Testing of Paint Reformulation Guidelines and the Reformulation Results in Indonesia

Validation workshop
21 April 2021

IPEN - Nexus3 Foundation
The Feedback on the Guidelines

• We have conducted two consultation meetings with the Paint Industry Association (APCI) to review the draft guideline.

• In general, they did not have critical technical concerns, mostly regarding to the specific terms that we used after being translated into Bahasa Indonesia.

• Some terminology not familiar to Indonesian’s paint stakeholders

• Impact of lead paint to workers, children and human health need to be added.
## Reformulation overview in Indonesia

<table>
<thead>
<tr>
<th>No.</th>
<th>Participating SMEs (Reformulation Status)</th>
<th>Type of Products</th>
<th>Use</th>
<th>Quantity of production of Lead paints</th>
<th>Type and the quantity of lead-containing raw materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PT Rajawali Hiyoto (S6)</td>
<td>Water based and solvent based</td>
<td>Decorative paints, Protective paint, automotive, sports field</td>
<td>(Waiting for the info)</td>
<td>Brand : Sendai (Fourth Quality) Shades : RAL 1003 (Signal yellow), 1007 (Daffodil yellow), 1021 (Rape yellow), 2004 (Pure orange), 2009 (Traffic orange), 3000 (Flame red), 3020 (Traffic red). Total production for Sendai: x Kg</td>
</tr>
<tr>
<td>2</td>
<td>PT Mataram Paint (S7)</td>
<td>Solvent based</td>
<td>Decorative paint, primer coat</td>
<td>Not Stated</td>
<td>Bright colors (Red, Yellow, Orange)</td>
</tr>
<tr>
<td>3</td>
<td>PT Bital Asia (S6)</td>
<td>Water based and solvent based</td>
<td>Decorative paint (interior and exterior), Wall paint, marine coatings, polyurethane, waterproofing,</td>
<td>(Waiting for the info)</td>
<td>Bitaguard 605 (Golden Yellow) : X Kg Bitalac (Golden Yellow) : X Kg</td>
</tr>
<tr>
<td>4</td>
<td>PT Sigma Utama (S6)</td>
<td>Water based and solvent based</td>
<td>architectural, industrial, road-marking, car refinish, anti-corrosion, furniture</td>
<td>(Waiting for the info)</td>
<td>All colored decorative paint products : Yellow (X Kg), Chrome yellow (X Kg), and Lemon Yellow (X Kg)</td>
</tr>
<tr>
<td>5</td>
<td>PT Pelangi Cemerlang (S4)</td>
<td>Water based and solvent based</td>
<td>Decorative paints, automotive and industrial coating or for furniture (Alkyd, acrlylic)</td>
<td>Not stated</td>
<td></td>
</tr>
</tbody>
</table>

*List /numbers of SMEs: 5 signed the MoU, four more companies are in the process of MoU signing*
Paint products to be reformulated
Reformulation Results of Selected Products

- Details of results will be available in May 2021
- One company has completed Stage-7
- Three companies are in the process of trialling the colours of choices at Stage-6
- One company are still at Stage-4
Drivers and barriers to SMEs reformulation

Drivers
- Company policies and strategies
- Supplier availability
- Competitive price
- Pressure from consumers
- Government support
- Paint industry Association Commitment

Barriers
- Covid Pandemic
- Lack of regulations
- Colours availability
- Business Competition
The Economic Evaluation of Reformulated Paints

- Clariant Indonesia:
  - The price that have been issued by the company when they use organic pigments is ranging between 30-40% higher than lead-based paints.

- Rajawali Hyoto:
  - The lead-based pigment average price is 6.25 USD per kg
  - The organic pigment average price is 20.3 USD
  - The cost of organic pigments is around three-folds of lead-based pigments
Lessons learned and best practices

• Approached companies through the paint industry association (APCI)

• Approached SMEs through individual contacts (APCI members and Non-APCI members) that we have since started lead paint project in 2012 (Switch-Asia funded project)

• Maintain good relationship with pigment providers since 2014 (Switch-Asia project)

• One on one company communication intensively

• Coordinate and discuss privately with each prospective partner company
Influence of lead paint laws on reformulation

• IPEN, Nexus3, and ICEL are currently conducting review of regulations related to lead in paint and identifying the potential new regulations that have to be develop by relevant ministries and agencies.

• Several NGOs submitted a joint letter to the MoI and National Standard Agency (BSN) demanding the revision of 600 ppm standard to 90 ppm.

• Public pressures through online petition at change.org has gained more than 11,000 supporters.

• Conduct several webinar consultation with policy makers, paint industry association and, pigment providers the pilot companies.

• Supporting regulations:
  • Import duty waived for organic pigment (fiscal incentive)
  • Requirement of local content in infrastructure projects procurement
Conclusions and the way forward: views on the future of reformulation in Indonesia

- Market sampling 2021: 68.3% have Pb > 90 ppm, max 250,000 ppm
- New standard for lead in paint 90ppm will be issued by BSN by the end of 2021
- Apply the new regulation for all paints
- Educate the consumers and more pressure from them
- Procurement for all public buildings will use lead-free/lead-safe paint
- Guidelines for repainting and lead paint removal to be prepared by the MoEF
Thank you
Terima Kasih

For further information, please contact:

Yuyun Ismawati, Nexus3 Foundation
yuyun@nexus3foundation.org

Sonia Buftheim, Nexus3 Foundation
sonia@nexus3foundation.org

Jeiel Guarino, IPEN
jeielguarino@ipen.org