase in production capacity with excellent reproducibility and energy savings. This pre-mill fulfills the task of grinding coarse feed material that is difficult to handle in a standard mill. Agglomerate pre-dispersion, which is usually done batch-wise or continuously in intensive mixing units, can also be performed with this technology. This requires the upstream introduction of the solids into the liquid phase. A major challenge in the continuous preparation of coarse suspensions is their tendency toward sedimentation, which can be solved by a correspondingly high-flow rate or high-product throughput.



i [Netzsch Premier Technologies](http://www.netzsch.com/gd)
www.netzsch.com/gd
Booth #2950

New surface additive ideal for two-color coatings

BYK's macromer-technology based surface additive increases the surface energy of solvent-borne, 100%, and UV coatings, to ensure effective substrate wetting and good leveling.

The new silicone- and polyether-modified acrylate, "Byk-3568," improves substrate wetting like a moderately active silicone, while also increasing the surface energy and surface slip. Its benefits are evident in clearcoats and topcoats, which require good recoatability or adhesion of subsequent layers, such as in two-color coatings.

Benefits

- Significantly reduced surface tension in the liquid coating

- Increased surface energy in the cured coating for better recoatability and less impact on the adhesion of labels, printing inks, or adhesives
- Improved wetting through subsequent layers, particularly if the next is an aqueous system ideal for two-color coatings
- Good leveling, higher surface slip (lower COF)
- Suitable for solvent-borne, solvent-free, and UV systems as well as aqueous systems, if compatibility is good

i [BYK](http://www.byk.com)
www.byk.com
Booth #2229

Reactive emulsifier for epoxy-based waterborne industrial coatings

Solvay has developed an innovative reactive emulsifier for epoxy resins, which enables the production of stable epoxy waterborne emulsions. The product is alkylphenol ethoxylate-free and provides a unique solution for the preparation of waterborne epoxy industrial coatings. It is cost-effective, environmentally and processing friendly, and offers easy handling by combining both characteristic external and internal emulsification phases with no additional chemical modification required. Waterborne epoxy emulsions that incorporate the "Reactsurf" emulsifier

exhibit good freeze-thaw resistance and storage stability. Waterborne industrial coatings formulated with the epoxy emulsion demonstrate excellent performance with high corrosion resistance, superior adhesion, and other key performance indicators equivalent to solvent-based coatings, but with the added sustainability benefit of very low levels of volatile organic compounds.

i [Solvay](http://www.solvay.com), www.solvay.com
Booth #968

Fines recycling system for powder coatings can increase product yield

The "XTS Compactor" is a fines recycling system for the powder coatings industry, which has been designed to effectively reduce waste by compacting fines and reintroducing them to the mill as chips.

Typically, between 2% and 10% of fines are created during powder coating production and recycling these fines offers a product yield of up to 99.5%.

The system receives fines via the diverter valve, which are then fed through to the compacting rolls, reaching the breaker unit to be cut into chips. The compacted chips are then reintroduced to the mill.

The compacting system is invisible to



the plant, sitting in-line with the mill and only operating when it receives material. Xtrutech's compactor provides a discreet and effective solution to fines waste, offering measurable cost savings, increased efficiency, and improved sustainability.

i [Xtrutech](http://www.xtrutech.com), www.xtrutech.com
Booth #1671

New waterborne curing agent for epoxy coatings

Cardolite is pleased to introduce a new waterborne curing agent for protective and industrial epoxy coatings. "Nx-8402" enables zero- and low-VOC coatings, as it does not contain any solvent and does not require co-solvents to properly form a film with epoxy resins. Supplied as an emulsion, it can be easily diluted in water to very low viscosities. This curing agent provides fast cure-speed and hardness development in combination

with epoxy dispersions and liquid epoxy resins. Moreover, epoxy coatings based on this curing agent deliver excellent long-lasting corrosion protection to metal substrates such as cold rolled steel, as demonstrated in salt-spray and condensation tests.

i [Cardolite](http://www.cardolite.com)
www.cardolite.com
Booth #1752

High-speed integrated solutions for online paint orders



Our solutions and processes for paint suppliers address the growing trend toward online orders and the opportunities and issues created by e-commerce. This includes linking systems directly to e-commerce sites to receive, schedule, produce, package, and dispatch high-volume, low-value, customized fragmented orders, at speed and low cost.

These fully or partially automated systems can address any size order for DIY or professional customers, for any color, and containers that range from 5-gal pails to 8-oz sample pots.

A patented robotic process removes gallon-can lids and/or pail caps, as the containers progress along the conveyor line, enabling full automation of our precise color tinting process. The same lid or cap is replaced prior to mixing, labeling, and sorting the orders for palletizing. We also offer in-can solutions where the process begins with an empty container and the bases are added prior to tinting.

i [Dromont Group](http://www.dromont.com)
www.dromont.com
Booth #1454



WHEN IT COMES
TO INNOVATION,
WE DON'T
MESS AROUND

Neither should you. That's why KW Container has introduced yet another TruSnap™ innovation—our attachable Pour Spout. What comes out of years of testing and research makes a container that's easier than ever for retailers and consumers to use.

Come by and see the TruSnap with Pour Spout. Then spill the news about the latest technology that's changing the shape of the industry. (Without spilling the paint.)



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