Global Webinar for Paint Industry on Eliminating Lead in Paint

Industry Perspective

Restricting Lead Use in Paint

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The World Coatings Council

• Established 1992 to advance the interests of the organizations representing the paint and coatings industry around the world.
• Granted Official Consultative Status with the UN ECOSOC, IMO, and UN Environment – supporting the UN and its partners in many areas.
• Supporter of the Global Alliance to Eliminate Lead Paint/Lead Paint Alliance (LPA) since the initial formative efforts in 2010, building on WCC’s established 2009 policy statement on lead restrictions.
WCC Associations and Member Companies
Have Officially Become Partners to the LPA

- ABRAFATI Associacao Brasileira dos Fabricantes de Tintas (2016) - Brazil
- American Coatings Association (ACA) (2016) - USA
- Asociación Española de Fabricantes de Pintura y Tinta de Imprimir (ASEFAPI) (2017) - Spain
- Asociación Nacional de Fabricantes de Pinturas y Tintas A.C. (ANAFAPYT, A.C.) (2016) - Mexico
- Association of Turkish Paint Industry (BOSAD) (2017) - Turkey
- AkzoNobel (2015) – The Netherlands
- Australian Paint Manufacturers' Federation Inc. (APMF) (2016) - Australia
- British Coating Federation Ltd (BCF) (2016) – United Kingdom
- Canadian Paint and Coatings Association (CPCA) (2016) - Canada
- Fendwall Paints and Chemical Products (2016) - Nigeria
- German Paint and Printing Ink Association (VdL) (2016) - Germany
- World Coatings Council (previously IPPIC) (2013) - International
- Jotun A/S (2016) – Norway
- Malaysian Paint Manufacturers’ Association (2017) - Malaysia
- Nano Science and Electronic Communication (NASEC) (2017) - Switzerland
- Pacific Paint (Boysen) Philippines, Inc. (2015) - Philippines
- Philippine Association of Paint Manufacturers (PAPM) (2017) - Philippines
- Portuguese Paint Association (APT) (2016) - Portugal
- Powder Coating Research Group (2019) - USA
- Swiss Coatings Federation (VSLF) (2016) - Switzerland
- VES SA (2019) – Romania
- Federation Francaise des Industries des Peintures, Encres, Couleurs, Colles et Adhesifs, Preservation du Bois (FIPEC) (2016) - France
Example: Industry Supports the LPA
At UN-Sponsored Workshops, Industry Events, and National Government Forums to Help Spread the Word on Eliminating Lead Use

Regional Workshop for Latin America and the Caribbean
12-13 June 2019
“The World Coatings Council (WCC) notes the long-standing effectiveness of lead-use restrictions that are already in place in many jurisdictions around the world and recommends their widespread adoption by authorities not currently regulating the use of lead in paint and printing ink. To this end, the WCC supports the UN’s Lead Paint Alliance “Model Law”, as a useful starting point for both government and industry to collaborate on developing restrictions that ensure widespread and verifiable compliance.”
WCC’s Commitment to Advance the Goals of LPA

• Increase industry understanding of the potential human health and environmental risks associated with continued use of lead in paint.

• Reinforce the technical reformulation requirements that:
  • Allow for compliance with (applicable) lead use restrictions in paint.
  • Provide for alternative products that meet performance requirements.

• Establish a “level playing field” for manufacturers by actively engaging with governments (and their associated regulatory agencies or official agents) in the development and enforcement of lead use restrictions
Evolution of Lead Use Restrictions

Has Tracked with “Awareness” of the Problem

- Worker exposure to lead (1916)
- Ingestion of “paint chips” by children (1952)
- Environmental impacts (1964-1977)
  - Air pollution control (i.e. in structural steel painting)
  - Water pollution and waste management
- Lead dust in housing from “deferred maintenance” (1988-1992)
Industry Conformance with Existing Restrictions

Understanding the Market

Global TOTAL paint and coating production is 46.4 billion liters annually

- Europe produces 18% of the global total
- North America produces 12% of the global total
- Asia Pacific produces 54% of the global total
  - 20% of this production in Asia Pacific is in “unregulated” countries
- Latin America produces 9% of the global total
  - 33% of this production is in “unregulated” countries
- Rest of the World (ROW) produces 7% of the global total
  - 28% of this production is in “unregulated” countries

SUMMARY – 15% of global production of paints and coatings is done in countries that do not regulate the use of lead compounds.
Multinational Commitments to Lead Restrictions
Sought by LPA and Delivered

- LPA industry partner commitments are noted on the UN website, and public statements by industry in support of the goals of the LPA continue to be noted by UN officials and advocacy groups.

- But the focus of LPA advisory effort is on SME’s, which may lack the resources to undertake reformulation challenges, establish access to required alternative raw materials, and struggle to address any economic challenges.

- At the same time, the reformulation effort has positive impacts for SME’s, allowing access to larger regional and even global markets where conforming products are required.

- Based on the available data, if ALL SME produced paints intentionally used lead compounds (and they don’t), the industry believes that less than 4% of global coatings production might require reformulation, such has been the success of collective outreach efforts under the LPA.
Waterborne Paints

Never Used Lead Compounds and Increasing Global Market Share

Architectural and Decorative Paints > 85% Waterborne and Lead Free

Mostly Industrial and Professional Use Products
90 ppm in the UN Model Law
Applies to the Incidental Presence of Lead as a Contaminant

- The UN Model Law references 90 ppm as the lowest, technically achievable residual (not intentionally added) lead content currently in established laws and regulations.
- If available information indicates industry may not be able to consistently meet a 90 ppm limit for some paints, a reasonable, appropriate, somewhat higher limit could be considered for those paints.
- The LPA FAQs note that in the context of marine antifouling paints a 90 ppm limit may not be consistently met.
- Industry needs to work closely with governments and other stakeholders to address this issue.

Source of Cited Concentrations: Averages calculated from data in Tables 11-14. 2018 IPEN Mexico Study. NOTE: Percent reduction calculations affirm a 600 ppm residual limit eliminates 99.3% of the lead in pigmented enamels, and a 90 ppm limit eliminates 99.9%.
Government Action on Lead Restrictions
Gets Widespread Industry Support When It...

• Advances the established public health rationale.

• Integrates the UN-provided technical reformulation guidance and directs the required focus of industry (including timeframe for compliance).

• Addresses the very real problem of available laboratory capacity and testing.
  • SOLUTION: Support “conformity assessment” – a flexible way to achieve compliance giving industry suppliers and company laboratories a role in compliance verification.

• Embraces a harmonized approach.
  • Affirming that national producers can, in fact, have access to international markets.
Goals of UN LPA Will Advance Quickly
When All Stakeholders Acknowledge That...

• Different legal instruments for mandatory compliance can be used to eliminate lead from paint.

• The existence of different residual limits does not compromise the effectiveness of lead use restrictions.

• Different test methods are available, and all are similar in effectiveness.

From industry’s perspective, there is value in seeking common ground on CONFORMITY ASSESSMENT.... Paint product testing done for one country or by one laboratory (using comparable methods) should be accepted as evidence of compliance in another country.
The Take Home Message

• Industry supports lead use elimination.

• Collaboration among stakeholders has been the key to progress.

• UN/CPC Reformulation Guidelines are available for SMEs.

• All parties must continue to embrace CONFORMITY ASSESSMENT.
Thank you!

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