

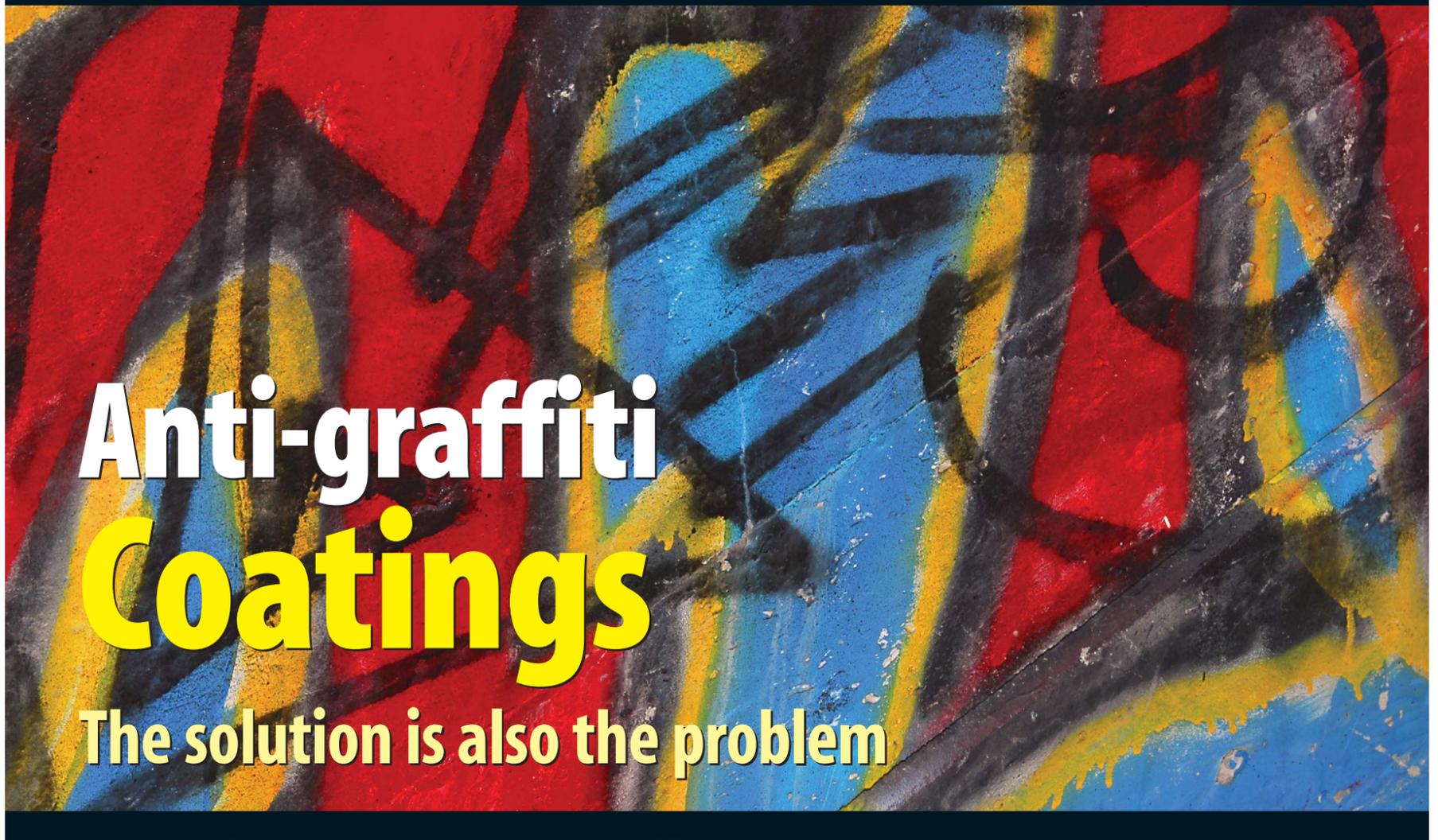


CFCM

CANADIAN FINISHING & COATINGS MANUFACTURING

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September 2007



Anti-graffiti Coatings

The solution is also the problem

ALSO IN THIS ISSUE

- Manufacturers meet customer demands with the Newest and Best in Spray Guns
 - Wastewater as an Information System
 - Raising the bar when it comes to Conveyers
- ...and much more

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A coating is what puts it there and a coating is what takes it off

BY SANDRA ANDERSON

Combating the graffiti street artists is a growing concern for municipalities these days as large cities like Toronto are cracking down on perpetrators who write hate graffiti and the like in highly populated areas like city parks.

Cost of removal can be substantial so a coating that will, in the long run, make it easier is welcome.

The city of Toronto has done up reports on proposed graffiti abatement strategies. The following was pulled from a staff report to the works committee dated May 24, 2006 with a subject title: "Proposed Graffiti Abatement Strategy — Clean Team Operations — Anti-Graffiti Coatings."

Background: City Council on September 28, 29 and 30, 2005 adopted the clause without amendment for the "Proposed Graffiti Abatement Strategy -

'Clean Team' Operations - Anti-Graffiti Coatings" that recommends each City Division identify surfaces that are prone to graffiti and to participate in a program of re-coating problem locations.

Comments: Toronto Water has identified a number of facilities (pumping stations, plants, reservoirs) that are prone to graffiti. Various methods have been used in the past to remove graffiti such as washing with a solvent, sandblasting, slurry mix with concrete and water, chemical products and water blasting. The average cost for graffiti removal is approximately \$1,600.00 per location. Graffiti occurrences vary from location to location ranging from once per year to approximately 5 times per year."

Here is the key statement, "Toronto Water is proposing to test a non-sacrificial coating as

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IN THE NEWS

Off The Market

The latest news in mergers and acquisitions

Akzo Nobel to buy ICI for \$16B

Dutch chemicals group Akzo Nobel NV continues its shopping spree as it has agreed to buy Britain's Imperial Chemical Industries (ICI) Plc for £8 billion (\$16.2 billion US) which would make it one of the world's largest coatings manufacturers. ICI makes the Glidden and Dulux paint brands.

At presstime Akzo still had to secure shareholder support for the deal amid newspaper reports that at least one of its major investors, U.S. fund TPG-Axon, is opposed to the move.

Meanwhile, Henkel confirmed it had agreed to buy ICI's adhesives and electronic materials businesses for £2.7 billion, conditional on Akzo buying ICI.

The ICI acquisition would strengthen Akzo's leading position in the world's \$85 billion a year coatings industry, giving it a market share of about 15 percent and increasing its exposure in North America and emerging markets, as well as in decorative coatings.

Annual revenue for the combined group will be over \$5 billion. Akzo Chief Executive Hans Wijers told reporters he felt good about the deal.

Akzo, which once described ICI as a "beautiful company" to acquire, clinched the deal after raising its price twice since June. ICI was founded in 1926 from four companies including Nobel Industries, the business created by Alfred Nobel, the inventor of dynamite, that later became part of Akzo Nobel.

The acquisition of Imperial Chemical Industries by Akzo Nobel NV would make Akzo Nobel's coating business almost double the size of the next biggest coatings maker in the world, Sherwin-Williams Co.

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PUBLISHER'S POST: PETE WILKINSON

Welcome to Canadian Finishing & Coatings Manufacturing magazine (CFCM).

This new publication is something this industry has never seen before with its new large format, creative logo and innovative story presentation. With my 12 years serving the coatings and finishing industries as well as 14 additional years in publishing in general, launching CFCM was a natural progression.

In all the industries I've served, this is my favourite.

We have assembled a great team with Sandra, Brian and Allan and are thrilled with the response the industry has given to our efforts with this premier issue from both new customers and those I have known for years.

We look forward to that continued relationship and are always open to your suggestions and feedback.

Cheers

Pete Wilkinson



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TIME TO GET THE LEAD OUT

So, lead paint is in the news again. There has been the announcement this summer about the Fisher Price recall and a lot of people in the paint industry are talking about it. It is a challenge keeping tight quality control when it comes to offshore factories. All the uproar is because it is kid's toys, Fisher Price and Mattel has always had the reputation of being ultra safe, wonderful for kids, I had them, my daughter had them. And now the public has just been had. Whether it was carelessness, an oversight, they are messing with our kids.

Meanwhile, I've heard people say, well I had lead paint on my walls and on my crib and on my mini-blinds (remember that one?) and I turned out OK. Maybe, maybe not.

In future issues I'm hoping to gather up knowledgeable people within industry and look closer at lead paint, Canada's regulations and offshore business.

I am impressed with Mattel Inc. though, Bob Eckert Chairman & Chief Executive Officer Mattel, Inc. has a recorded and written message on the official Mattel website (<http://www.mattel.com/safety/us/>) apologizing to the public and explaining how paint inspection before and after it is used will be beefed up and there will be more random inspections during the production process. Eckert does come off as quite sincere to me, talking about his own four kids. They also have a complete recall list.

Meanwhile, this is very exciting ... a fresh new crisp fall season, new beginnings, many major industry trade shows featuring lots of new products and most of all a new magazine. Peter Wilkinson our illustrious publisher has put together a great team, and he does emphasize the word team.

As Pete so aptly said, Canadian Finishing & Coatings Manufacturing magazine is unlike anything you have ever seen before in the industrial finishing and coatings industries. It is a tabloid format and will look at association news, new products, industry news and pricing updates as well as features on all issues concerning your business and industry.

Among other news, see the newest and best in spray guns in this issue. Such as the Wagner HiCoat Automatic PEA-C4 XL powder gun, which despite its fancy name, to me resembles a simple curling iron...but it's quite a sleek easy-to-manage design in its own right. However, we wouldn't recommend using it on your hair.

CFCM is on the lookout for industry professionals who would be willing to write articles pertaining to their areas of expertise. If you think you might be interested in this, please contact us. If you have a lot to say, but are not confident in your writing abilities, that is what I am here for and we can work on it together.

As we forge ahead and greatly look forward to our second issue, please let us know what you thought of this one and please visit our website, which will be updated regularly.

When it comes to editorial, if there is something you would like to see, or even something that you would like to write, please feel free to contact me at sandra.anderson@cfc.ca, that goes for both the magazine and the web site...www.cfc.ca.



Blessings, Sandy

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It seems that a week does not go by without another announcement of a takeover or buyout of a major player in the industry. Given the frequency of these transactions, I wondered if everyone was struck by the amounts spent and where some of the firms were coming up with the billions involved. Moreover, there are some fundamental questions that need to be asked as to motivation, value, cost and strategy of the firms doing the buying.

Why do we buy companies? There are a myriad of answers, some of which I will outline here. In a world of global economics, the hot spot of industry activity changes. Again, there are reasons ranging from exchange fluctuation

to cheap labour to availability of inexpensive raw materials. If a firm is locked into a mature market, one with little growth but sustainable cash flows, they may wish to purchase a firm in a developing market to allow their shareholders to obtain increasing returns on their investment. Further, they may look at such a move as being counter-cyclical. In other words, if they acquire a company in a burgeoning market, the new firm can buffer results so as they decline and the new company grows the overall net income can be sustained with no downturn to shareholder value.

Another possible reason is to enlarge market share by purchasing a competing or complimentary product line or brand. In doing so,

the term synergy comes into play by reducing the duplication of sales offices, reps, etc. and enhancing profitability. This is the one plus one equals three scenario. It truly may be cheaper and more expedient to purchase a firm in another market than try to enter the market from scratch. By purchasing an existing firm, the channels of distribution, sales relationships and infrastructure already exist and if you put more throughputs through the existing channel by expansion of your current brand into the new market, the whole may be more profitable. Included in the infrastructure may be the ability to produce product without the delays that accompany the design, building and government regulation that

will need to be undertaken to build new ones.

Still another potential reason is that the now parent firm is spinning off money at a rate that either management does something with it or they themselves will become a takeover target. Management tends to look at an industry they know as this reduces their learning curve and the SWOT analysis that they undertake can be easily understood. This strength, weakness, opportunity and threat analysis is fundamental to any decision regarding market. In a global market, the threats can come from anywhere and in a shifting of economic strengths, what was a strength two years ago, may now be a threat or liability.

Value is, of course, in the eye of the beholder. What is worth ten dollars to me may be worth hundreds to you. One thing is clear however, and that is that in the end, shareholders have a fundamental view of value and that the markets are not forgiving. If you overpay and have to take a severe write down of the goodwill created, there may be some tough questions to answer. If you bid too little for shares of another firm, potential other suitors may come forth and you may find yourself in a public, time consuming and expensive bidding war. There are no answers as to what the value of an acquisition is. There are formulas that the finance people discuss at length, a multiple of EBITDA, a time sales formula, a premium over current share price. These all differ by industry and by company but in the end, time will tell if you paid too

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CoatingSolutions

Ceramic Coatings R&D company ready for Market

Canadian heat resistant ceramic coatings company Datec Coating Corporation of Mississauga, ON, is anxious to see how the industry responds to the products they have been working to perfect for the last 10 years. They are first time exhibitors at the International Coatings Expo (ICE) in Toronto, ON, in October.

A group of young university grad engineers have spent 10 years researching and developing revolutionary heat resistant ceramic coatings, an offshoot of a Queens University project, which are now ready for market.

"We are there to meet the industry and see where we fit in the marketplace," says director of business development John Stockton about going to ICE. "We are very busy and so far the response has been positive."

The company feels its strong engineering background is an asset.

They have just received a contract from a California semiconductor equipment business and are trying to break into the automotive market.

The company was founded by David Barrow, who is still a shareholder, and Ted Petroff and was located in Milton, ON, until it moved to new offices in Mississauga last year. It used to be called Industrial Ceramics Limited. Doug James is its CEO.

THE PRODUCTS

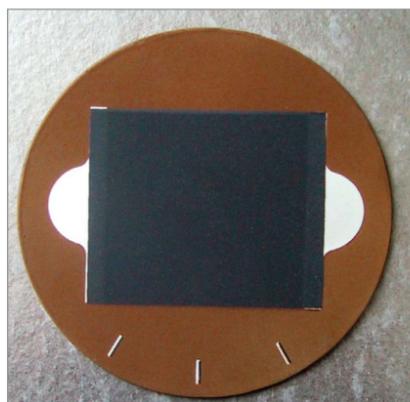
DateC's product is basically a ceramic heating element that is applied as a thick film coating and heats the entire coated area, working differently than a traditional thick film product. Electrodes are attached to each end. "There is uniform heat on the entire surface," says Stockton. It can easily handle as high as 250 degrees celcius or 500 degrees feirenheit.

They have several types of ceramic coatings available: Heat; Conductive; Wear Resistant; DiElectric (which doesn't allow electricity to pass through; Thermal Barrier; Corrosion Resistant; Erosion Resistant; Non-stick Wear Resistant.

The company also carries a ceramic gel called SOL-GEL, which after a certain process becomes a ceramic coating. An example of this

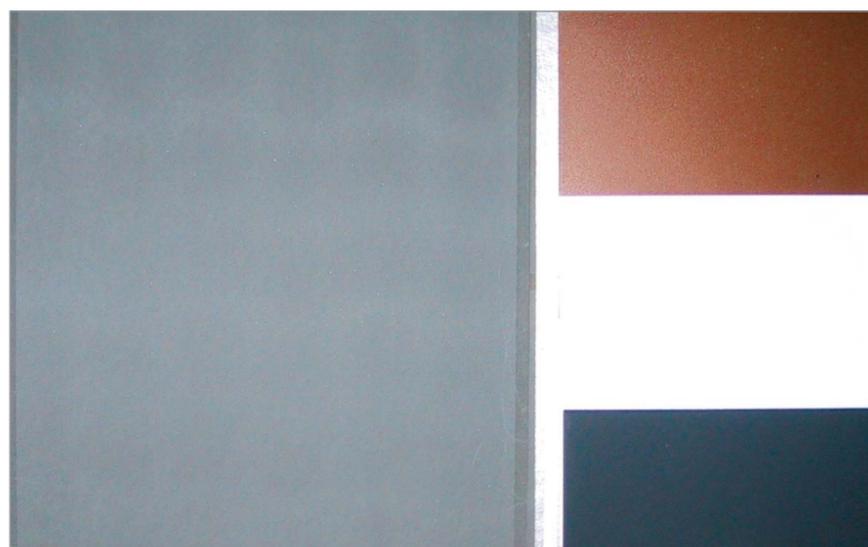
product is Zirconia, a proprietary coating to protect metallic surfaces against corrosion at room or elevated temperatures up to 1000 °C. This zirconia sol-gel based composite coating reduces the deposition post treatment temperature to less than 400 °C, minimizing materials deformation and energy consumption. (More on Zirconia in CFCM's New Product section, page 29.)

The company's products could be used for a variety of applications including automotive, pumps, aero-

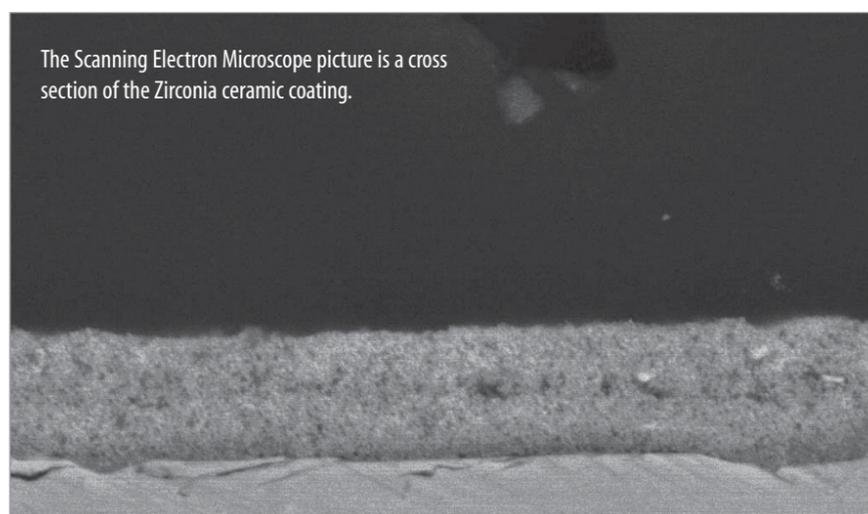


An example of Datec's ability to integrate coatings to create functionality: the thick film heating coating is a combination of Datec's di-electric coating, conductive and resistive coatings which are used to create an electric heater capable of maintaining temperatures over 450 °F (230 °C). Each of these coatings utilize the Datec Sol-Gel Coating process.

space, even electronics, "anywhere you want to slow heat, where you have transient heat, to prevent overheating," says Stockton. He says that



Left side is Datec's mica based electric heater which utilizes the conductive and resistive coatings combined with a PTFE topcoat. On the right hand side from the top down is Datec's high temperature polymer di-electric coating, high temperature zirconia coating (corrosion resistant - up to 1000 °C) and on the bottom is the tungsten carbide wear resistant coating. The tungsten carbide coating can be enhanced by the addition of PTFE (Teflon) which when baked fills in the pores in the ceramic coating and provides a non-stick wear resistant surface.



The Scanning Electron Microscope picture is a cross section of the Zirconia ceramic coating.

most of their business seems to be aimed at the US market, although half of it is currently in Canada, that seems to be declining.

FINISHING

A unique aspect of DateC is that it also does some custom finishing for its smaller sized customers, however as Stockton says, "We license to

finishers where volume makes sense." He adds, "We are not primarily a finisher because we only apply our own coatings."

So in Toronto this October, ICE attendees are sure to respond warmly to this innovative, new to the market, company.

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Hexion outbids for Huntsman

Hexion Specialty Chemicals, a manufacturer of thermoset resins, a unit of private equity firm Apollo Management, won the brief bidding war over Dutch-based chemical maker Basell to buy chemical company Huntsman.

Hexion's \$28 per share or total \$6.5 billion in cash beats Basell's \$25.25 per share offer for the company.

Huntsman has locations in Ontario and Quebec as well as worldwide.

Basell to buy Lyondell

On the heels of losing the Huntsman bid to Hexion, chemical manufacturer Basell has agreed to buy Lyondell Chemical, Houston, TX, for \$12.1 billion in cash.

The merger between Basell and Lyondell will create one of the largest chemical companies in the world. The combined businesses would have had 2006 revenue of about \$34 billion, the companies said.

The boards of both companies have approved the deal, which is expected to close in the next several months.

Basell is owned by Access Industries, a closely held industrial company based in the U.S.

Purchase Of Chemcraft Final

The acquisition of wood coatings manufacturer Chemcraft International by chemical and coatings manufacturer Akzo Nobel, announced in May is now final. The deal was finalized during the last week of July and the merged company is looking forward to what the future will hold.

Chemcraft International feels this acquisition will help it branch out globally at a much faster pace.

Bob Taylor, President and General Manager of Akzo Nobel's Global Industrial Finishes business stated in a press release earlier this year, "This transaction reinforces our long-term commitment to the North American wood coatings market and provides us with important new growth opportunities in the Americas."

It is currently business as usual for Chemcraft and no significant changes have been announced.

CANADIAN ASSOCIATION NEWS

TOSCOT Highlights

The Toronto Society for Coatings Technology (TOSCOT) has begun a new season of courses for the Diploma In Coatings Technology starting Thursday, Sept. 6, 2007. The first semester series of lectures cover the topic "Coatings Raw Materials". These courses are a great training forum.

In other TOSCOT news, the first of the season meeting and dinner was held Monday, Sept. 10 at the Airport Marriott, Mississauga, ON, which is a change in venue from past locations. They discussed the net big project of revising the association's education program. Part of this process is sending out survey's to members. They also discussed the hosting of the International Coatings Expo in Toronto and the need for volunteers.

In TOSCOT's scholarship program, there were nine applicants and two were chosen based on their academic records. Joslyn Currie was awarded the J.A. Clarke Boyce Memorial Scholarship of \$2000, daughter of Catherine M. Currie, Home Hardware and Nathan Biederman was awarded the Walter Fibiger scholarship Award of \$2000, son of Jim Biederman, Canada Colours.

CAMF Changes its Name

In response to Canadian member surveys sent out in 2006, the Canadian Association of Metal Finishers (CAMF) is changing its name to the Canadian Association for Surface Finishing (CASF). The association feels that this name better reflects its membership.

In more news, at the 2007 CASF Executive Elections and Members Meeting held in the spring the following members were elected to executive positions:

Michael Kuntz, Kuntz Electroplating Inc., co-president; Richard Thibodeau, RFT Technologies Inc. co-president and Danielle Miousse, Global Ionix, vice-president.

Surface Finishing Conference

Planning is in the works for the 8th Annual Surface Finishing Conference & Exhibition. The Canadian Association for Surface Finishing (CASF) is holding its Annual Conference & Exhibition on November 21-22, 2007 at the White Oaks Conference Resort and Spa, in Niagara-on-the-Lake, Ontario.

The Chairman's Reception & Exhibition, Awards Dinner and Networking and Cocktails Event will take place November 21 2007. The educational program, November 22 includes informative topics such as: Global Nickel Outlook and the Impact on North America; Lean Manufacturing; Global Economic Trends Impacting the Surface Finishing Industry; 2007-2008 Updates in

Environmental Legislation; Ontario's Land Disposal Restrictions; and Achieving Energy, Environmental & Material Efficiency in Surface Finishing.

The association is expecting a great turn out this year.

2007 CPCA Convention

The Canadian Paint and Coating Association held its convention in Quebec city this year at the Palace Royal, from September, 8-11.

Activities begin at noon on Saturday with registration in the hotel lobby followed by a Board Meeting at 1 pm. Then there is a bus from the lobby at 6 pm to head out and enjoy a "See Quebec by Night" tour. This outing is followed by evening cocktails and refreshments.

The association is expecting great attendance.

(Highlights of this convention will appear in the next issue of CFCM)

CAMF Montreal Workshop Postponed

The Canadian Association of Metal Finishers has opted to postpone its Montreal Surface Finishing workshop originally slated for September, to October. At presstime, the date was yet to be announced. The workshop intends to look at Global Environmental and Economic Trends Impacting the industry; Achieving Energy, Environmental and Material Efficiency in Surface Finishing; Global Nickel Outlook and the Impact on North America; Energy Benchmarking Study; Skill Risk Assessment, Best Practices and Prevention and Wastewater treatment. Various experts on these topics will be on hand.

COMPANY NEWS

Atotech Canada Ltd. Announces 2007 David Squirrell Memorial Scholarship Recipients



Gene Torcoletti, President, Atotech Canada Ltd. presents the Award Certificates to 2007 Scholarship Recipients David Bulir (left) and Lynne Gosselin (right).

The 2007 Scholarship Committee at Atotech Canada Ltd. recently announced the recipients of the fourth annual David Squirrell Memorial Scholarships. The awards come from a fund set up in 2004 as a memorial to honour Atotech employee, David Squirrell, who tragically lost his life in a traffic accident on May 11th, of that year.

The scholarships are awarded annually and are open to children of the staff of Atotech Canada Ltd. who are attending or about to attend a provincially recognized university or college.

This year the committee chose David Bulir, who was also a recipient last year and is entering his second year at McMaster University in Health Sciences and Lynne Gosselin, who will be studying Psychology in an Honours BA program at the University of Ottawa. David intends to pursue a career as a medical practitioner and was active in various sports activities and teams during high school while also participating on the Student Council, ultimately serving as President. He served as a fund-raising organizer for St. Joseph Health Care Foundation and Breast Cancer Research and also won the Gord Carruth Outstanding Achievement Award for finishing Delta Secondary School with a 94.5 per cent average.

Lynne graduated from Georges-P. Vanier High School with both a secondary school graduation diploma and a certificate of Excellence along with a Certificate of Bilingualism, having completed her secondary school career in French Immersion.

The 2007 Scholarship Committee was Sue Guida, Marivic Jakosalem, Marlene Vromans and Irene Mienicki.

Appointment of Northspec Chemicals Corp. as Solutia Inc. Specialty Additives Distributor

Northspec Chemicals has been appointed as Canadian distributor for Solutia Inc. Butvar PVB resins, Butvar PVB aqueous dispersions and our Solusolv 2075 ultra low VOC coalescing aid. Northspec will locally stock Butvar PVB resins and Solusolv 2075 at its warehouse in Toronto. Northspec's distribution sales of Butvar PVB aqueous dispersions will continue to be managed via Solutia's direct-shipment program.

In more Northspec news, the company has recently been appointed as Canadian distributor for Sachtleben's unique range of barium hydroxides, white pigments and extender products into the plastics, composites, coatings, construction products and related industries.

Part of Rockwood Specialties, Sachtleben is a leading manufacturer of top-quality chemical products under the names, Sachtleben Micro, Hombitan, Hombitec, Albawhite, Lithopone (L, E), Sachtoline, Sachtosperse, Sachtolith, for their pigments, extenders and related concentrate pastes and masterbatches.

Northspec Chemicals Corp. is a full service specialty chemicals distributor for the coatings, construction, composites and related industries with local technical sales specialists covering the major centers throughout Canada.

sales@northspec.com

Sherwin Williams Debate

Sherwin-Williams Co. is developing a hi-tech coating for the Defense Department that has become the centre of debate in Washington over federal spending. The new paint for the Army and Navy that would kill microbes and other biological threats upon contact. Sherwin-Williams says the product could be used for chemical and biological defense, and has the potential to reduce the spread of disease in schools, hospitals and nursing homes.

Although the House of Representatives approved a defense bill that contains \$2 million to help the Cleveland-based manufacturer develop the coating some congress representatives have called it wasteful spending.

Troy Corporation Launches New Gold Standard In Material Protection At ICE

Troy Corporation will launch the new for 2008 'Gold Standard in Material Protection' campaign at Booth 504 at ICE 2007 in Toronto, Canada on October 3-5. This new corporate image is designed to reflect the company's continued leadership role in technological advancement, industry-leading quality, and environmental stewardship by transforming its research and development, manufacturing, sales, distribution, and, ultimately, the performance of its products and services to better serve the needs of customers, worldwide, now and into the future.

"Our formulation chemistry and process advancements have allowed us to meet the 'green' challenge," said David E. Faherty, Vice President, Marketing at Troy. "We have a portfolio of industry-leading products offered to the paint and coatings industries that allow customers to obtain 'Green Seal' the mark of environmental responsibility certification and other friendly endorsements for their coatings." Faherty adds, "Manufacturers are meeting low and zero VOC demands, with biocides that effectively inhibit the growth of microorganisms as well as paint additives that improve the performance of low-VOC or zero-VOC systems."

Increasing demand for more environmentally friendly, low and zero VOC paint and coatings products is driven primarily by evolving regulations and by the

growing awareness and activism by end use customers, explains the company. The 1990 Clean Air Act in the US and similar air pollution regulations world-wide have led the trend towards low and zero VOC paint and coatings. As a result, the average consumer, who previously may not have heard of low and zero VOC coatings, is becoming more aware of these environmentally-friendly options and prefers them to traditional, older technology products that are potentially more harmful to the environment. Follow-on concerns by the green building movement are also contributing to the growth in demand for 'greener' products.

Troy has committed to maintaining ISO 9001 and RC14001 certification in order to reinforce the company's dedication to environmental stewardship.

Environmentally friendly products offered are:

Polyphase 678, a zero VOC dry film preservative offering full-spectrum fungal control in architectural & wood coatings. Polyphase 678 provides long-lasting protection against fungi, mildew, staining, and wood rot, while offering safe handling properties and zero VOC. This low odor product is well suited for both interior and exterior applications.

Polyphase 663, a broad-spectrum, zero VOC dry film preservative offering protection against marring and premature failure of coatings caused by algal and fungal attack. Polyphase 663 is engineered to offer protection of exterior coatings in climates in which the algal and fungal threats are severe. The product is ideal for use in wood and architectural coatings, masonry coatings, cement coatings, stucco, and additional applications.

Mergal K10N is a VOC-free in-can preservative, 100% water soluble and solvent free benzothiazolin (BIT) compound. The product is designed to provide in-package control of bacteria and fungi with improved effectiveness and greater compatibility than conventional BIT compounds - without sacrificing cost.

Mergal 399, a zero VOC, clear, water-based, non-freezing liquid preservative for control of bacteria. For use in resin emulsions, pigment slurries, waterborne paints, stucco/masonry coatings, EIFS coatings, and other coating products where water is a major component.

Troysol ZLAC, a superior substrate wetting additive for aqueous coatings that has an extremely low contribution of VOC to aqueous systems. Troysol ZLAC reduces surface defects while providing improved adhesion, gloss, flow and leveling and color acceptance. Troysol ZLAC provides the same benefits and attributes long associated with Troysol LAC, but without the VOC. The product is particularly effective in wetting low energy and contaminated surfaces, without causing undesired fisheyes and other problems.

Founded in 1950, Troy Corporation is a manufacturer of performance materials including industrial preservatives and additives. The corporation headquarters is in Florham Park, NJ, with principal subsidiaries located in Canada, Latin America, Europe, and Asia.

Coating Equipment Solutions Co. Starts Up with 70+ Years Experience, Eight Business Units

The top management of the new Coating Equipment Solutions Company (CESCO) have combined their 70

CALENDAR OF EVENTS 2007

September 18-20: Fin-X Show, Indianapolis, IN, Phone: 513-624-9988, lmuck@one.net

October 3-5: ICE Show, Toronto, ON, tel: 610-940-0777, fsct@coatingtech.org

October 15-26: CyberCoating 2007 Desktop Tradeshow <http://www.CyberCoatingShow.com>

October 21-24: Western Coatings Symposium, Las Vegas, NV <http://www.westerncoatings-symposium-show.com>

October 22: Western Canada Surface Finishing Workshops, Edmonton, Alberta & Surrey, B.C., tel: 905-562-9926 www.camf.ca

October 28-30: NPCA Annual Meeting, <http://www.paint.org/meetings/annual.cfm>

November 5: TOSCOT Technical Meeting & Dinner, Toronto Airport Marriott, meeting@toscot.org

November 6-8: Eurocoat Expo, Genoa, Italy <http://www.eurocoat-expo.com/Eurocoat/en/index.php>

November 8: CACD, Canadian Association of Chemical Distributors, Semi Annual Meeting, Glen Abbey Golf Club, Oakville, ON, tel: 905-844-5706, www.cacd.ca

November 21-22: CAMF, Canadian Association of Metal Finishers, Conference and Show, White Oaks Resort, Niagara on the Lake, ON, tel: 905-562-9926, www.camf.ca

December 4: TOSCOT Christmas Luncheon, Toronto Airport Marriott, meeting@toscot.org

BUSINESS PROFILE

New Vacuum Metallized Pigment Manufacturer

Increased use of VMPs in paint and coating products has this new Canadian company very hopeful

A new Canadian material science company, Liqui-Met, of Brockville, ON, is focused solely on the development of high quality Vacuum Metallized Pigments (VMPs).

"It is our goal to become the lowest cost global producer of VMPs while maintaining a premium level of quality and product performance," says Liqui-met's CEO Mike Patti.

"Interest in VMP technology is rapidly expanding as formulators are discovering new ways to devel-

op exceptionally brilliant silvers and a wide range of polychromatic shades using VMP technology," says Patti. "VMP's are now commonly used in a wide range of products including automotive paints and coatings, consumer products, high end packaging inks, and cosmetics."

Liqui-Met offers a broad range of products including various slurries, specialty dispersions as well as water stabilized products.

"We also have the ability to provide different solvent carriers beyond what has traditionally been offered in the industry," says Patti. "All slurries and finished products are available in three platelet thicknesses allowing formulators greater flexibility to customize to meet their specific needs," he adds.



Liqui-Met manufactures a comprehensive line of aluminum slurries.



Liqui-Met's senior technical and manufacturing personnel.

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Bob "The Builder" Coughlin



Pat "Buzz Saw" Barczak



Chris "Fussy Maker" Fesenmeyer



Len "Dr. Contractor" Calbo
VP, General Contractor

Meet the Design Team at ICE - Booth # 622



John "Fill It In" Florio



Rudy "The Router" Berndlmair



Ravi "Dr. Renovator" Ravichandran



Richard "Shaper" Shain



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DISPARLON® AQ-7120 - Wetting and Leveling Agent for Waterborne Systems

DISPARLON® AQ-320/330 - Dispersants for Waterborne Systems

DISPARLON® AQX 60/61 - Co-Solventfree Rheology Modifiers for Waterborne Systems

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When asked what the future holds for the company, Patti explains, "Since our inception we have focused our energies and resources on first developing a high quality product to meet industry requirements and secondly to establish a network of distributors



All of our products undergo extensive quality control testing. (Laser diffraction particle analyzer shown)"

to represent us in all of our key markets." He adds, "The VMP (Vacuum Metallized Pigment) market is in a rapid growth cycle at the moment as companies are quickly finding ways to optimize formulations using VMP slurries and we see a continuing trend in this area for foreseeable future."

Patti further explains, "VMP's have been around for a number of years; however, the formulation expertise and the chemistry required to optimize them has really accelerated in the last five to six years with the development of nano-dispersions and related chemistry.

He adds, the company's quality program is focused on offering "the tightest production tolerances possible" using advanced particle laser diffraction equipment and is quickly making itself known in the industry.

info@liqui-met.com; www.liqui-met.com

PEOPLE ON THE MOVE

New Troy Corporation Director, Wood Protection
Troy Corporation announces Philip Ford as the new Director, Wood Protection reporting to Dr. Don Shaw, Vice President, Development.

In his role, Ford will lead all aspects of Troy Corporation Wood business Group worldwide. He is responsible for the management of wood protection technologies and the development of new wood application markets for Troy specialty products.

"We are pleased to have Philip on board", said Don Shaw, "His experience and industry knowledge will be key in meeting the ever-changing demands of industrial wood protection markets."

Ford began his professional career as Manager, International Sales & Marketing at Borax Consolidated Ltd., London, England and was transferred to Valencia, California after three years, where he held the positions of Manager, Business Center and Global Business Manager, Biocides Group. He then began his own Consulting firm, namely, Ford, Falls & Associates located in Los Angeles, California. He subsequently accepted the position of Chief Operating Officer at Morwear Manufacturing, Inc., Los Angeles, California. His most recent position was Chief Operating Officer at Diversified Coatings, Inc. also in Los Angeles.

Ford has a Bachelor's Degree in Engineering and Mining Engineering from the Royal School of Mines in London, England and a Master's Degree in Business Administration from the Cranfield School of Management in Cranfield, England. He was a winner of Dun & Bradstreet's "Best Business" award, placing in the top 10.

Nordson Names Ken Kreeger Global Director Of Business Development, Finishing Systems

Nordson Corporation announced that Ken Kreeger has been named global director of business development, finishing systems for the company's Industrial Coating and Automotive Systems segment. He will report to Steve Smith, vice president of sales for the segment's Powder Coating, Liquid Coating and Automotive businesses.

In this new position, Kreeger will lead the segment's international business expansion efforts. "Ken's extensive

knowledge and experience in the powder coating industry will be instrumental in helping Nordson expand its business in international markets," said Smith, "especially in areas like Asia, India and Eastern Europe which demonstrate burgeoning growth in virtually all business segments."

A 39-year Nordson veteran, Kreeger has been a driving force in the success of Nordson's powder coating business in North America. Previously, he has held a variety of positions in the company's finishing division, including National Sales Manager and Director of National Sales. He has served as president of The Powder Coating Institute (PCI), and is currently on the Board of Directors for PCI and the Porcelain Enamel Institute (PEI).

Among his new duties, Kreeger will lead global sales training, help develop strategic business partners around the world, and continue his Powder Coating Institute (PCI), Porcelain Enamel Institute (PEI), and Chemical Coaters Association International (CCAI) representation and stewardship for Nordson Corporation.

New at Multichem

Multichem Inc., Boucherville, QC, is very pleased to announce the hiring of Elizabeth Quintal as an Account Manager for the Industrial Specialties business unit. Liz will work from the Mississauga sales office and be responsible for all coatings accounts in Ontario and will also provide technical sales support to customers in western Canada and Quebec.

New to Northspec

Northspec Chemicals Corp. welcomes Mr. Robin Maleki to its Marketing and Sales Group as Account Representative – Technical Sales. Maleki will be based in Toronto, Ontario and will be responsible for key customers in the coatings, plastics, rubber, composites, and related areas in this region.

A graduate from the University College London, United Kingdom in Chemical Engineering, Maleki joins Northspec with extensive industry experience in chemical technical sales roles.



Philip Ford



Ken Kreeger

IN THE NEWS

years of experience to incorporate this engineering house and equipment manufacturer, for high-volume organic finishing. CESCO has already been appointed an OEM Distributor for Wagner liquid and powder coating systems.

CESCO is organized in eight related business units: finishing systems design, cleaning and pretreatment, powder coating, liquid finishing, electrocoating, ovens and heat processing, material handling, and control engineering. It provides sales program management, and extensive technical support throughout Canada, the US and Mexico.

The company offers a broad range of customized systems, from manual batch to fully automated. They say their system designs are distinguished by a strong emphasis on control technology, and new component and interface strategies that reduce energy costs.

CESCO's management team is headed by its new president, John Faulkner who brings to the company 28 years in the coatings equipment field, and experience at all functional levels, from powder booth design to sales engineering and project management.

MultiChem Distributes New Lines

Lambent Technologies, Gurnee, IL, has selected MultiChem Inc. of Boucherville, QC, as Canadian distributor for their line of surfactants to the inks, coatings, HI&I and industrial markets. Amisol Division of MultiChem has been selling Lambent products into the Life Sciences market, so this move will now allow both companies to use one distribution channel for Canada.

SE Tylose GmbH & Co., Wiesbaden, Germany, has signed a distribution agreement with MultiChem Inc. for their line of Cellulose Ethers. MultiChem will service the coatings, construction and life sciences markets across Canada.

RANBAR Electrical Materials Inc. (Manor, PA) has signed a distribution agreement with MultiChem Inc. for all their resin technologies. This provides both parties with a tremendous opportunity to service the small and mid-size industrial coatings manufacturers.

Mattel Announces Expand Recall of Toys

Mattel, Inc. has voluntarily recalled one toy from the "CARS" die-cast vehicle line ("Sarge" character), manufactured between May 2007 and July 2007, containing impermissible levels of lead. The recalled vehicles include 436,000 total toys, including 253,000 in the U.S. and 183,000 outside of the U.S.

This Sarge recall comes in the wake of Mattel's in depth investigation and ongoing testing that resulted from the recall select Fisher-Price toys on August 1, 2007. The toy was produced by Early Light Industrial Co., Ltd (Early Light), one of Mattel's contract manufacturing facilities in China, which subcontracted the painting of parts of the toy to another vendor, Hong Li Da (HLD), also in China. While the painting subcontractor, HLD, was required to utilize paint supplied directly from Early Light, it instead violated Mattel's standards and utilized paint from a non-authorized third-party supplier.

"We have immediately implemented a strengthened three-point check system: First, we're requiring that only paint from certified suppliers be used and requiring every single batch of paint at every single vendor to be tested. If it doesn't pass, it doesn't get used. Second, we are tightening controls throughout the production process at vendor facilities and increasing unannounced random inspections. Third, we're testing every production run of finished toys to ensure compliance before they reach our customers. We've met with vendors to ensure they understand our tightened procedures and our absolute requirement of strict adherence to them," say Jim Walter, senior vice president of Worldwide Quality Assurance, Mattel.

Additionally, Mattel announced the voluntary recall of magnetic toys it has deemed unsafe, a total of 18.2 million magnetic toys globally.

"The safety of children is our primary concern, and we are deeply apologetic to everyone affected," said Robert A. Eckert, chairman and chief executive officer, Mattel. "Mattel has rigorous procedures, and we will continue to be vigilant and unforgiving in enforcing quality and safety. We don't want to have recalls, but we don't hesitate to take quick and effective action to correct issues as soon as we've identified them to ensure the safety of our products and the safety of children." ■

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A Spray of Innovation

What is the customer demanding in spray guns and how are manufacturers answering this need?

CFCM posed this question to spray gun manufacturers and distributors across Canada and discovered that the customer is demanding specific features in their spray guns, and through intensive research and development, their needs are being met.

Can-Am Engineered Products, Inc., Livonia, MI, is of a size where if a custom, application-specific gun is needed in small quantities, they can economically design and manufacture it for their customers. One such project caused the creation of the Can-Am #2400-Kit spray gun package

which consists of a newly designed Turbine-Powered HVLV Cup Gun complete with a 1-quart cup, a 1-pint cup, and more. This gun is used to apply very high-cost coatings used on military missiles where the transfer efficiency capabilities of a Turbine-Powered Air Supply were very desirable and where electrostatic guns could not be used for several reasons.

“Two of these reasons were that these missiles consisted of a lot of electronics that are sensitive to static electricity and also because these missiles are loaded and extremely dangerous when coated; even static



Can-Am Engineered Products' 2400-Kit Spray Gun Package

electricity could set them off, thus saying goodbye to a large section of Alabama,” says Can Am’s president Mike Bunnell.

Another recent application-spe-

cific gun project is using Can-Am Engineered Products, Inc. #2100 Turbine-Powered Automatic Spray Gun to spray a Ultra Violet coating that has a variable viscosity of 16,000-25,000 Centipoises.

“I kid you not,” says Bunnell. “For one year this customer had tried every other spray gun technology with no success, but once we leased them our equipment they solved their problem in two weeks.”

Matt Carlson, Vice President of Marketing, **DUX AREA, Inc.**, explains that Customers are demanding technologies that help them compete in the global marketplace while also doing their part to protect the environment at home.

“They simply can't afford to use the inefficient spray technologies of the last century, so they're demanding a fresh approach from equipment manufacturers,” says Carlson.

“Most established manufacturers have been hesitant to change gun designs they've used for decades. After all, that's an expensive proposition for them. But those designs reached their maximum efficiency years ago. It's going to take a completely fresh look at how equipment is designed to achieve that next major leap in efficiency.”

Carlson says DUX has already



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The DUX hand-held spray gun and automatic gun (for reciprocators and robotics)

done this with the development of Advanced Laminar Airflow Technology.

"It maintains very organized, or 'laminar' air flow through the gun," says Carlson. "The result is very low operating air pressure which, in turn, creates less overspray and waste." He continues, "In fact the latest literature from some of the older equipment manufacturers even recognizes the benefits of laminar airflow. Fortunately for DUX, we have a patented technology and years of experience developing it. So, I think you'll see a push toward new, more efficient gun designs, but it's going to take awhile for other equipment vendors to get there."

Rhonda Joslin, Marketing Communications Coordinator, for **EXEL North America, Inc.**, says, "Customers are demanding spray guns that provide outstanding finishes at production rates with unbelievable transfer efficiencies." She says the company has met this need with the power of **Airmix®**

"EXEL is constantly researching the needs of our end-users and enhancing our existing product lines or manufacturing new products that meet their needs" adds Joslin.

On the horizon for Exel are two new gun lines to be launched near the end of the year, namely the S3 and M22



M22 Vortexa by Exel

BasiK (photos weren't available at presstime).

Graco is also stepping up to the plate when it comes to meeting customer's needs.

Graco's Wendy Hartley, Product Marketing Manager, Finishing Equipment explains, "The customer is asking for high spray quality, increased transfer efficiency, reduced energy costs and ergonomics." She adds, "For spray quality, tips are designed to deliver a uniform pattern, so there are no streaks or fingers which allows for uniform mil build."

The Graco AA Series gun was designed with an aircap and tip which use lower air and fluid pressures to atomize materials that results in both increased transfer efficiency and reduced costs. Another feature that improves transfer efficiency is the adjustable fluid control knob.

"It allows the operator to significantly change the spray pattern width without changing tips," says Hartley.

She continues, "Ergonomics is addressed not only through the design of the spray gun handle, but also through gun weight and trigger pull. Guns need to be designed so they comfortably fit in even small handed users. Gun weight needs to be lighter so there is less muscle strain. The trigger should be comfortable when gripped, but also less resistive when pulled for increased operator comfort."

Graco's G15 and G40 air-assisted spray guns provide high quality finishes with a wide variety of solvent and waterborne materials. A key feature of the lightweight gun is its ability to significantly vary its spray pattern without changing tips sim-

ply by rotating the fan pattern adjustment knob. The two models also feature a new aircap that provides uniform atomization and improved finish quality, as well as soft spray capabilities.

The G15 is a 1500 psi model for use in the wood industry and other low and medium pressure applications. The G40 is a 4000 psi model for higher pressure applications. The guns weigh less and have a lighter trigger pull than any other air-assisted gun in its class.



Graco's G15 air-assisted spray gun

At **ITW Industrial, DeVilbiss Industrial** Marketing Manager Chuck Scott says, "Today's finishing operations want the very best in finish quality and high transfer efficiency rates. This has raised the bar for finishing equipment manufacturers by pushing the design envelope of the spray gun to new levels while simultaneously needing to work with newer advanced, high solids coatings to minimize impact to the environment. In other words, we need to be able to apply today's coatings within very strict environmental and production specifications without sacrificing finish quality."

He adds, "Tools originally intended to design the wings of aircraft, for example, are now being applied to optimize the spray pattern of our latest product, the DeVilbiss Compact Performance Series. Computational fluid dynamics is being employed by our engineering team to design the passageways and



DeVilbiss Compact Performance Series spray guns

air caps to reduce the turbulence and enhance the atomization process. The smooth and efficient transition of air from the Compact's air cap and fluid nozzle system to the finishing surface produces superior results with the highest transfer efficiency rates.

The ultra lightweight spray guns are also designed for operator comfort and with a focus on energy sav-

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INDUSTRIAL FINISHING: SPRAY GUNS

ings. All indications from the marketplace suggest that this combination is helping finishing operations achieve their production goals using less compressed air than previously required across a variety of applications and industries."

Karen Walters of ITW/GEMA says, "Customers demand equipment that is easy to use, highly efficient,



FirstPass Power Gun, part of ITW Gema's OptiFlex Powder Coating Series

and provides a consistent and high quality finish. Basically, customers want a spray gun that coats their parts right the first time, every time"

She adds, "ITW Gema's OptiFlex™ Series Powder Coating Guns provide maximum charging at the tip through 100,000 volts of FirstPass Power™, allowing customers to coat parts right the first time - every time! The OptiSelect™ Manual Powder Gun has an "on-gun" remote control, allowing operators flexibility and convenience. The OptiStar™ user interface consists of preprogrammed settings and the ability to program custom settings, making it easy for any operator to use the equipment and also provides versatility for special applications. The highly efficient OptiFlow™ Powder Pump ensures uniform powder delivery. OptiFlex series equipment provides speedy

installation and removal, along with extremely easy cleaning and maintenance."

ITW Ransburg has introduced Vector AA90 Manual Electrostatic Spray Gun Series combining superior air-assisted airless technology with powerful electrostatic features, the new Vector AA90 Air-Assisted Airless Electrostatic Gun has been introduced by ITW Ransburg.

Available with classic or cascade technology, the Vector AA90 joins the Vector Air Spray Atomization and Trans-Tech Atomization products. All feature balanced ergonomics, precise application, improved durability and easy control in a comfortable, lightweight spray gun. The Vector AA90 offers an extensive selection of air cap and fluid tip combinations to ensure optimum flexibility of spray performance. Both FM and



Vector AA90 Manual Electrostatic Spray Gun Series

ATEX (CE listed) tested and approved for worldwide use in paint booth hazardous locations. The Vector AA90 completes the Vector lineup, and offers flexibility and quality in a comfortable gun.

ITW Ransburg, an Illinois Tool Works Company, offers a variety of electrostatic finishing products and systems, including, automatic spray guns, disks and bells, gun reciprocators, closed-loop fluid control systems and system parts and accessories. Harold

Ransburg first experimented with paint charging and surface grounding technologies in the 1930s, and patented the electrostatic finishing process in 1941.

Nordson offers Prodigy HDLV Manual Gun System. HDLV (high-density powder, low-velocity air) technology precisely dispenses powder coating for superior finish quality, less waste and fast color changes. The combination of the patented Prodigy HDLV manual spray gun and controller and the Prodigy HDLV pump provides for higher transfer efficiency and higher powder output.

The Prodigy HDLV delivers a softer spray at the gun tip for higher first pass transfer efficiency. That means applying a consistent, uniform quality coating to the part using less material. The gun's purgeable design provides ultra-fast color change.

Further, Prodigy HDLV also provides dramatic productivity improvements with its higher powder density spraying capability. With it, jobs can be done in as little as half the time it took with conventional powder spray guns (operators can make half the passes over a part compared to conventional technology). The combination of higher transfer efficiency and softer, highly dense with powder spray, enables customers to achieve 100 per cent coverage on the more difficult-to-coat parts that previously required

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The Nordson Prodigy manual hand gun

liquid spray can touch-up.

Nordson Corporation's Kathryn Olszonowicz, Marketing Program Manager says, "In today's lean environment, companies are looking for ways to limit inventory and optimize efficiencies." She adds, "As customer demands for shorter runs and multiple colors increase, coaters need greater control of the spraying operation to satisfy these demands without losing sight of time, cost and quality."

"Spray application systems must provide control to the operator to dispense coating for superior finish quality with less waste and with faster color changes," says Olszonowicz. "From nozzles and lance extensions that are designed to accommodate even the most complex of parts, to configurable controls that allow shorter runs and more color changes, and pumps that are engineered for reliable performance. Every system component must be designed for coating effectiveness and efficiency."

Parker Ionics' John Cole says, "Today's customers demand ease of operation and flexibility in their application equipment." He adds, "They don't want to be bothered with complex recipe systems. They are looking to set it, and forget it. These features are all available with PULSE POWER and now with PULSE POWER II Technology. A single setting handles most applications."

The GX131 Powder Application Gun is the newest offering from Parker Ionics and features the new PULSE POWER II Technology. Following up on their PULSE POWER technology first introduced in 2002, this second generation of



Parker Ionics offers the GX 131

PULSE POWER Technology incorporates a improved duty cycle triggering mechanism that increases first pass efficiency, minimizes "Orange peel", and essentially negates Faraday Cage issues. The versatility of the GX131 Gun can handle recoats to heavy builds and will be available in North America in January 2008.

Wagner Systems, Inc. announces its next generation of manual and automatic powder guns HiCoat named for its highly efficient utilization of a homogeneous, soft powder cloud that leads to uniform and consistent powder application. This gun has a new high voltage generation system for optimal charging on common, metallic and special effects pow-



Wagner HiCoat Series Automatic and manual spray guns

ders. It saves time when changing powders with Wagner's new Powerlock System for fast, efficient cleaning. In addition to the traditional conical nozzles, the HiCoat gun introduces Wagner's Variable Flat Jet

Nozzle System that provides the operator several combinations of nozzles: 1) Soft cloud with wide flat jet for flat parts, 2) Dense cloud with narrow flat jet for high line speeds and 3) Targeted cloud to reduce edge build up. These guns are compatible with all Wagner controllers; continuing to the commitment of designing products that are easily upgradeable.

So, as customers needs change, manufacturers rise to the challenge bringing forth many different spray gun products and technologies to suit any application. ■

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A Look At The Latex Paint Additive Marketplace

Latex paint additives play a role in providing solutions

When it comes to latex paint manufacturing, an additive can make such a significant change in the product that it can meet the need of even the most demanding customer. Even the federal government. CFCM spoke to manufacturers and distributors of latex additives and paint and discovered significant trends.

In the development stage, very little time in a lab will be devoted to any paint additive that is not trying to solve a specific problem.

“Overworked and underpaid,” is the typical answer from the lab when trying to introduce any type of cost improving additive according to one supplier.

THE CHALLENGES

When a new additive is created, whether or not it solves a specific problem, it needs to be tested, and this is the challenge. It sometimes is difficult to obtain adequate testing time from the labs. Additive manufacturers say the labs will not devote any time to testing new additives unless there is a specific problem to be solved. There are two reasons for this:

1. If it isn't broken it does not need to be fixed;
2. The sheer volume of formulations that would have to be

changed to consider making a change because of potential costs saving. Any cost saving would be quickly eaten away rewriting and testing the formulations.

ADDITIVES AND VOCs

The federal government has yet to publish in its Gazette, the new regulations concerning Volatile Organic Compounds (VOCs).

The paint industry's response is that government certainly needed a new and fresh approach to air quality management, however the general public would probably be confused by the VOC regulations.

The general feeling is that the public would probably support any kind of initiative including the proposed VOC regulations if they could be defended. The industry tends to feel that VOC is a “political hot potato” that no one wants to address, yet the alternative to executing Kyoto



could be disastrous to the economy.

When it comes to VOC regulations, California is leading the way in its strictness and other states with large cities as well as Canada are following suit.

Meanwhile, most latex paints meet the proposed thresholds and are not affected by the regulations. The challenge will be when someone comes up with an affordable and usable zero VOC formulation and this becomes the new standard. Zero VOC formulations are already in the marketplace.

Manufacturers are ready to help customers meet VOC regulations.

Additives contribution to paint is a small amount generally so its effect of the VOC regulations is not substantial, but it still plays a role.

COSTS

The marketplace is demanding cheaper raw materials and the additive suppliers are demanding higher pricing. Yet some additives have been priced the same for years despite a huge change in the currency exchange rates.

With increased costs of raw materials and transportation as well as energy costs used to manufacture the product, suppliers need to streamline to reduce costs that can then be passed on to the consumer.

THE TRENDS

An additive in latex paint can be anything from a modifier, to a biocide, or a even a hiding additive.

There is a healthy competition when it comes to paint manufacturing which gives consumers a wide choice and suppliers are noticing that their customers are being very selective.

Low VOC is one requirement customers want in their latex paint. The second demand is viscosity. The more stable paint is when a colour is added the better. The viscosity of paint drops when a colour is added and it is up the manufacturer to see that the change is minimal. Manufacturers are noticing a trend to pastels and deeper colours. When a colour is added, there must also be an additive that prevents unwanted performance of the paint. Manufacturers say there is a trend towards glossier paints.

There is also as demand for higher quality paints. The reason for this is that they want smooth flow and leveling of the paint's performance. They don't want to apply too many coats, and the paint needs to be able to “hide” unwanted features in the surface that its being applied to.

All latex paint additives impact these requests from the customer. Touch up and blending is also important when it comes to additives.

Manufacturers are noticing that the highest demand is for water-based, especially in the construction industry. Customers want solvent-free additives.

In summary, a customer wants a paint that performs, that is low VOC, solvent free and doesn't want to pay premium for these requirements.

Meeting a customers' needs, when it comes to putting in additives that enhance a product's performance, spells success.

In paint an additive creates change and provides much needed solutions. Whenever a manufacturer can be most innovative in order to meet customers' requirements, they will be ahead of the game. ■

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What's New in Wood Finishing

A brief overview of what's happening in the marketplace

With Normand Guindon

When it comes to wood finishing in Canada, perhaps the biggest news is the acquisition of Chemcraft International by Akzo Nobel, which was finalized during the summer of 2007.

Big being the key word, as with Chemcraft having already been a leader in the Canadian wood finishing industry, Akzo's having acquired it will benefit both companies.

"It will further strengthen our overall position in the marketplace and will definitely enhance our product offerings and our ability to offer products available worldwide," says Chemcraft's Normand Guindon. "Akzo offers a wealth of resources which will be beneficial for our customers, they also have extensive experience with water borne Coatings which will again broaden our product line." He says Chemcraft has been looking at global expansion for some time and, "The coming of Akzo will also offer us the availability of product lines that Chemcraft never had such as exterior industrial wood coatings."

Guindon adds, "We will be able to integrate these new lines of products to Chemcraft's line which will allow us to develop new markets. The Chemcraft acquisition will also allow Akzo to have a very strong position in the distribution part of our business, which will be beneficial for our distributors, who will now have access to a more diversified line of products."

Guindon says it's "business as usual" under the new name of Chemcraft-Akzo Nobel. His title has been changed from president to general manager.

"I am very happy," says Guindon about the acquisition as a whole, "The Chemcraft team worked very hard at building our company and bringing it to a very respectable level, we are now entering a new era and looking forward to our continued growth."

Thus far the company's customers are okay with the acquisition. "It will be our job to show them that nothing will change, but in fact that they will benefit from this acquisition," says Guindon.

PRODUCT

Wood finishing manufacturers are working hard to supply customers with environmentally friendly water based and ultra violet (UV) coatings

such as a hybrid type of product that combines conventional finish with UV and waterbased.

Guindon says that wood coatings manufacturers are doing more with customers in this vein, responding to customers' needs. Plus with all of the pressure from the government towards low Volatile Organic Compounds (VOCs), the newest in wood finishes fall right in line.

"It is possible to go from solid based to waterbased at a customer's location without changing their equipment. It can be a gradual tran-

sition," says Guindon. "It eliminates the problem of changing the whole set up at once, which can be costly and time consuming."

Guindon says that the conversion to UV coatings in wood finishing is ongoing.

"We meet and in most cases exceed government regulations," says Guindon about product design.

Costs and Dollar on the Rise

"Margins are not what they should be," says Guindon.

He says this is due to the cost of raw materials are going up and the dollar getting stronger (the Canadian dollar was 95 cents to the US dollar at presstime).

"The strength of our dollar tends to be driven by the strength of the western oil production, which is booming," says Guindon.

As for industry growth... "Niche

markets here are doing very well," says Guindon, "Better than the regular commodity markets." An example of a successful niche market is hi-end kitchen cabinets.

"Many niche markets like that are very busy," says Guindon.

He says growth has been best in the west and Ontario when it comes to Canada.

All in all, when it comes to industrial wood finishing in Canada, niche markets are doing best, and the development of environmentally friendly coatings such as UV and waterbased are ongoing, and demand from the industry can only go up as manufacturers introduce these products to their customers. ■

Normand Guindon, is general manager of Chemcraft/Akzo Nobel based in Port Hope, ON.

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described in the Proposed Graffiti Abatement Strategy report approved by City Council at the listed sites. Despite the extra expense over sacrificial coatings, the benefit of a non-sacrificial coating is that it does not have to be re-applied to the surface after each graffiti removal process. It is anticipated that by applying the non-sacrificial coating, graffiti occurrences will be reduced because the paint will not adhere to the protected surface. This deters graffiti artists from applying graffiti to the same location twice as it is simply a waste of their time.”

The report goes on to say that, “Toronto Water will be evaluating the non-sacrificial coating based on the following criteria:

- initial costs to prepare surface

- and apply non-sacrificial coating;
- number of occurrences after the application has been applied to the surface;
- method of graffiti removal;
- condition of the surface after graffiti removal;
- length of time before surface needs to have re-application of non-sacrificial coating; and
- if applicable, any other associated costs.

So it is a concern and Toronto tends to have a reputation as a clean city. It is one North American city where graffiti is not permitted to take up occupancy for very long on public property.

THE PRODUCTS

The most popular medium employed by graffiti-writers is spray paint, but writers also use felt-tip markers, grease pencils, paint sticks, wax, and even shoe polish, so when it comes to creating an anti-graffiti coating, it will need to combat this and much more. As for surfaces, it could be anything, porous, non-porous, metal and the like.

One new product designed to deal with this is KiON.

KiON Specialty Polymers: G-Shield 74 is a clear, ready-to-use polysilazane surface coating that provides dual protection against graffiti and heavy soiling. It allows for easy removal of graffiti including permanent marker, inks and paints. Road tar, tree sap, dirt, grease and other stains are also easily removed. In addition, the product resists alcohol- and ketone-based solvents, most organic solvents and brake fluids.

KiON Specialty Polymers, a division of Clariant, manufactures and sells a variety of high performance, low cost, polysilazane-based resins. These resins are sold as raw materials to our customers in order to provide high value-added performance characteristics to their products. KiON Specialty Polymers provides these resins along with close, customer-oriented technical service in polysilazane technology and its many applications. KiON Specialty Polymers also maintains an ongoing research effort in the development of new polysilazane materials and their manufacture.

Gregg McCraw from Clariant says customers are demanding, “A coating that protects against all types of graffiti (ink, sharpie, paint, crayons) on all types of substrates (glass, metal, painted metal, etc.)” He continues, “That is non-sacrificial (does not require reapplication after graffiti is removed.) That can be easily applied in the field as well as OEM.”

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In Clariant's case, the anti-graffiti coating is based on novel polysilazane technology. The polysilazane resins are responsible for the release properties in the G-Shield anti-graffiti coatings.

As for the market for these products, McCraw says, "Although we haven't quantified completely, the potential market is very large - most transportation vehicles (trains - commuter & freight, buses, trucks), road signs, bridges, architectural (walls, buildings, etc.) as well as public buildings (elevators, bathrooms, ...). Targets for tagging seem to be endless."

He continues, "We are seeing interest in all sectors. Interest seems more driven by geography ... some areas (Iowa for instance) seem to have little problem while others (NYC, Chicago, Toronto) have epidemic problems.

Clariant's G-Shield (known as tutoprom in Europe) has been approved by the German Rail System (Deutsche Bahn), Paris Metro & Birmingham England bus system.

"I have heard an estimate of \$50,000 to recoat a single train car that has been heavily graffitied - many times more than the cost to add graffiti protection. Most traditional anti-graffiti products are sacrificial (must be reapplied after graffiti removal)," says McCraw.

WHAT ARE THEY, EXACTLY?

Anti-graffiti coatings protect walls by allowing graffiti to be removed without damaging the surfaces beneath. As more cities opt for murals to brighten up their empty walls, this becomes critical. There are several types of anti-graffiti coatings.

Sacrificial Anti-Graffiti Coatings: Sacrificial coatings tend to be more in use and are meant to be removed, taking whatever is on top of them off along with the coating. The coating is then reapplied over the cleaned area. There are several types of sacrificial coatings currently on the market, such as a wax-like polymer coating that is sprayed or mixed with water and is cleaned or melted off with a hot water pressure sprayer. There are several brands of coatings, and several companies offering graffiti control services utilizing this type of coating. Some companies offer a protection service like an insurance policy: for a fixed yearly or monthly fee they will come out and clean and re-coat a protected mural every time it is vandalized. Sacrificial coatings are mostly based on easily removable waxes. After soiling with graf-

fiti, both the wax and graffiti are removed together, sometimes with solvents or more commonly by melting the wax with steam or hot water. The biggest problem with this is that the coatings need to be replaced after each removal, which can be time consuming and expensive.

Semi-Permanent Anti-Graffiti Coatings: Semi-permanent coatings are commonly based on acrylics or cross-linking systems, such as epoxy, urethane or polyester. They can be multi-coat processes with a moderate degree of resistance to aggressive cleaning chemicals. They will usually tolerate a few graffiti-removal operations with strong chemicals, before replacement is needed.

Permanent Anti-Graffiti Coatings: Permanent coatings are relatively new and offer an extremely long-life surface from which graffiti, fly-posters and other soiling can be removed often, using safe and mild solvents, without the loss of properties, performance or appearance of the coating itself. Coatings of this type normally have release properties similar to those of non-stick domestic kitchenware. Any soiling can easily be removed using aqueous surfactant/detergent mixtures, or at worst, benign chemical mixtures which have little or no effect on the coating itself, resulting in a truly permanent anti-graffiti coating.

Non-Stick Surfaces: Fluorine and silicon are common in non-stick applications, such as on frying pans, one of the most familiar being Teflon, a PTFE polymer which owes its non-stick abilities to the high fluorine content. Unfortunately, fluorine-containing polymeric resins are expensive and extremely difficult to apply, but the degree of non-stick achieved can be extremely high.

Silicon-Based Non-Stick Systems: Silicon and oxygen atoms in long molecular chains, make silicone molecules with variants called silanes and siloxanes. Resins made from long chains with alternating silicon and oxygen atoms, when dried or suitably cross-linked, can result in non-stick coatings almost as effective as fluorine-containing coatings, but the price is usually lower and they apply better to most surfaces.

So as graffiti continues to exist, coatings manufacturers are getting creative and meeting the need for cost efficient good solutions to tackle the problem that wouldn't be a problem if there wasn't paint in the first place. ■

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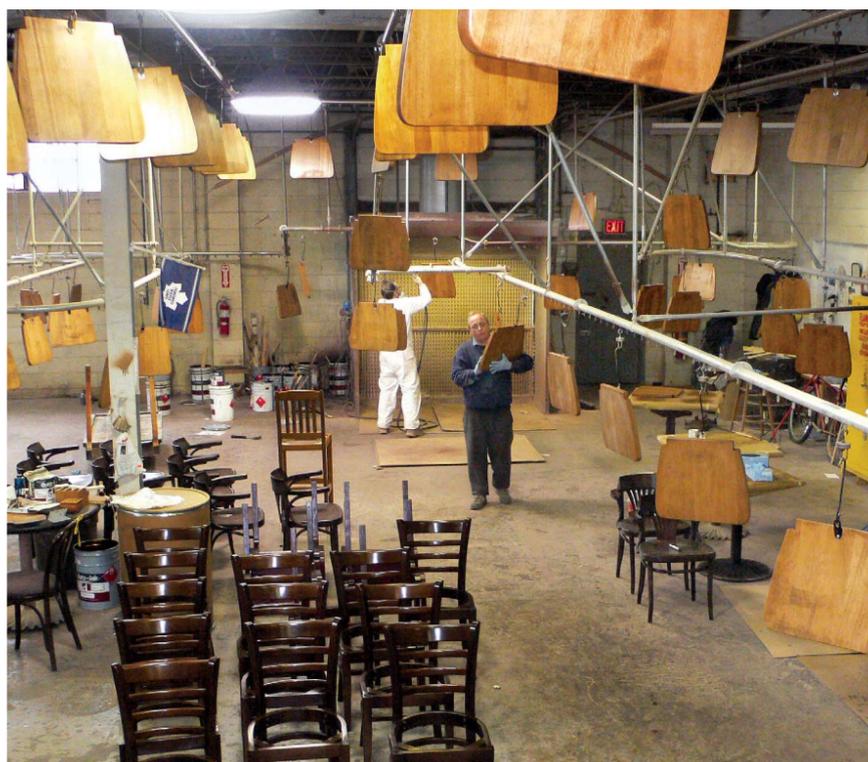
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When it was time for expansion this wood finisher thought 'over the top'

Small and mid-sized furniture manufacturers are often threatened with high volume, low margin orders, meanwhile, small facilities and manual handling methods can lead to disastrous quality and financial results. Canadian furniture supplier Contract Supply based in Mississauga, ON needed to automate its finishing operation in an already tight space.

Contract Supply (CS) has manufactured chairs and tables for the restaurant and hotel industry for over 20 years. Within their 65,000 square foot facility, CS handles all design, upholstery, assembly and finishing operations. As with most small and mid-sized furniture manufacturers, these processes were generally done manually. The company supplies high quality wood and metal products primarily to the commercial food service market including: hotels and resorts, restaurants, food courts, shopping malls, libraries, schools and health care facilities. They will even tackle large volume refurbishing and refinishing of customer's existing chairs and tables.

As business grew for CS so did the size of their jobs and eventually, CS was faced with the following production issues:

- There was a need to increase volume to accommodate the larger customers;
- Current space was limited;
- Their (wood) finishing process in particular (from sanding, staining, sealing and laquering) was 'back breaking' and time consuming;
- Smaller 'special' batch jobs were



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surfaces. Additionally, G-ShieldTM will not alter the normal appearance of the substrate and is resistant to commercial cleaning solutions, and aggressive brake fluids. The protected material can be cleaned numerous times without reapplication or damage to G-ShieldTM.

G-ShieldTM can be easily applied and because it is a



thin coating, G-ShieldTM is very economical – especially for large surfaces.

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still an important part of the business.

SHOPPING FOR IDEAS

Eugene Honcharuk, president of Contract Supply knew something had to be done to meet production demands and maintain efficiency, so he went to a trade show to look for ideas. One option Honcharuk was presented with was a cart-type floor conveyor system to move wood parts through the finishing process. Although this system would help improve production capacity, there were several drawbacks for CS. The



cart system would require drying ovens that would add to energy costs and would make the work environment hotter. In addition, the cart system would require an increased use of the already limited floor space.

Finally, Honcharuk was introduced to Pacline Conveyors of Mississauga, ON, and Buffalo, NY, and was presented with a system designed to free up floor space by making use of the currently unused ceiling space for the finishing process.

"I was up front in revealing that I did not have the capital to spend on a towline and ovens, particularly if it was going to increase my overhead and reduce my floor space," says Honcharuk. "Our paint shop was

already full of drying parts."

Pacline engineers assessed the situation at Contract Supply Corp. carefully reviewing all aspects of their finishing process including: space, production needs, variable parts sizing, drying times between the three finishing operations, etc. and the need to be able to continue to "batch process" the way they always did.

FREING THE FLOOR

Pacline recommended an overhead chain conveyor to create an automated finishing line that would allow increased production while freeing up valuable floor space. Pacline designed a system using their C-250 enclosed track conveyor. On a single conveyor line, wooden parts are taken through the entire finishing process (staining, drying, sanding, sealing, drying, sanding and final lacquer, drying). Pacline's system was designed to convey product from each spray booth up to the ceiling area and off the floor entirely. The ceiling area proved particularly useful as the warmer air helped accelerate the drying time between stain, sealer and lacquer applications.

"Many of the small shop owners we meet have small environmental rooms and don't want to disrupt or renovate in part because of the lost production time, as well as permit requirements," Pacline's General Manager, Karl Scholz, explains. "We were able to add the overhead conveyor to CS's shop without moving a single thing."

The new Pacline system allowed Contract Supply to take on high volume, low margin jobs effectively without interfering with their previous operation. They could continue to store small batches of low volume, specialty items on the floor beneath the overhead conveyor

without interference.

"We mounted the conveyor track at seven feet off the floor to allow batch carts and personnel to travel beneath without any restrictions," says Scholz.

SPECIAL CONSIDERATIONS

Custom hooks and rotators allowed the parts to move easily through all steps. Operators can spin the parts through 360 degrees so that all sides of the product could be finished. The conveyor is designed to travel through two elevations in the staining booth to accommodate staining of longer items. This ensures the correct ergonomics for the operator.

RESULTS

CS' investment in its business resulted in:

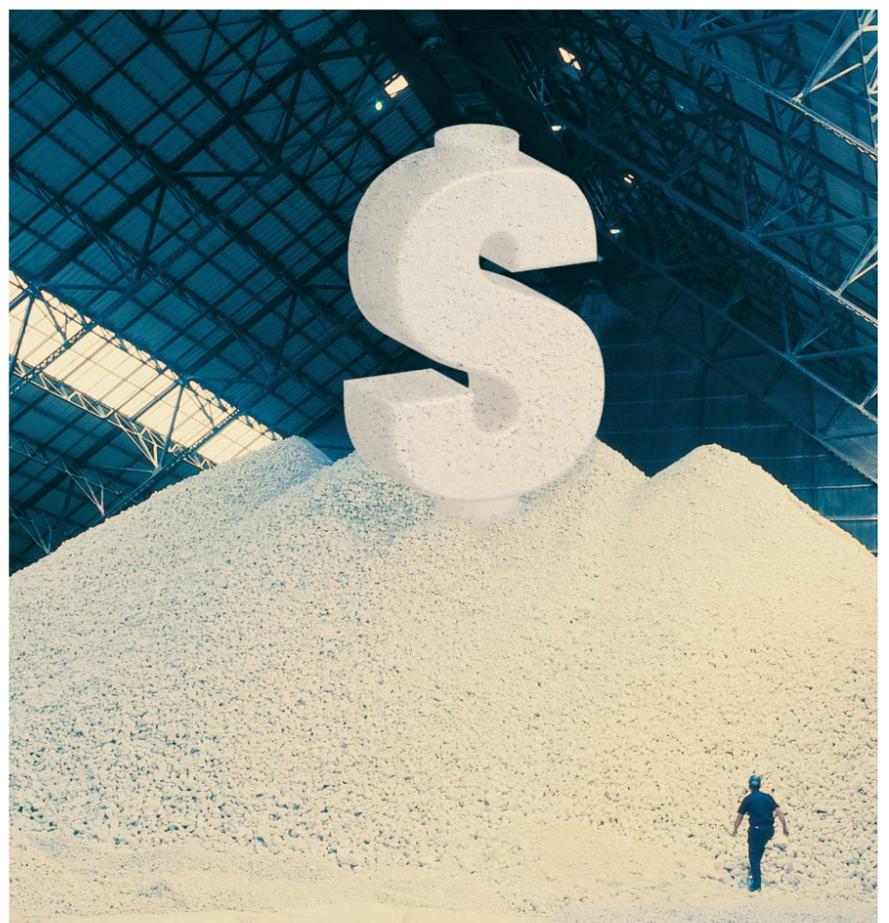
- Increased production capacity within current limited space.
- Reduced number of operators on finishing line.
- Improved ergonomics for operators.
- Low capital investment — Cost was <60K.

"I got everything I asked for, and more" says Honcharuk. "My floor



was cleared up, and I can still batch process awkward pieces. But I also got some things that I had not counted on. The finish conveyor has become an assembly line that is continuous and it regulates my employees. At first, our employees were apprehensive but now they are firm believers." He continues, "Ergonomics are improved, and we only load once and off-load once. They can see the product all along the moving line and know when they will be required at the various operations".

Honcharuk concludes, "Overall, I am producing higher quality products than my unautomated competitors, and at a better price, and that is what capital investment is all about".



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Wastewater as an Information System

BY JOHN SELDON



Water is a simple compound; two hydrogen atoms combined with a single oxygen. Try living without it. Simple, but essential for human life.

According to recent public news announcements, the water level of Lake Superior is at its lowest point in 80 years; the remaining Great Lakes show similar low levels. The amount of rain it would take to bring Superior back to its previous level is too much to fathom; best to get out the Ark.

How many of us have heard public speculation that the next world war(s) will be fought over water (fresh water) rather than oil? So much for quantity.

And yet our use of water as a conveyance for collecting, transporting and absorbing wastes in our commercial, industrial and residential facilities remains as an ill-understood, cheap commodity. Now we get to quality. The hydrogen and oxygen components aren't degraded, but as an almost universal solvent, water can carry many impurities long distances, especially in dissolved forms.

But perception is everything and by gosh if the water passing through your processes is called "waste water" I can guarantee you its assigned financial and functional value is next to zero. Even when especially large volumes are used - perhaps most of all when great quantities are sucked in by the cubic meter and subsequently spewed out altered for the worse, characteristic of the process it has passed through - the relative cost for production or treatment of goods is modest.

Let's rename that "waste stream" to a "Transient Information Fluid Stream" (TIFS). It is not unlike that of the information dense Internet data highway.

Consider two of the components of that name:

- **Transient/Information:** Water used in the production of products is typically on the go; it comes into the plant for a

variety of uses and exits when those services are finished. It may get caught in a holding lagoon at the end and stay around for awhile, but for the most part, water discharging from a finishing facility goes to a municipal sewer or, less likely, directly to natural watercourse. It passes through our systems without saying "Hello" or "Goodbye". We hardly get to know it before it is replaced with clean, fresh water, usually fit for consumption by the public at large. It passes through our plants like it passes through ourselves; it is always being replenished. Any one volume is not here to stay. But water tends to travel and just like a virus that spreads its noxious characteristics, poor quality water may cycle right back to us if not simply from the discharger working upstream.

- **Entering your plant as a raw ingredient** - but from a public safety perspective, drinking water clean - it has any number of characteristics that may or may not require attention. Hardness chemicals may have to be removed to protect your boiler tubes. Otherwise, it passes through your production system, picking up information as it goes - a level of chrome here, copper there and maybe some gold along the way. From a waste point of view, these new components need to be removed - from an information point of view these additions to the fluid stream inform the operator of his process efficiency. Your "waste" stream is a source of production information. Those adding any variety of chemicals to their supply water stream need to consider what is used and what is lost.

It is easy for those of us who work in the wastewater area to forget that those who make use of water as an information medium -

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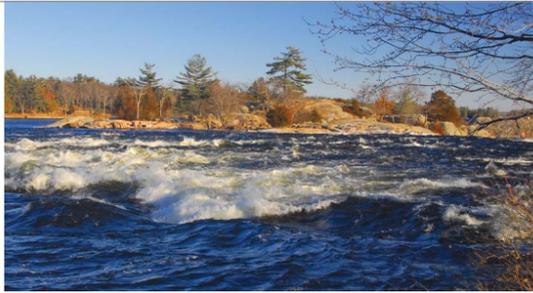
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or simply as wastewater - are often generating products of superb quality and finishes ranging from high end papers through auto and airline parts. The water has been used, not abused, and many individuals work diligently to then return the water stream to the quality that regulators impose and natural watercourses demand. In that spirit, here a few hints for undertaking both the manufacture and the water reclamation that the writer has garnered from these past number of years working in wastewater.

PERSONNEL

The most effective wastewater operations invariably include a person or a number of operators who are delegated to wastewater treatment alone. Inevitably, they are knowledgeable about all sources of wastewater in the plant and work with the systems' supervisors to minimize expensive additives becoming costly contaminants entering the wastewater stream. Also they are trained and dedicated to the wastewater treatment equipment used at their plants. They are not spun off to perform production work. Well trained personnel committed to wastewater treatment is a wise and responsible investment.

METERING

Knowing the volume of raw water that is used in general or through any one process stream is critical in understanding and handling wastewater. Flow values are very frequently poorly monitored. Also, the meters themselves are often installed and forgotten and their values are simply assumed to be accurate. Do a "draw and fill" test on as many meters as possible and establish if the volume recorded by the meter is what is actually drawn. Have spare meters available.

AUTOMATIC/REMOTE OPERATION

Instrumentation for performing automatic process steps or allowing remote operation will get better and better; but they should not be used as a substitute for experienced personnel. Any automatic device carries with it the need for regular inspection and calibration and this is best done in-house rather than depending on outside contracting. Automatic devices aid personnel, they don't and shouldn't replace them.

DATA COLLECTION, INTERPRETATION

Recently the writer has had the great good fortune to review a large amount of waste management data that a client had collected and summarized through a capable staff. The information was stored in an electronic database that allowed considerable flexibility on how to be displayed and served the purpose for which it was gathered. I was using it for an extended, related purpose. Because it was well summarized I was able to make purposeful use of the material - saving the client a good deal of time and cost as the base information did not have

to be collected first - it was already done - and in this case on a waste management product.

DATA VALIDITY, REPEATABILITY

Periodically step back from those information pieces - flow, substance concentration - that you regularly test for and examine assumptions associated with their collection. Try this by assigning the task of evaluation to an outsider - though knowledgeable in the area to be reviewed. Do the assumptions make sense? Is the data valid? Is the data valuable? Included with this is a review of the data against time. How does the data change with the seasons, with production levels - does it change at all? Remember it is still useful to track data against time even where it seems the levels measured of any particular contaminant stay the same. When there is a spike - up or down - you can pinpoint it to the day and maybe to the shift.

SLUDGE AND POLYMER USAGE

In many wastewater systems, sludge is accumulated and needs to be disposed of in some appropriate manner - such as a sludge cake. This typically involves conditioning the sludge before passing it through some mechanical device such as a pressure filter or belt filter press. Using polymer under these conditions is an "all or nothing" process. That is, if you add polymer at the rate needed to get a good cake in a short cycle time (say, across a pressure filter) you are on the right track. If you feel you can save money by adding only 90 per cent of the polymer needed, your cake will be poor, the cloths of the filter will be coated with wet sludge and the cycle times will go out of site. Add sufficient polymer to get the sludge to "break" prior to dewatering and you are okay; anything less and you get a mess. Typical for dosage rates is to measure polymer addition as "kg of polymer per metric tonne dry solids"; know this calculation. Call me if you need help.

MASS BALANCE

What goes in must go out. The waste stream's flow and contaminants' concentrations can be used to calculate the amount (mass) of any and all materials found in the wastewater stream. After treatment, these same contaminants should also be able to be accounted for, in their final form. Do the calculations for before treatment and after treatment and see if there is a mass balance. This is a very valuable tool. Once done it may be undertaken upstream as well, accounting for all levels of each chemical added to the process and then the wastewater streams. This is a valuable source of information and should not be overlooked.

That's about it for now. Water supply is limited and we all have a vested interest in the water that is available being of good quality. Encourage good communication between production personnel and those dedicated to wastewater treatment in an effort to minimize not only the level of contamination in the wastewater - or "transient information fluid stream" - but the costs of cleaning it up after the fact.

John Seldon is president of Temporary Operations & Maintenance Inc., Port Burwell, ON, and has 35 years experience in the industry.

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and a Management Symposium dealt with Financial Planning & Human Resource Management, and Customer & Operations Management.

An opening reception on show floor was followed by an Industry Night Party at the Rock & Roll Hall of Fame.

The last day of sessions featured: Light Metals Finishing; Automotive Supply Chain Trends; Surface Finishing Testing; Process & Environmental Symposium; Organic Finishing; Global Surface Finishing Trends and Process & Environmental Symposium

SUR/FIN ended with a reception on the show floor.



Bunker Crawford From Kontek Ecology Systems, Burlington ON and Don Downey of Purolite Canada at SUR/FIN 2007 in Cleveland OH.



Joe Brinkman of JBC Ltd., Chatham ON chats with Art Brooks from KCH

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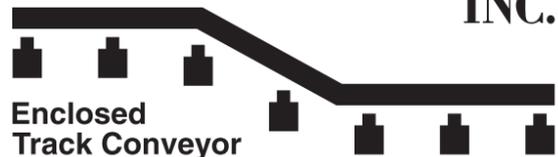
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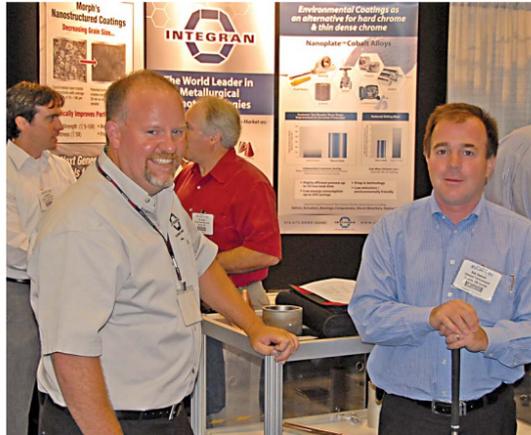
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FIN-X '07

Innovative Finishing Technology for Finishers

FIN-X '07, the international conference and expo for industrial finishers, Sept. 17 - 20, 2007 at the Indiana Convention Center, Indianapolis, IN, has a show floor packed with exhibitors who are exhibited their newest and best.

New this year is a finishing demonstration lab where conference attendees get a hands-on chance to spray powder coatings and use the VirtualPaint™ training system for simulation of liquid fin-

ishing; a technical session on powder coating conducted completely in Spanish; and a timely keynote address from author Mike Collins on "Saving American Manufacturing." The informative technical conference is designed to answer a finisher's needs with information and training.

"We believe people still want to feel and touch the products they buy," says Anne Goyer, FIN-X Conference & Show Manager.

"Trade shows are the only place where finishers can meet in person with current & potential suppliers to learn how to use new products and technologies to improve their finishing operations." She adds, "Under the direction of finishing industry technical expert, Rodger Talbert, our outstanding conference program offers an unmatched series of technical presentations. With our on-floor demo area, also under Rodger's direction, and exhibiting companies that encompass all finishing technologies, this will be a new way for attendees to combine their conference & show floor experiences."

Registration fees have been reduced this year. "Our goal is to attract and educate more finishers by offering an outstanding event at a reasonable cost," Goyer notes. "We feel we have accomplished that with FIN-X '07."

FIN-X '07 is hosting two events that will donate proceeds to charities: A Monday Night Football Party and a 5K Race/Walk for Fun. The later, sponsored by Nalco, this long-standing event at shows has donated thousands of dollars to charity over the years.

FIN-X '07 is sponsored by five of the leading industry trade associations: The Chemical Coaters Association, The Electrocoat Association, The Society of Manufacturing Engineers, The Porcelain Enamel Institute and the Infrared Div. of the Industrial Heating Equipment Association, along with Products Finishing magazine.

To make the most of your show experience, visit: www.fin-xshow.com and the Map Your Show feature.

SEPTEMBER 17 - 20, 2007
INDIANA CONVENTION CENTER
INDIANAPOLIS, IN, USA

The International Expo & Conference for Industrial Finishers

EXHIBITORS & SHOW HOURS

Show Days & Hours

Tuesday, September 18: 10:00 AM - 6:00 PM

Wednesday, September 19: 10:00 AM - 6:00 PM

Thursday, September 20: 10:00 AM - 2:00 PM

ACE Equipment Co.	Booth 1039
ACT Test Panels Inc.	Booth 928
Alliance Plastics	Booth 1337
American Finishing Resources	Booth 637
American Ultraviolet	Booth 512
Amiberica	Booth 1413
Appliance Magazine	Booth 1321
Associate Rack Corp.	Booth 506
Automatic Systems Inc.	Booth 519
AutoQuip, Inc.	Booth 1312
Becca Inc.	Booth 738
Bethel Engineering & Equipment, Inc.	Booth 701
BEX Spray Nozzles	Booth 1308
Bulk Chemicals, Inc.	Booth 720
Calvary Industries Inc.	Booth 801
Can-Am Engineered Products, Inc.	Booth 906
Canadian Finishing & Coatings Manufacturing	Booth 1235
Caplugs/Niagara Caps & Plugs	Booth 724
Carpenter Chemicals, Inc.	Booth 1230
CBG Technologies	Booth 532
CentraSep Technologies	Booth 1434
Challenge Inc.	Booth 601
Chemco Mfg.	Booth 1209
Chemetall Oakite	Booth 719
Chemical Coaters Assoc. Intl.	Booth 1019
ChemStation International, Inc.	Booth 732
Clearclad Coatings Inc.	Booth 507
Col-Met Spray Booths	Booth 1324
Coral Chemical Co.	Booth 1113
Culligan International	Booth 1234
Datapaq, Inc.	Booth 927
DC Coaters Inc.	Booth 731
DeFelsko Corporation	Booth 700
Delta Coatings Corp.	Booth 1412
Diamond Vogel Paints	Booth 1006
Dove Equipment Co.	Booth 518

DriQuik Div. CCI Thermal Technologies Inc.	Booth 1331
DSM Desotech	Booth 713
DuBois Chemicals	Booth 901
Dux Area	Booth 1307
Echo Engineering	Booth 810
EIC Group Inc.	Booth 932
Eisenmann Corp.	Booth 711
Elcometer Inc.	Booth 813
Electro-Steam Generator Corp.	Booth 600
The Electrocoat Asasociation	Booth 1206
Elektro-Physik USA Inc.	Booth 904
EPSI	Booth 830
Exel North America	Booth 1001
EZ Environmental Solutions Corp.	Booth 511
Fanuc Robotics	Booth 527
Finishing Machine, Inc.	Booth 730
Finishing Today Magazine	Booth 1313
Fischer Technology Inc.	Booth 501
Fostoria Industries, Inc.	Booth 1201
Galaxy Associates	Booth 1225
GE Water & Process Technologies	Booth 500
General Fabrications Corp.	Booth 706
GF Piping Systems	Booth 531
Global Finishing Solutions LLC	Booth 630
Graco Inc.	Booth 912
Great Lakes Pump & Supply	Booth 805
Greenkote IPC	Booth 1327
Guspro Inc.	Booth 803
Henkel	Booth 1013
Hentzen Coatings Inc.	Booth 1032
Herr Industrial, Inc.	Booth 729
Hilliard Corp.	Booth 631
Houghton Metal Finishing	Booth 1400
HunterLab	Booth 704
Infrared Equipment Div. IHEA	Booth 1301
Iowa Waste Reduction Center	Booth 1110
Kawasaki Robotics	Booth 835
Keppel Seghers Inc.	Booth 514
KMI Systems Inc.	Booth 1211
George Koch Sons, LLC	Booth 1027
Kolene Corp.	Booth 815
Lauyans & Co., Inc.	Booth 627
LDPI Lighting	Booth 1427
Lubrication Service & Systems, Inc.	Booth 1108
MacLellan Integrated Services	Booth 622
Magic Rack/Production Plus Corp.	Booth 1026
Markal	Booth 1114
Metal Finishing Magazine	Booth 1207
Metokote	Booth 1125

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Mighty Hook Inc.	Booth 1131
Mighty Lube Systematic Lubrication	Booth 829
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Pneu-Mech Systems Mfg. LLC	Booth 1007
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The Powder Coating Institute	Booth 1332
Powder Parts Inc.	Booth 1415
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Uni-Spray Systems Inc.	Booth 831
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Wagner Industrial Solutions	Booth 1119
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Wheelabrator Group	Booth 624

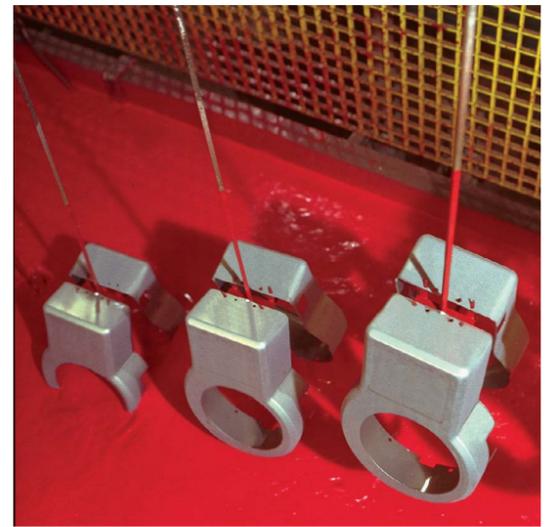
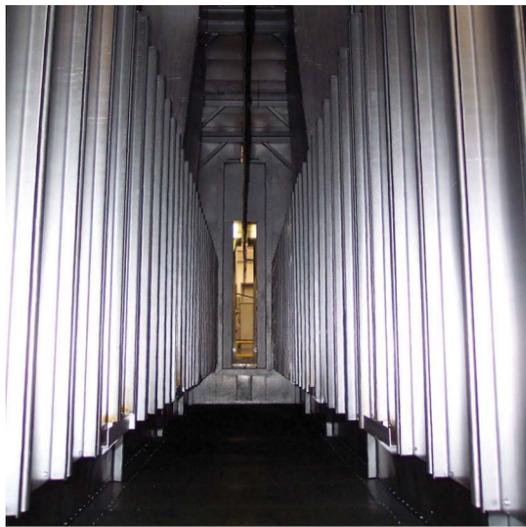


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After over a decade, Toronto welcomes the International Coatings Expo, October 3-5, 2007 at the Metro Toronto Convention Centre, downtown, Toronto, ON. The show is expected to attract coatings professionals from over 63 countries and features products and services used in the development, manufacturing, testing, and application of protective and decorative paints, coatings, inks, adhesives, and construction chemicals. The Federation of Societies for Coatings Technology (FSCT) will offer a variety of workshops, designed to help attendees "think outside the box," whether they are being introduced to coatings fundamentals or exploring the use of nontraditional raw materials and processes. ICE features FutureCoat, a major technical conference, introduced last year, which examines the most innovative methodologies and applications shaping the future of the coatings

industry. This intense program features highly focused tracks, with sessions ranging from green chemistry, formulation, pigments, waterborne, clearcoats, and pre-treatments. General interest sessions will examine such topics as corrosion, nanotechnology, weathering, and instrumentation.

New this year, Wednesday show hours (12:00 noon to 5:00 p.m.) will be devoted entirely to the exhibits. Also, by request there is a New Product Showcase this year, as well as a Student Welcoming Committee this year designed to introduce students attending ICE to the many different aspects of the Coatings Industry.

Toronto is an inspiring setting for "green" meetings and conventions and was ranked the sixth greenest among North American cities excelling in hosting green conventions in 2006 by Meetings and Conventions magazine.

For more information about Toronto visit:

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FUTURECOAT REACHES OUT

Introduced in 2006, FutureCoat is the industry's key technical conference that explores the most innovative methodologies and applications shaping the coatings industry. Distinguishing this program are highly focused tracks by industry leaders that can be followed over all three days of programming. With something for everybody, topics range from green chemistry, formulating, pigments/additives, and manufacturing, to instrumentation and analysis. In addition, general interest sessions will examine such topics as corrosion, nanotechnology, weathering/durability, and high throughput.

FutureCoat opens on Wednesday afternoon, October 3, with a Keynote Address presented by John

Warner of the University of Massachusetts.

In total, the FutureCoat Program Committee has put together an intensive 80-plus technical presentations highlighting the ICE 2007 theme of "Clean-Lean-Green: Innovative Solutions for the Global Coatings Community."

One special technical session is about REACH (registration, evaluation, and authorization of chemicals) legislation, passed by the European Union, which requires all companies who do business within the EU to register their chemicals based on safety and environmental regulations. This legislation, which came into effect June 2007, will have an impact on thousands of chemicals, particularly those in the coatings industry.

To help companies prepare for the impact of REACH legislation, the FSCT has developed a technical session to be offered during ICE 2007, scheduled for Thursday, October 4, at the Toronto Convention Centre. The one-day program will encompass presentations from all areas of the industry, and will provide information for raw material suppliers, formulators, and downstream users.

INTERNATIONAL COATINGS EXPO 2007 LIST OF EXHIBITORS

(as of August 21, 2007)

Exhibitor	Booth Number	Exhibitor	Booth Number	Exhibitor	Booth Number	Exhibitor	Booth Number
20 Microns Ltd.	1004	Degussa Corp.	1601	Jiangsu Sanmu Group Corporation	1003	Revelli Chemicals, Inc.	807
Aceto Corporation	922	Degussa Engineered Carbons, LP	1603	Journal of Coatings Technology and Research	402	Rhpoint Instruments Ltd.	509
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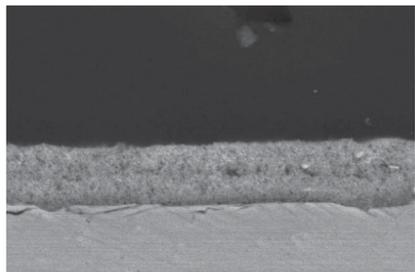
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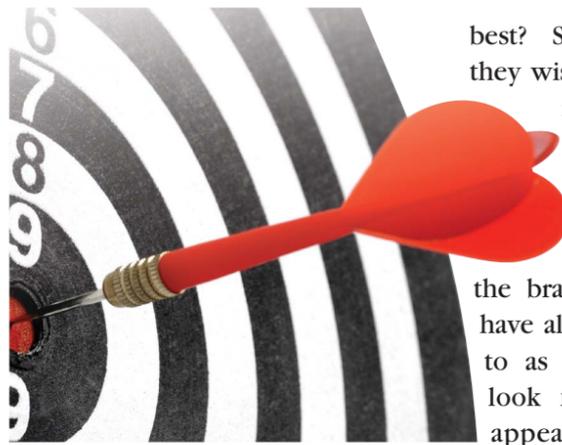
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much or got a bargain.

As we discuss financing of an acquisition, I think we are all aware of the basics. With interest rates hovering around 5 per cent depending on where you are in the world, financing an acquisition is not difficult. If a firm is making a hundred million dollars in pretax income, that is the equivalent of the interest cost for one year on a debt of two billion dollars. Further, if you pay for the acquisition via stock or a combination of stock and cash, you can easily finance substantially more. The one truism in this world that is global by definition is that banks only make serious money when they loan it out and obtain a better return on the funds than what they pay their depositors. As banks become larger and larger, they have continuing issues with finding places to loan ever expanding pools of funds. So the reality is that banks have money to lend and a need to lend it.

In the event that a firm has been acquired, there are substantial issues that need to be addressed. Until the acquisition, the firm probably knew what they were doing. They had

planned out marketing and product strategies for the next five years or so, determined capital cost requirements, done significant analysis of market conditions and factors involved, and possibly even entertained the potential for acquiring a smaller player in their own marketplace to fulfill their own requirements. Now it has all changed. No longer forward thinking, management has to first and foremost, deal with the new owners, all the while looking over their shoulders to see if their carefully crafted career path has been put in jeopardy. They need to decipher what the owners want from their investment, what the owners perceive as a required return on investment, and how they are going to accomplish it. All companies go to their stakeholders and tell the same story. We are going to spend "x" amount of money on the acquisition, the fit is great and we expect to save a substantial amount with the synergies that will be created by the merging of the firms. For those who have been purchased, I suggest you beware the synergy discussion. This is another way of saying, "We can use our people to do



the job so your people are now redundant". In other words, let's lay off some people and make you more profitable so we can pay for the acquisition.

One of the other ways to pay for the acquisition is to slash cost and spending to increase profitability. One area that feels the axe almost immediately is the marketing budget. There are very few areas where you can cut with no apparent immediate short term effect but this is one. It is also, I suggest, the most ridiculous decision that can be undertaken. If I wanted to purchase the company due to its market share or brand, why would I undermine the brand by slashing the budget that supports the brand

best? Some firms rationalize that they wish to undertake a strategic review of the brand, but in most cases, this is none other than buying time for them to learn rather than trust those who built the brand in the first place. We have all seen it and will continue to as acquiring companies will look for short term gains to appease shareholder or bank concerns. No matter the reasons given, such knee jerk reactions give the competition a great opportunity and competitors should look at this as an opportunity.

Over the next few years, mergers and takeovers will continue, some large enough to garner public interest and some small enough to stay under the radar. As markets shift, the needs of maturing companies will only be able to be satisfied by purchasing other firms.

One thing is true. If a firm is not growing, it will become a target.

Brian Jones is owner of B.E. Jones & Associates, a private consulting firm and can be reached via brian.jones@CFCM.ca

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