

ACS SHOW[®] 2024 DAILYONE

The Show and Conference Daily | www.american-coatings-show.com | April 30, 2024

Showtime for the ACS 2024

The American Coatings Show and Conference opens today



The time has finally come: the American Coatings Show and Conference (ACS/ACC) opens its doors today and runs through Thursday, May 2, at the Indiana Convention Center. As in 2022, the conference takes place simultaneously with the show for even greater synergies.

The ACS is the coatings industry's premier North American event and will feature the whole industry portfolio, including coatings raw materials, adhesives raw materials, laboratory, production and packaging equipment, and testing and measuring equipment.

586 exhibitors will showcase their latest developments on 138,600 square feet of exhibition space. This means that the show is sold out!

The ACS is again hosted by AC Media in collaboration with American Coatings

Association (ACA) and Vincentz Network (VN). Cheryl Matthews, vice president of Events and Expositions at ACA, and Matthias Janz, director Trade Shows in the Coatings Division at Vincentz Network, are excited about the upcoming show and conference.

"AN UNPARALLELED PLATFORM"

"The show offers an unparalleled platform and presents a unique opportunity for meeting with customers in person and developing new business relationships," says Cheryl Matthews.

Janz agrees: "I am thrilled about this edition of the ACS, as it promises to be a dynamic platform for industry leaders, innovators, and exhibitors to converge and showcase the latest advancements in coatings technology."

The American Coatings Conference will offer a comprehensive overview of advancements in coatings formulations, as well as key technological developments. The program consists of nearly 100 presentations, divided into 16 thematically structured sessions.

Dr. Robert Roop, senior vice president and chief technology officer at Axalta Coating Systems, will provide the keynote address.

The 2024 event is expected to exceed records from the American Coatings Show 2022 - the first after the pandemic, which drew 365 exhibitors and more than 7,000 visitors, while the conference attracted roughly 650 attendees.

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

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AC SHOW

High Expectations for Industry Connections and Engagement

ACA and Vincentz Network welcome you back to Indianapolis for the ACS 2024



J. Andrew Doyle

**President & CEO
American Coatings Association
Booth #1888**

I am delighted to welcome you to the American Coatings Show and Conference 2024 (ACS/ACC)! The American Coatings Association and Vincentz Network are excited to return to Indianapolis to offer a coatings industry platform for high-level learning and engagement.

The last ACS/ACC held in 2022 was a tremendous success. We've built on that to ensure this concurrent learning and networking event surpasses all expectations and is a truly valuable showcase for the coatings industry's latest products and technological advancements.

We've curated a robust conference program for members of our industry's technical and scientific community. We are excited to bring them together with leaders


and students from the academic world of coatings science for a high-level learning experience.

With the theme "Innovations in Coatings Technology: Shaping Our Future," the conference will officially kick off this afternoon, featuring a keynote address from Robert K. Roop, senior vice president and chief technology officer at Axalta Coating Systems. His message, titled "Coatings Innovation in the Future: Sustainability and Performance," will be followed by several days of intense learning. Industry professionals have the opportunity to customize their experience, choosing from 16 topically focused tracks with more than 90 individual sessions to immerse themselves in a wide range of topics presenting the most recent advancements in coatings research and technologies.

The show promises to be equally stimulating, with exhibitors showcasing their newest products, connecting with customers in person, and developing new business relationships. This expo offers multiple stages for Product Presentations, a dedicated Powder Coatings Pavilion, and numerous networking opportunities. The ACS mobile app provides updates on activities during the event and can help

attendees navigate schedules and program offerings, as well as locate exhibitor booths on the show floor.

Beyond the conference sessions and show's product presentations, the ACS has even more to offer. The online ACS Career Center this year has a booth on the exhibit floor where companies can connect with qualified professionals and promising students to explore coatings professions in the industry. This evening's Poster Session is an especially opportune occasion with the chance to interact and learn directly from research presenters in a social and relaxed space geared toward networking. Another popular activity is tomorrow's Fun Run at White River State Park. The Fun Run supports coatings student scholarships for attendance at future American Coatings Conferences. If you haven't already registered for this early morning outing, be sure to sign up at the registration desk today to participate – walk, jog, or sprint to raise funds for the next generation of coatings leaders.

We sincerely hope this ACS/ACC is an enriching experience that proves advantageous to advancing your 2024 development and business goals! Thank you for your support. 

AC Conference

Tuesday, April 30, 2024

12:00 pm - 1:15 pm Plenary Session: Welcome Address, Conference Introduction, Keynote Presentation, Award Ceremony

1:30 pm - 4:30 pm
Session 1: Measurement & Testing
Session 2: Epoxy Coatings
Session 3: Industrial Coatings 1
Session 4: Wood Coatings

3:00 pm - 3:30 pm Networking: Coffee Break

5:00 pm - 6:30 pm Networking Reception and Poster Session

Wednesday, May 1, 2024

8:30 am - 12:30 pm
Session 5: Functional Coatings 1
Session 6: Architectural Coatings 1
Session 7: Industrial Coatings 2
Session 8: Waterborne Coatings 1

12:30 am - 2:30 pm Networking Lunch on the Show Floor

2:30 pm - 6:30 pm
Session 9: Functional Coatings 2
Session 10: Architectural Coatings 2
Session 11: Protective Coatings 1
Session 12: Waterborne Coatings 2

Thursday, May 2, 2024

8:30 am - 12:30 pm
Session 13: Bio-based Materials
Session 14: Service-Life Prediction and Durability
Session 15: Protective Coatings 2
Session 16: Digitization and Big Data

For the most up-to-date information about the program, please visit www.american-coatings-show.com/conference-2024

"Invaluable Opportunities"

Voices of endorsement for the ACS 2024



Dan Calkins

Chairman and chief executive officer of Benjamin Moore

"Technological advancements and the introduction of new materials, alongside a focus on sustainability and innovation, continue to evolve the way we approach manufacturing. The American Coatings Show provides invaluable opportunities to dive deeper into broader industry trends and challenges, connect with other professionals and suppliers, and engage in meaningful discussions that help advance our industry at-large."



Alisha Bellezza

Vice president, global automotive coatings at PPG

"Welcome back to Indianapolis and to the 2024 American Coatings Show. The global coatings industry continues to be driven by innovation, increasing consumer focus on sustainability, and continued adoption of digital technologies and customization. These themes are also present across the global automotive landscape with the growth of battery electric vehicles, creating a significant shift in the coatings industry. This is apparent with the increasing demand for coatings that enhance the performance and safety of the battery pack as well as the effective use and deployment of electronics within vehicles. Our industry has an opportunity to drive improvements in sustainability and productivity through innovation, which is closely aligned with our customers' goals, and which will have a meaningful impact on our businesses and our customers' carbon footprint."

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AC CONFERENCE

Conference Opening

The scientific program kicks off with a variety of sessions today



This year's event will once again offer a number of highlights with an extensive and exciting program.

The American Coatings Conference will begin at 12:00 pm with the Plenary Session and luncheon. In addition to

the welcome address, the prestigious American Coatings Award will be presented for the most outstanding technical presentation at the American Coatings Conference. The Keynote Address is also part of the Plenary Session and will be given by Dr. Robert Roop, senior vice

president and chief technology officer at Axalta Coating Systems. His address is titled, "Coatings Innovation for the Future: Sustainability and Performance."


After the Plenary Session, the conference's technical sessions will commence, featuring nearly 100 hundred presentations divided into 16 topical sessions. Today's sessions include Measurement and Testing; Epoxy Coatings; Industrial Coatings I; and Wood Coatings. These sessions will be followed by the Networking Reception and Poster Session on the show floor. Posters will be on display and presenters available to discuss their research. Browse the posters and network with other attendees in a relaxed and sociable setting.

UPCOMING TOPICS

Tomorrow the conference program continues with sessions on the following topics: Functional Coatings; Architectural Coatings; Industrial Coatings II; Waterborne Coatings; and Protective Coatings I. The conference will conclude on Thurs-

day with sessions on Bio-based Materials; Service-life Prediction and Durability; Protective Coatings II; and Digitalization and Big Data. The conference will end at 12:30 pm after the sessions.

BUILD YOUR FOUNDATION

This morning, prior to the official conference kick-off, the popular Pre-Conference Tutorials will be held again. Nine experts provide an introduction and overview of important topics in the coatings industry. In a small group setting, they will address the following subjects: Introduction to Coatings Formulation; Anti-corrosive Coatings; Polyurethanes; Advancements in Functional Films; Biocide Selection Process for Coatings; Machine Learning in the Coatings Lab; Radiation-cured Coatings; Smart Coatings; and Establishing Sustainability Goals and Targets. 

For more information, visit: www.american-coatings-show.com/conference-2024

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Ample Opportunities

Highlights at the show and conference

From Product Presentations to the popular Fun Run - the American Coatings Show and Conference has a lot to offer.

Product Presentation Area / Powder Coatings Pavilion

The American Coatings Show will include an area for over 50 Product Presentations and a dedicated Powder Coatings Pavilion. (Aisles 1500 and 1600)

ACS Career Center

Look out for the ACS Career Center booth where companies can connect with qualified professionals and promising students looking to explore coatings professions and join the industry. (Booth #1785)


Industry Buyers Lounge

The Industry Buyers Lounge provides a designated area for show participants to set up important meetings.

AC Conference

The American Coatings Conference offers a high-level program for members of the industry's technical and scientific community. The conference and show will be held in adjoining areas of the event hall, enabling attendees to move easily between conference sessions and the exhibit hall. Attendees of the conference and show will share a joint luncheon, and conference breaks will provide opportunities for attendees to spend more time at the exhibition throughout the event.

Fun Run

Once again, the Fun Run taking place at White River State Park raises funds for coatings student attendance at future American Coatings Conferences. All attendees are invited to register for the Fun Run to walk, jog, or sprint to support the next generation of coatings leaders. 



Product Presentations take place on the show floor.

150

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ACS 2024
Booth #2950

INTERVIEW

“Maintaining High-performance Standards is a Delicate Challenge”

Trends and challenges in bio-based coatings



Ayowale Soyemi

**Eastern Michigan University
Booth #2934**

Ayowale Soyemi, research assistant at Eastern Michigan University, shares insight into the latest developments in bio-based coatings, key challenges, and the importance of collaboration.


What does R&D in bio-based coatings focus on at the moment? R&D in bio-based coatings is currently focused on several key areas to enhance sustainability and address environmental concerns. Efforts

are directed toward developing bio-based raw materials, such as renewable feedstock and plant-derived compounds, to replace traditional petrochemical sources. The emphasis is on creating coatings with reduced environmental impact and lower carbon footprints. Additionally, R&D is exploring innovative formulations and manufacturing processes to improve the performance and application of bio-based coatings. Strategies include optimizing bio-based polymers, exploring new biodegradable additives, and enhancing coatings properties for various applications. The aim is to provide environmentally friendly alternatives without compromising on performance in areas such as adhesion, durability, and corrosion resistance.

What are the remaining challenges for the development and adoption of bio-based coatings? The development and adoption of bio-based coatings encounter several persistent challenges. First and foremost is the need for continuous research to enhance the performance of bio-based coatings, ensuring they match or exceed the efficacy of traditional coatings.

Scalability and cost-effectiveness pose significant hurdles, requiring innovative solutions to make bio-based coatings economically viable on a large scale. Durability and resilience against various environmental factors, including weather conditions and corrosion, represent ongoing challenges that demand focused attention. Tailoring bio-based coatings for specific applications and industries remains a complex task that necessitates precision and versatility. Striking a balance between achieving high-performance standards is a delicate challenge requiring careful formulation optimization. Regulatory frameworks and standards need further refinement and harmonization to encourage widespread adoption. Bridging the awareness gap and educating consumers and industries about the benefits is crucial for fostering acceptance and utilization.

How important is collaboration between research institutions, raw material suppliers, and coating companies for advancing technologies? Collaboration among research institutions, raw material suppliers, and coating companies is piv-

otal for the advancement of bio-based coating technologies. This synergy fosters a comprehensive approach to innovation, addressing key challenges and unlocking the full potential of sustainable coatings. Research institutions contribute cutting-edge knowledge, while raw material suppliers provide essential bio-based compounds. Coatings companies bring practical insight into formulation and application processes, ensuring real-world viability. This collaborative model accelerates the development of eco-friendly coatings with enhanced performance and broadens their market applications. By aligning research efforts with industry needs, this collaboration streamlines the transition from laboratory breakthroughs to scalable, commercially viable solutions. Moreover, joint initiatives facilitate compliance with rigorous environmental standards and certifications. Overall, this collaborative framework is instrumental in driving the successful integration and adoption of bio-based coatings across diverse sectors. 


An Industry Success Story in Numbers

Non-profit organization PaintCare was created by the American Coatings Association

PaintCare collects millions of gallons of liquid paint for reuse, recycling, and other beneficial use, reducing financial burden of waste management from local government.

PaintCare is an industry-led product responsibility organization and a key player in the circular economy for paint. A non-profit organization created by the American Coatings Association (ACA), PaintCare enables consumers to easily drop off leftover paint at conveniently lo-

cated paint retail stores and other sites, and educates the public about reducing paint waste. The program effectively takes on the challenges of managing leftover paint, saving local and state governments millions of dollars in the process. Administered on behalf of architectural

paint manufacturers in the United States, PaintCare operates programs in the states and districts that have enacted paint product stewardship laws. 

 For more information, please visit: www.paintcare.org

PaintCare in Detail

Successes and milestones of the program



12

Statewide paint stewardship laws have been passed in the United States



70 Million+

Gallons of post-consumer paint collected to date



680,000

Gallons of paint collected each month in nine programs (estimate)



81%

Paint collected is latex (waterbased) paint, the remainder is solvent-based paint



2,400+

Year-round paint dropoff sites



98%

PaintCare maintains year-round sites within 15 miles of 98% of the combined populations of its program state



9,500+

Large-volume pickup



7,850+

HHW and other events, including 250 PaintCare-run events

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INTERVIEW

Efforts to Restrict PFAS in U.S. States

Per- and polyfluoroalkyl substances (PFAS) are a grouping of fluorinated chemicals



Heidi McAuliffe

American Coatings Association
Booth #1888

PFAS application areas include aerospace, autos, powersports, alternative energy (solar, wind), healthcare, medical devices, building and construction, electronics, chemicals and pharmaceuticals, oil and gas, and outdoor apparel and equipment, among other industries.

With growing public concern about potential hazards of PFAS in drinking water and other sources, U.S. policymakers are leading efforts to regulate and potentially ban PFAS. These programs could affect how companies manage PFAS on-site and in products. Industry faces challenges in disposing of existing stocks of firefighting foam and other products containing banned PFAS substances, and companies are also challenged with conducting site remediation from legacy uses of firefighting foam or other industrial uses.

Particularly restrictive PFAS laws have been advanced in two U.S. states: Maine and Minnesota. Throughout the legislative process for these laws, the American Coatings Association (ACA) advocated for sound science and reasonableness, underscoring to lawmakers that PFAS are a diverse universe of chemistries, and that not all PFAS are not the same. For laws that seek to ban PFAS in certain product categories – or holistically – ACA maintains that it is neither scientifically accurate nor

appropriate to group all PFAS together, and that it is extremely detrimental. This is particularly true for fluoropolymers,

added PFAS in 11 broad categories by 2025: carpets/rugs, cleaning products, cookware, cosmetics, dental floss, fabric

“PFAS are a diverse universe of chemistries.”

a PFAS subset class that is critical to the creation and support of a huge range of products and sectors. To broadly ban PFAS where no alternatives exist, would have a harmful impact on essential products and industries, including coatings.

MAINE

The Maine law, enacted in 2021 will, by 2030, ban the use of all intentionally added PFAS, unless a decision has been made by the environmental agency that the use of PFAS was unavoidable. In 2023, ACA secured the following amendments to the 2021 law:

- A delay in the reporting requirement for two-full years from Jan. 1, 2023, to Jan. 1, 2025;
- An exemption for small businesses who employ fewer than 25 employees from the reporting and testing requirements; and
- An exemption for certain packaging where the packaging itself is not the product.

While ACA continues to work with the state legislature and the Maine Department of Environmental Protection as it structures the regulatory parameters of the law, ACA strongly encourages its member companies to seek specific exemptions for products with supporting claims.

MINNESOTA

The Minnesota law, which was enacted in 2023, prohibits the sale or distribution in state of some products with intentionally

treatments, juvenile products, menstruation products, textile furnishings, ski wax, and upholstered furniture. Notably, the state legislature does not grant the Minnesota Pollution Control Agency (MPCA) authority to make any waivers in those categories. It subsequently requires reporting on PFAS in products by 2026, bans non-essential uses of PFAS in all products by 2032, and authorizes MPCA to determine which PFAS uses are essential. This provision also provides the MPCA with authority to develop rulemaking related to essential-use exemptions as well as the ability to initiate fees on manufacturers to cover costs to implement the ban, and enforcement authority.

During the legislative process, ACA strongly opposed the bill's broad PFAS language, arguing that many PFAS are essential to modern life and an important enabling technology – providing products with strength, durability, stability, and resilience important for industry and consumers. In effect, banning PFAS where they play a vital role in everything, from designing automobiles with low emissions and improved safety, reliability, and fuel efficiency to manufacturing semiconductors, solar panel and high-performance electronics, would adversely impact critical uses of this technology that are important for society's broader sustainability objectives, including support for alternative energy and greenhouse gas reduction efforts.

ACA will remain engaged in the regulatory process in Minnesota, as well as across state legislatures pursuing equally broad PFAS restrictions that could have an adverse industry and social impact. ◀

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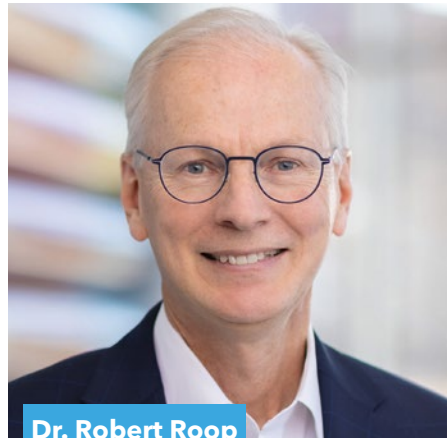
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AC MEDIA AC VINCENTZ



Meeting Demand Is a Strong Sustainability Driver

Today's keynote address explores the shift in coatings innovation focus



Dr. Robert Roop

Axalta
Keynote speaker


This year's keynote address at the AC Conference will take place during the Plenary Session, which starts at 12:00 pm.


Robert Roop, senior vice president and chief technology officer with Axalta Coating Systems, will deliver his keynote titled, "Coatings Innovation in the Future: Sustainability and Performance."

During his address, he will underscore how in the past, innovation was primarily motivated by the pursuit of better performance metrics and regulatory compliance. Roop will note how the landscape of innovation is undergoing a significant shift. While performance remains important, there is a burgeoning emphasis on sustainability as a driving force behind innovation, propelled by the growing recognition of the environmental and social impacts of industrial activities, coupled with increasing pressure from consumers, investors, and regulators to address these challenges. The movement toward sustainability-driven innovation holds the promise of not only addressing pressing environmental and social challenges but also fostering economic growth and resilience in the long term.

ABOUT THE KEYNOTER

Robert Roop has served in his current role since July 2019, and in various technology leadership roles across Axalta over the preceding 10 years. He spent 20 years in technology and operations positions at DuPont in various polymer and chem-

ical businesses. Dr. Roop holds a B.S. in Chemical Engineering from West Virginia University and a Ph.D. in Chemical Engineering from Texas A&M University. 

 For more information, please visit www.american-coatings-show.com/conference/#keynote.

Today's Keynote Presentation

Learn more about the trends at the AC Conference's Plenary Session

Speaker

Dr. Robert Roop

Title

"Coatings Innovation in the Future: Sustainability and Performance"

When

12:00 - 1:45 pm

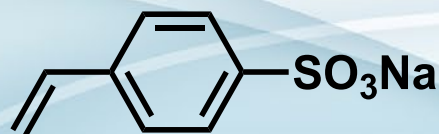
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- STRONG ELECTROLYTE
: Ion Exchange, Salt Tolerance

MAIN USE : EMULSION POLYMERIZATION

BENEFIT

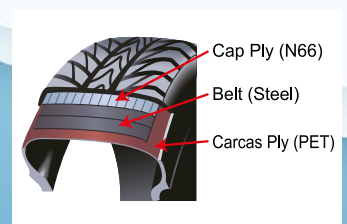
- Reduction of Conventional Soap
- Enhancement of Colloidal Stability
- Enhancement of Water Resistance



Emulsion Paint



Acrylic Fiber



Latex Adhesive



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AC SHOW

Support on All Channels

Navigate the ACS app, social media channels, and website

Planning a day at the American Coatings Show? Key resources for your visit include the ACS app and website.


Save time locating exhibitors by using the booth plan with booth numbers available in the ACS app, accessible on Apple and Android devices. The app allows for easy browsing of information about exhibiting companies, products, and technologies. Just enter "American Coatings Show" in your app store.

For attendees of the American Coatings Conference, the app aids in organizing a personal conference agenda, offering access to the complete program, including abstracts, and the ability to select presentations of interest.

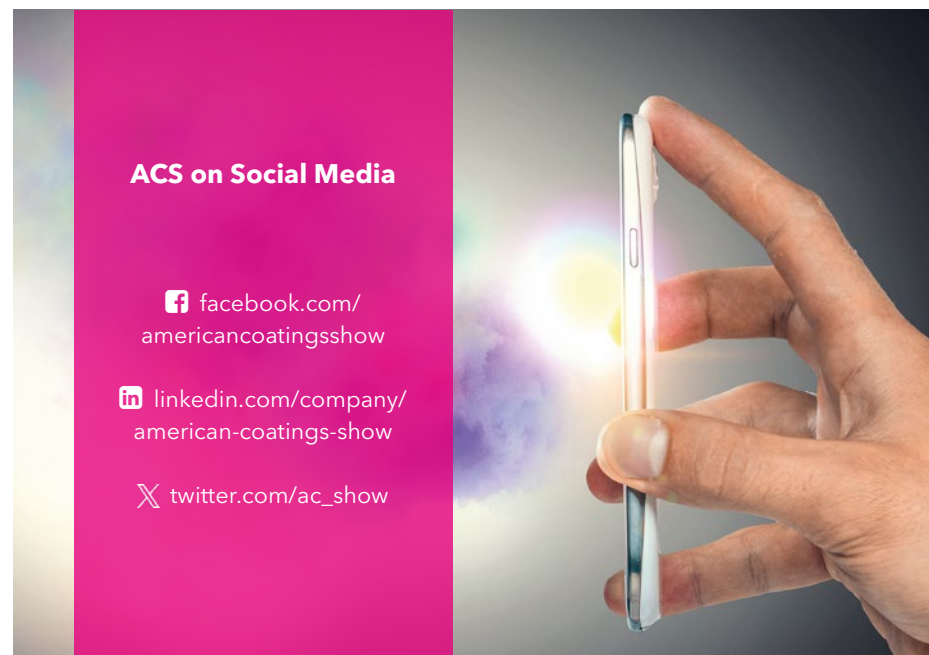
GET CONNECTED

Stay updated on the American Coatings Show through social media. Follow the American Coatings Show on LinkedIn for the latest updates.

CHECK OUT THE WEBSITE

Explore the American Coatings Show website for a comprehensive list of exhibitors, booth numbers, products, and the exhibit hall plan. Plan your day with detailed information on the event, including the conference schedule, awards, and keynote address. 

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



Source: Sergey Nivens - StockAdobe.com

Product Presentations Today

Plenty of products to be presented in Indy

A popular feature on the show floor are the Product Presentations. Here, exhibitors showcase their latest novelties in presentations of 15 minutes each. You can find the complete schedule of all three show days using the QR code.

9:20 - 9:35am

Aether Industries, LTD & Converge CO₂-Based Polyols
Ron Valente
Aether Industries

9:40 - 9:55 am

Novel Acrylic/Cationic Latex that Blocks the Most Difficult Stains
Palak Choudhary
Dura Chemicals

10:00 - 10:15 am

Opti-Matt 2300C:
New Self-Matting 100% Acrylic Binder for Improving Low Sheen Durability
Yujie Lu
Dow

10:20 - 10:35 am

Underwater Epoxy-curable System
Bobby Picker and Ralph Barthel
Univar Solutions

10:40 - 10:55 am

Flagship Coating Solutions to Advance Sustainability
Helene Pernot
Arkema

11:00 - 11:15 am

BASF Pluriol Polyethylene Glycol Offerings
Matthew Lyon
BASF Corporation

11:20 - 11:35 am

PTFE-free and Sustainable Solutions for Coatings and Inks
Tobias Niederleitner
Clariant

11:40 - 11:55 am

Forever Solutions: Additives for High-performance PFAS-free Coatings
Mary Kate Nolan and Mahshid Niknahad
Byk USA

12:00 - 12:15 pm

Rhodoline HBR:
Specialty Additive for Early "Hot" Block Resistance in Water-based Coatings
Linda Adamson
SYENSQO

12:20 - 12:35 pm

IMCD Sustainable Solutions
Kate Fix
IMCD US

12:40 - 12:55 pm

Tego Foamex 16 - Our Latest Partially Renewable Siloxane Based Defoamer
Meixi Chen
Evonik

1:00 - 1:15 pm

Astrad, a New Portfolio of Water-based, Solvent-based and UV Dispersions, for Architectural, Automotive and Industrial Coatings
Phil Adams, Penn Color

1:20 - 1:35 pm

Discover the Unparalleled Durability and Performance of Thioplast Polysulfides in Coating Application
Wolfgang Abele
Nouryon

1:40 - 1:55 pm

Enhancing Your Building's Sustainability Profile with Long Life Coatings
Anna Sanchez-Fischer
Arkema

2:00 - 2:15 pm

Solsperse W210 & W150 - 100% Active Dispersants for Waterborne Coatings (W210 & W150)
Matt Dunn
Lubrizol

2:20 - 2:35 pm

Solsperse 29000 - 100% Active Dispersant for General Industrial Coatings
Kent Maghacut, Lubrizol

2:40 - 2:55 pm

Avanse 360: New Binder for Exterior Architectural Wood Coatings
Ashley Gong
Dow

3:00 - 3:15 pm

Visiomer Specialty Methacrylates for Sustainable Coatings & Polymers
Michael E. Webb
Evonik

3:20 - 3:35 pm

Good, Better, Best Direct to Metal Coatings for Cold Rolled Steel
Ralph Barthel
Univar Solutions

3:40 - 3:55 pm

Veova Vinyl Ester-based Intumescent Paints: Enhancing Performance and Properties
Eduardo Santana
Hexion

4:00 - 4:15 pm

Ultrawhite Fillers for More Sustainable Cool Coating Applications
Scott Van Remortel
Covia

4:20 - 4:35 pm

Novel Matting Agents for Radiation Curable Coatings
Ziniu Yu
W.R. Grace

4:40 - 4:55 pm

Time, Energy and Raw Material Savings by More effective Dispersion Technology
Hans-Joachim Jacob
ystral gmbh maschinenbau + processtechnik

"Growing Trend Toward Environmentally Friendly, Sustainable Coatings"

The latest technological trends in protective coatings

Peter Greenwood, technical development manager for Inorganic Specialties at Nouryon, shares his insight into the protective coatings sector and more sustainable solutions.

What are the latest technical trends for protective coatings, and how are they influencing the industry? We see a growing trend toward environmentally friendly, sustainable coatings. This includes the use of waterborne coatings, which have lower volatile organic compounds (VOCs) compared to solvent-based coatings. They also contribute less to air pollution and are generally safer to handle. The phase-out of hexavalent chromium and focus on chromium-free coatings has also led to increased development of chromium-free corrosion resistant coatings. Small particles like colloidal silica are used to create waterborne coatings with improved properties such as increased hardness, better adhesion, and improved corrosion resistance.

How are advancements in protective coatings contributing to sustainability goals, reducing environmental impact, and extending the lifespan of assets?



Peter Greenwood


**Nouryon
Booth #953**

From a sustainability point of view, the aim is to extend the lifespan of the material that the surface protection is intended to protect. The material delivering good protection without degrading the properties, or even improving its appearance and lifetime, will meet future demand of protective coatings. There are many substrates and technologies, and therefore it is likely that there will be multiple solutions addressing these issues. We believe that col-

loidal silica in waterborne systems will play an important role. In combination with other chemicals, strong synergistic effects on the coatings performance can be achieved in almost all systems that are under review and in need of a technology shift.

From a sustainability point of view, the aim is to extend the lifespan of the material that the surface protection is intended to protect. The material delivering good protection without degrading the properties, or even improving its appearance and lifetime, will meet future demand of protective coatings. There are many substrates and technologies, and therefore it is likely that there will be multiple solutions addressing these issues. We believe that colloidal silica in waterborne systems will play an important role. In combination with other chemicals, strong synergistic effects on the coatings performance can be achieved in almost all systems that are under review and in need of a technology shift.

Are there any specific eco-friendly or bio-based materials gaining traction in the protective coatings market? Colloidal silica is an environmentally friendly product, and my presentation and paper at the American Coatings Conference shows an example of how sustainable chemistry can be used to produce a coating for steel substrates with improved corrosion resistance.

Another area that is receiving increased attention due to its excellent adhesion, corrosion resistance, and low curing temperature is sol-gel chemistry based (hybrid inorganic/organic) coatings. The sol-gel process generates less waste and consumes less energy. These materials are not only environmentally friendly, but they also have excellent performance characteristics, making them an attractive option for industries aiming to reduce their environmental impact while maintaining product quality and durability. 

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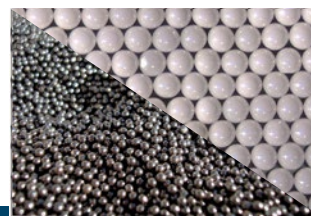


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INTERVIEW

“Need for Increased Durability”

Performance remains a key factor as the industry seeks more sustainable solutions

Ravi Ravichandran, chief scientist and co-founder of Amindon shares his perspective on the architectural coatings segment.

What are current trends influencing architectural coatings? During the pandemic, the percentage of painting done by Do-it-Yourselfers (DIY) versus professional painters increased, reversing a

return to the workplace and office space renovations are needed. We are seeing a shift from solvent-based coatings to safer options such as waterborne and powder coatings, driven by the need for environmentally friendly products. Sustainability has become one of the leading trends in the coatings industry in recent years, with the development of

“Light stabilization will be a focus for exterior architectural coatings.”

longstanding trend. However, after the pandemic, higher inflation and rising interest rates have led to lower home sales. As a result, the DIY segment is shrinking, and homeowners are postponing DIY and remodeling projects primarily because of material prices and budget concerns. Demand for professional painting has increased as workers

resins with increasing bio-content. New innovations, including self-cleaning hydrophobic coatings useful in architectural applications, and the onset of the pandemic triggered the development of antimicrobial coatings.

On what technical aspects is your R&D work focused? As technology changes


and the need for increased durability increases, our R&D will continue to focus on providing solutions. For example, light stabilization will be a primary focus for exterior architectural coatings to extend the life of residential and commercial buildings. We have developed a waterborne, non-migrating light stabilizer blend containing both HALS and UVA components to improve the durability of waterborne resin systems. In addition, we will focus on increasing the demand for sustainable additive candidates, leading to more innovative and cost-effective solutions while maintaining performance attributes.

Where do you see the biggest growth potential for architectural coatings? Asia Pacific accounts for the largest share of the global architectural coatings market, with China and India emerging as the largest markets. The APAC region, with its growing middle-income group and changing demographics, has contributed to the increasing demand for architectural



Ravi Ravichandran

Amindon
ACC Session 6: Architectural Coatings

coatings in the residential and commercial sectors, both of which are poised for growth. Environmentally friendly and energy efficient coatings will have the highest growth potential due to the increasing global shift toward sustainability. 



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“Excited to Participate Again!”

Recurring exhibitors at the American Coatings Show

Since its inception, the American Coatings Show has attracted major coatings companies as exhibitors. We’ve asked some of them why it’s so important to exhibit at the show and what they are looking forward to this year. Read their responses below.



Jon Lawniczak

Market and Technical Service Manager, Eckart America Corporation, Booth #2647

“We are excited to participate again in the American Coatings Show – a tradition Eckart has upheld since the inception of this event! We find that exhibiting at the ACS provides a premier platform to connect with industry peers, to unveil our latest innovations, and to keep up with global industry trends. Eckart uses innovation and market insight to maintain a leading position in the coatings effects market. And we have now merged with Silberline to offer our customers the widest range of effect pigments available. At this show we will feature our newest effects, and are excited about the prospect of networking with industry leaders, discovering emerging technologies, and engaging in insightful discussions that will drive our future business strategy.”



Andy Francis

Marketing Director Q-Lab Corporation, Booth #1966

“Q-Lab has been proudly exhibiting at the American Coatings Show since our very first booth at the original Paint Show in 1957. That was less than two years after the company was founded as Q-Panel Co. That first event generated a lot of new customers and ensured the company’s path to success, and we’ve been regulars at the ACS since its 2008 launch. Now, as a provider of Q-Panel standard substrates as well as weathering and corrosion test equipment, ACS attendees represent a key segment of our customer base. The ACS 2024 will be my third time attending the show, and I’m looking forward to speaking with customers and showing off some of the big new things Q-Lab has to offer!”



Michael Riggs

Managing Director, CCA, Münzing, Booth #1447

“Münzing has been exhibiting at the American Coatings Show since 2008. ACS provides the platform to showcase our commitment in developing innovative solutions to enhance our customer’s products. We are poised to make ground-breaking advancements in 2024, and beyond, prioritizing both environmental responsibility and exceptional product performance.”



Thomas Baur

CEO Alberdingk Boley, USA, Booth #3182

“For Alberdingk Boley, the American Coatings Show has always been an integral part of our North American market strategy. I vividly remember attending the inaugural ACS back in 2008 in Charlotte, N.C. At Alberdingk Boley, we prioritize personal interaction and technical meetings with both customers and vendors. We often tout and advertise that it is in our DNA. These interactions are at the core of our company culture, especially given the broad range of water-based resins and specialty products we offer. We find that discussing various binder options and applications face-to-face greatly enhances efficiency. Furthermore, as we directly supply our US-based customers, maintaining seamless communication and fostering strong relationships with our business partners is essential. We firmly believe in the enduring value of personal engagement, even as virtual and hybrid interaction models become more prevalent. Returning to Indianapolis for this event is always a pleasure for our team. We look forward to engaging in technical discussions and enjoying meaningful interactions with our valued customers.”



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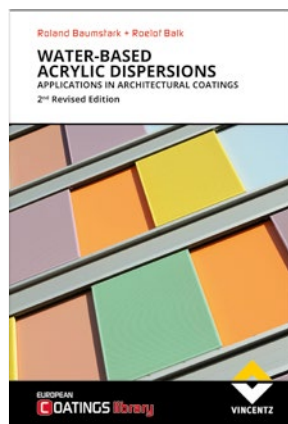
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LITERATURE

Dive Deeper into Coatings Technology

Technical books available for experts and novices

Want to deepen your knowledge in specific fields of coatings technology? Explore an expansive array of technological coatings textbooks at the European Coatings booth #2088. Here you can discover literature covering coatings basics, formulation expertise, specialized applications, raw materials, and testing. Authored by renowned industry experts, the European Coatings Library collection offers ambitious technical knowledge and practical insights for both current and future coatings professionals. Below you can find a selection of titles. Have a look inside these and other bestsellers at www.european-coatings.com/shop.



Water-based Acrylic Dispersions

2nd revised edition,
by Roland Baumstark, Roelof Balk

Water-based polyacrylates, as emulsion binders, dispersing resins or thickening polymers, are impossible to do without as raw materials in the paint and coatings industry. In its second, updated edition this standard work offers a clear and comprehensive overview of everything one needs to know about the various types of binders, systems and test methods associated with the application of water-based acrylic dispersions in architectural coating systems. Essential for novices to the technology or those switching specialties, along with students and experts who wish to expand and deepen their knowledge about the formulation and testing of water-based acrylic dispersions.



Coatings Formulation

4th revised edition,
by Markus Schackmann, Bodo Müller

Coatings formulation explained step by step: this textbook describes the formulation of the most important types of coatings in unmatched detail. Starting by examining the chemical composition – and in particular the binders of the coatings presented – the authors then dive into formulation advice and an analysis of existing formulas. Readers will acquire a sound knowledge of raw materials and their interactions with “Coatings Formulation” – a must-read if you are familiar with the basics of chemistry and wish to fully dive into the field of paints and coatings formulation!



EC Tech Report: Architectural & Decorative Coatings

Dive into the future of architectural coatings with this innovative multimedia pdf report. Explore cutting-edge technical articles about modern binders such as VAE copolymer emulsions in latex paints, hydrophobic silicone resins for high-performance coatings, and dispersible polymer powder binders for wall paints. Discover the secrets behind greener decorative paints and delve into the world of microbiological growth on façades. Uncover insight into recycling consumer paints, clay-based additives reducing algae growth, and the intricate realm of biocide-free coatings.

But that's not all – experience the depth of market reports, fundamental book excerpts, cornerstone conference videos, and additional downloads such as conference proceedings and white papers. Gain a panoramic view of the European paints market and global insights for architectural coatings.



EC Tech Report: Functional Coatings

This multimedia pdf report offers a deep dive into major innovations in the field of functional coatings. The requirements imposed on modern coatings systems have increased significantly over the past decade, and you are certainly familiar with effects such as easy-to-clean, soft feel, and self-healing. However, these effects, too, can be developed even further, thanks to newly modified polymers, multifunctional additives, and nanostructures. Delve into this new multimedia EC Tech Report and learn more about super-hydrophobic finishes that offer special easy-to-clean effects including an antimicrobial effect; multifunctional additives that regulate several paint properties all at once; and further key innovations that have occurred in functional coatings over the last two years.



EC Tech Report: High-performance Polyurethanes

Get up to speed with the latest developments in high-performance polyurethanes thanks to the new multi-media EC Tech Report! Placing special focus on innovative and environmentally friendly formulation of coatings systems, this extensive pdf bundle provides deep insights into technological findings such as:

- Innovative routes to producing water-borne acrylic polyols for 2K PU topcoats
- New silicone additives for high-performance anti-graffiti polyurethane applications
- Environmentally compliant two-component water-borne urethane dispersions
- Making ecological PU coatings a reality: using renewable acetone from bio-based, bio-circular and circular feedstocks

Technical precision meets real-world application in a comprehensive corrosion diary by EIS, shedding light on the life span of solvent-free polyurethanes. Analogue transitions to digital when it comes to advances in the digital application of polyurethane-based coatings and adhesives.



Additives for Water-borne Coatings

By Wernfried Heilen et al.

Waterborne systems are the coatings of the future. The market is developing an insatiable appetite for ecologically sound coatings based on renewable raw materials. The demands on coating performance are at least as high as those on environmental compatibility.

Additives help protect the environment by effectively reducing the use of organic solvents. Many of today's waterborne coatings could not be formulated without them. When incorporated into waterborne paints, coatings and printing inks, they enhance both the production process and the performance of the applied inks and coating materials.

“Additives for Water-borne coatings” is a must read for those interested in waterborne coating systems.

LITERATURE



EC Tech Report: Titanium Dioxide

Discover this new multimedia pdf report, providing insight into titanium dioxide with special focus on the following aspects:

- Cost optimization: Learn more about the latest developments in coatings formulation with a view to lowering the content of TiO_2 in paint, for example, by exploiting synergies with functional or synthetic fillers.
- Improving TiO_2 properties: Find out how the pigment is being optimized to customer demands to make it easier to handle and, at the same time, less expensive.
- Improving coating properties: Read the latest papers about titanium dioxide-based nanotechnology for smart and functional coatings and understand methods of optimizing titanium dioxide performance.
- Regulation: Get an overview of the current situation regarding labeling rules as well as an outlook on the future regulatory landscape.

Exclusive market insights, important fundamentals, and an impressive package of digital bonus material round off this EC Tech Report.



Silicone- and Nano-Technology for Coatings

By Stefan Sepeur, Gerald Frenzer, Frank Groß

Nanotechnology has now taken on a special significance in many areas, and this seminal text offers numerous examples, providing an overview of all the important fields of chemical nanotechnology – from raw materials to nano-based coatings. Step by step, the basics are conveyed and the synthesis and polymer chemistry, the production of nanomaterials and coating systems are described, and their fields of application are presented in detail.



Gisela Gehrenkemper

Editor, European Coatings Library

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INTERVIEW

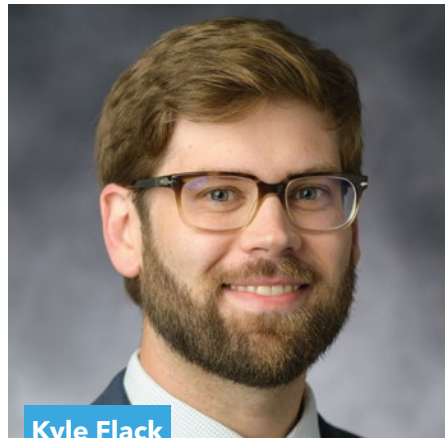
“Industry Continues to Drive Sustainability Innovation”

Waterborne coatings meet rising consumer and regulatory demand

BASF's Kyle Flack, technical team leader for Industrial Coatings Resins, and Christopher Valovic, technical services manager for Dispersions, discuss improvements in application and performance.

What significant developments do you expect for waterborne coatings through 2030? *Chris Valovic:* A notable trend in the industry is the expansion of sustainable product offerings. We expect to see a significant increase in bio-based, biomass-based and recycled content product offerings, and we are proud to offer many of these solutions. These advancements in sustainability are expected to resonate with consumers who are increasingly aware of their impact on the environment.

Kyle Flack: The industry continues to drive sustainability innovation. Influential companies like BASF are challenging themselves and the marketplace to exceed sustainability targets for product



Kyle Flack

BASF
Booth # 1529

carbon footprint reduction through direct product offerings that impact Scope 1, 2 and 3 emissions through innovative development.

What regulatory obstacles and external factors might accelerate the advancement of waterborne systems? *Valovic:* Undoubtedly, the tightening regulatory environment and re-assessment of existing chemicals will compel formulators to seek new innovations from raw material suppliers. These innovations offer lower hazards and reduced environmental impact. In addition, there is a growing emphasis on reducing the number of coatings, driven by consumer and applicator demands for increased productivity. As a result, a single waterborne formulation is now expected to deliver performance characteristics that were traditionally achieved through multiple layers or products. BASF is at the forefront of advancing this concept with ongoing development in several end-market segments, including architectural “paint and primer-in-one” formulations and industrial direct-to-metal coatings.

Flack: Additionally, the development of higher performance water-based coatings is facilitating the transition away from solvent-based coatings, especially with regard to stricter VOC requirements. This shift is crucial as regulations governing solvent-based coatings become more stringent.



Christopher Valovic


BASF
Booth # 1529

cation temperature ranges, while still maintaining high product performance compared to standard technology. We have worked in the past to address these challenges with innovative solutions to dramatically improve curing times for areas that are more susceptible to changing conditions, such as roof coatings and traffic paints.

Flack: Another area of focus is faster return to service, which includes a focus on waterborne solutions that allow for little or no preparation prior to coating in ar-

“We expect to see a significant increase in bio-based, biomass-based and recycled content.”

How can application in difficult conditions be improved? *Valovic:* It depends on how you define difficult conditions, but there is work being done to extend the painting season with product offerings that have faster rain resistance and wider appli-

cas such as concrete and metal, as well as reducing the number of coats needed to achieve performance. For example, BASF is focusing on reducing the number of coats through innovation in high-solids dispersions. 



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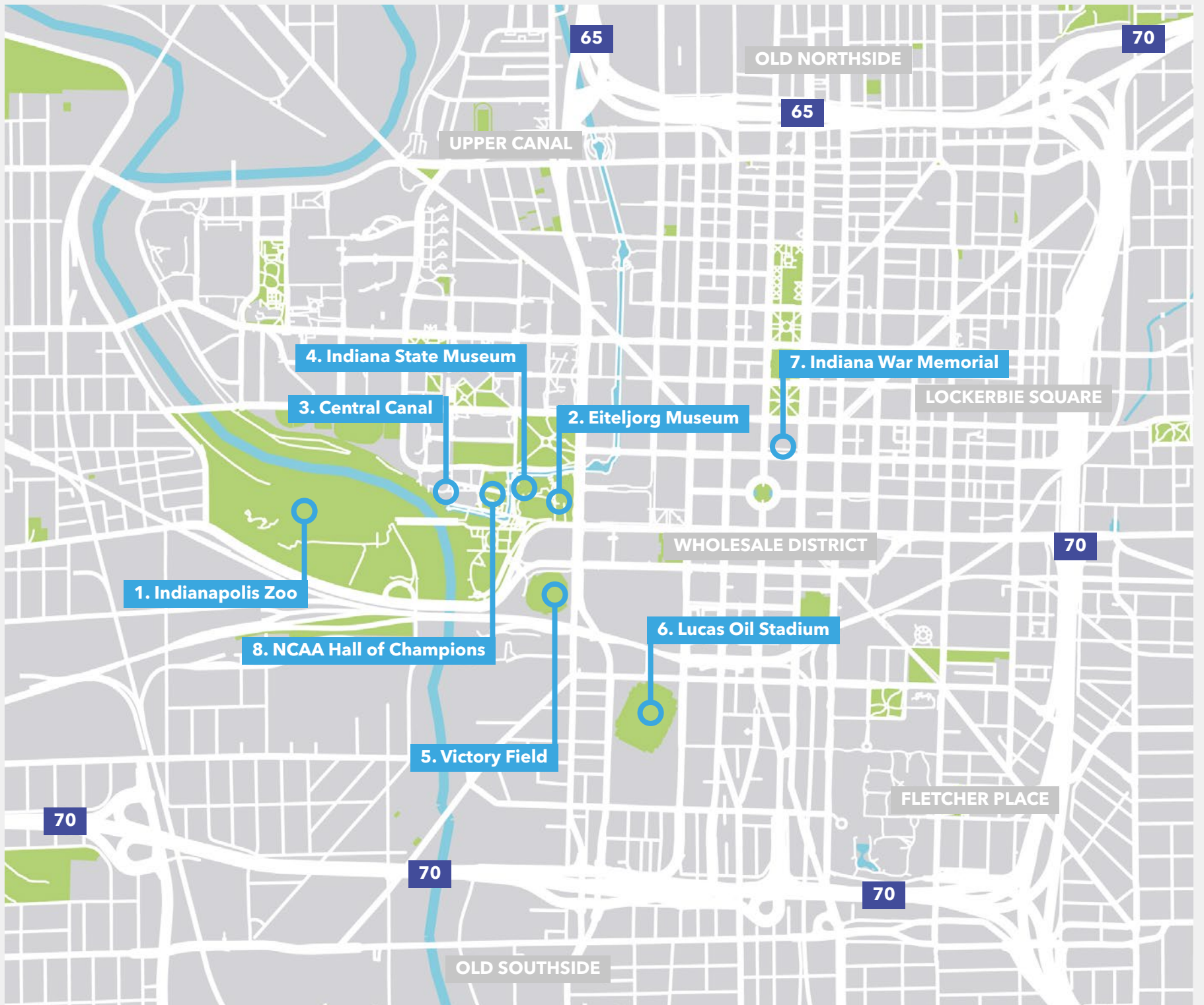




Getting to Know Indy Better

From museums, to parks to sports - things to do in Indianapolis

Round off your experience at the American Coatings Show with some of the manifold leisure activities. On the map you can find some spots to visit in downtown Indy.



1. Indianapolis Zoo

The zoo, aquarium and botanical gardens are TripAdvisor favorites.
1200 W Washington St.
IN 46222

3. Central Canal

Explore the main canal in the White River State Park on foot or by pedal boat, passing museums and cafés.
801 W Washington St.
IN 46204

5. Victory Field

Enjoy a game or just the excellent views of downtown.
501 W Maryland St.
IN 46225

7. Indiana War Memorial

There are many monuments worth visiting in Indy including the Indiana War Memorial.
55 E Michigan St.
IN 46204

2. Eiteljorg Museum

The Eiteljorg inspires an appreciation of the art, history and diverse cultures of Native Americans and the West.
500 W Washington St.
IN 46204

4. Indiana State Museum

Discover Indiana's past, present and future.
650 W Washington St.
IN 46204

6. Lucas Oil Stadium

See behind the scenes during a tour.
500 S Capitol Ave.
IN 46225

8. NCAA Hall of Champions

Two levels of interactive exhibits show all about NCAA sport history.
700 W. Washington St.
IN 46204

INTERVIEW

“Ensuring Compliance Across Multiple Regulatory Regimes”

Challenges in the global automotive coatings market

Robert Skarvan, global marketing director at allnex, discusses coatings for electric vehicles, bio-based materials for automotive coatings, and regulatory challenges.

How has the preponderance of more electric vehicles affected R&D for automotive coatings raw materials? In gen-

eral, the coating systems used on the exterior of electric vehicles are the same as those used on vehicles powered by combustion engines. Think of hybrid vehicles... they're an EV in part, yet they don't use appreciably different coating systems. With that said, it's understood that there are new coating needs for EVs; for exam-

ple, in and around the interior battery casings including coating or barrier layers to reduce or eliminate the spread of fire, to dampen sound and to reduce electric field interference. Companies choosing to play in this space as well as in other application spaces in and around EV batteries certainly will be shifting part of their R&D focus

in that direction. Careful consideration will need to be given to ROI when and if considering projects involving battery cells, as evaluation and approval times are substantially greater than those seen in typical coating applications.

To what extent can bio-based systems be used in automotive coatings?

The opportunity to use bio-based polymers – both mass balance and C14 based – is there; but it's no surprise that bio usually comes at higher cost, and cost is still very important in automotive OEM applications. So, bio-back pressure

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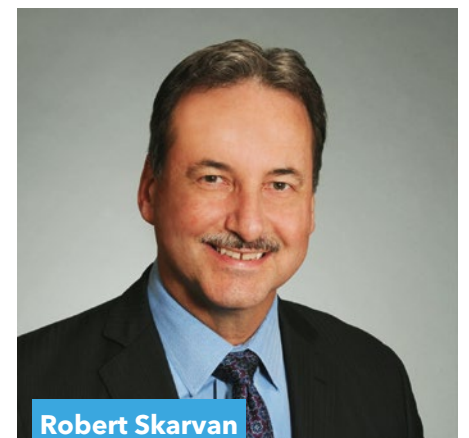


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Robert Skarvan

allnex
Booth #1329

does exist. The demand for bio-based automotive interior coatings is clearly evidenced in Europe, seemingly having started with demand for “vegan” interiors, i.e., non-leather car seats. The discussion around protecting animals seems to naturally dovetail quickly into one of sustainability. The degree of bio content possible will be a function of the resin type in question.

What are the regulatory hurdles facing raw material suppliers to the automotive coatings market? As the automotive OEM market is global, one of the biggest challenges is ensuring compliance across multiple regulatory regimes. Although certain countries – for example, in Southeast Asia – have more lax requirements, countries like China, Korea and Japan have their own set of requirements which differ from REACH in Europe and TSCA in the United States. Materials of concern, particularly in Europe, have become a very big topic and this touches many coatings systems. These materials include things like formaldehyde, tin, butylglycol, cumene, and others. ◀

Great Spots for a Meal

Restaurant tips for Indianapolis

Eight of the Top Restaurants in Indy

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www.stelmos.com

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127 S. Illinois St., Indianapolis, IN 46225



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Source: Visit Indy

St. Cafe Patachou

www.cafepatachou.com

Martha Hoover's Cafe Patachou is a must visit for both the farm-to-table sustainable menu and the impact of food and social change in Indianapolis.

4901 N. Pennsylvania St., Indianapolis, IN 46205



Source: Facebook - Cafe Patachou



Source: provided by @homeispense - Visit Indy

Bazbeaux Downtown

www.bazbeaux.com

Since 1986, Bazbeaux has served dozens of signature pizzas with traditional and exotic toppings on handcrafted crusts alongside salads and sandwiches.

329 Massachusetts Ave., Indianapolis, IN 46204



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www.bruburgerbar.com

BRU Burger Bar's chef-style and classic burgers, sandwiches, and salads are crafted with bold flavors to satisfy any burger enthusiast's craving.

410 Massachusetts Ave., Indianapolis, IN 46204



Source: instagram @bruburgerbar



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Bluebeard

www.bluebeardindy.com

Indy's oldest neighborhood, Holy Rosary, is home to a daily rotating menu derived from local farms at Bluebeard, named after a Kurt Vonnegut novel.

653 Virginia Ave., Indianapolis, IN 46203



Source: Visit Indy



Source: instagram @bluebeardindy - Visit Indy

Yats

www.yatscajuncreole.com

Yats keeps Indy's food scene alive and spicy with fast Cajun and Creole dishes that rotate through a daily menu.

885 Massachusetts Ave., Indianapolis, IN 46204



Source: Visit Indy



Source: instagram @Gwetchie - Visit Indy

Harry & Izzy's

www.harryandizzys.com

Harry & Izzy's is the casual version of its sister restaurant St. Elmo that bridges steakhouse with modern American cuisine.

153 S. Illinois St., Indianapolis, IN 46225



Source: instagram @joebls - Visit Indy



Source: whataleceats - Visit Indy

Shapiro's Deli

<https://shapiros.com/>

Shapiro's Delicatessen has served sandwiches, soups, and other mainstay favorites in downtown Indy since 1905.

808 S. Meridian St., Indianapolis, IN 46225



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These are some of the Top 25 picks by Visit Indy

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ity to create custom colors by blending, ensure your products capture attention with unmatched brightness. Engineered for both lithographic and flexographic applications to guarantee superior performance and durability, these ink bases promise to enhance product visibility and brand impact.

i Brilliant Group, US - Richmond
www.fluorescentcolor.com
Booth #354

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dition, the integrated fluorimeter predicts lightfastness by quantifying fluorescence and displays the calculated color change after fluorescence degradation using easy-to-understand CIELAB and DE data. The combination of a spectrophotometer and a fluorimeter opens new perspectives for controlling color quality and guaranteeing long-term color stability.

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www.byk-instruments.com
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Sustainable Polyols Technology

Aether Industries, an Indian specialty and fine chemical manufacturers and provider of contract research and manufacturing services, has made a joint announcement with H.B. Fuller and Saudi Aramco Technologies Company about the first commercialization of a new sustainable polyols technology.

The "Converge" platform represents a novel, cutting-edge technology for the manufacture of more sustainable polyols that could contain up to 40% of carbon dioxide by weight, thus reducing overall CO₂ emissions. These are a differentiated series of polyols with promising applications in the CASE (coatings, adhesives, sealants, elastomers) industry.

i Aether Industries
IN - Surat
www.aether.co.in
Booth #2975

Production Technology, Testing Instruments and Chemicals

Metromation will be showcasing products from innovative small and medium-sized companies in the coatings industry:

- A compact, fast, and unachieved cost-effective hardware and concept to produce paint and coatings.
- High-speed color testing with liquid color measurement. Applicable for pigment preparations, semi-finished dispersions and slurries, and finished paint systems.
- Corrosion test panels you can re-use to see corrosion progression on one specimen.
- A compact NMR benchtop system for a deep understanding of particle surfaces, relevant for monitoring grinding progression or wetting processes in minutes.
- Adhesion promotor for water-borne industrial coatings, with excellent stability and easy incorporation. Other additives (e.g. for corrosion protection) available.

i Metromation
US - Ypsilanti
www.metromation.co
Booth #3058

Resin Performance Meets Sustainability

Hexion's Versatic business is the global leader in specialty building blocks for coatings. Resins based on "Veova" vinyl esters and "Cardura" glycidyl ester lend unique performance properties to architectural, automotive, and industrial coatings. The new application development focuses on supporting customers' sustainability goals and delivering more sustainable solutions to make this world better, safer, and cleaner.

At this year's ACS, the company will feature the following application topics:

- Vinyl esters to boost the performance of paints, adhesives and redispersible powders.
- Innovative approaches towards easy-to-produce, low-to-no-VOC high-performance coatings
- A safer alternative to 2-ethylhexanoic acid for paint driers and additives

i Hexion
US - Columbus
www.hexion.com/versatics
Booth #1576

Ergonomic Automated Mixing System

Radia, also known as Red Devil Equipment Company, will showcase its cutting-edge automated mixing system at ACS 2024.

This fully customizable automation solution can streamline operations, saving valuable time and resources while enhancing the well-being of the workforce. Say goodbye to the challenges of lifting, pushing, or pulling heavy 5-gallon pails with these ergonomic solutions.

Use this technology to transform your mixing processes, making them safer and more efficient than ever before.

i Radia
US - Plymouth
www.radiaproducts.com
Booth #1029



Aluminum Effect Pigments for High-performance Coatings

Sun Chemical has introduced two new effect pigments as part of its aluminum effect pigments line for automotive and high-performance industrial coatings.

"Paliocrom Brilliant Russet" provides an intense bluish-red effect pigment based on iron-oxide-coated aluminum flakes for solvent-borne and waterborne systems.

A mid-shade golden aluminum-based effect pigment with high chroma, unique

color travel, excellent gloss levels, and a visibly smooth appearance, "Paliocrom Satin Gold" provides the universal satin effect in the form of a propylene glycol slurry.

i Sun Chemical
US - Parsippany
www.sunchemical.com
Booth #746

High-performance Pigments for Harsh Environments

When your coating application faces the most demanding requirements in the harshest environments, these highly-engineered inorganic color pigments can help. They promise stability and performance in the toughest weathering environments and UV exposure, at high temperatures, exposed to solvents, acids, or bases. New products include a blue pigment that pushes the chromaticity of cobalt blues past previous products, but with all the regulatory approvals and chemical registrations that cobalt blues enjoy. A BV yellow,



which is part of the "Dynamix" line of easily-dispersed pigments, offers excellent dispersion properties in solvent and waterborne coatings. This new high-performance pigment is an excellent addition to the existing range when it comes to color matching in the yellow color space.

i The Shepherd Color Company
US - Cincinnati
www.shepherdcolor.com
Booth #2760

Weathering Testing Technology

Atlas will showcase weathering instruments, enhancements and testing services. For example, the company will showcase "Atlas Ci4400 Weather-Ometer" - the xenon-arc instrument for standard weathering testing has gained design and engineering enhancements in airflow, irradiance and control systems. The "Suntest XXL+" features a high-capacity test chamber with a 3000 cm² exposure-area

to accommodate extra-large dimensional and flat specimens. Other exhibits include UV and condensation weathering instruments, outdoor exposure racks and much more.

i Atlas Material Testing Materials
US - Mount Prospect
www.atlas-mts.com/
Booth #1666

New Clean-in-place Feeder System for Extruder Line

The "XTS44" extrusion line is a full production extruder designed for high-output and efficient powder coating production. Xtrutech, a specialist in powder coating, has developed a new Clean-in-Place (CIP) system for its extruder lines to automate the cleaning process for feeders and hoppers.

CIP is a method of automated cleaning used to clean the interior surfaces of equipment without the need for disassembly. Using compressed air injected into the feeder along with resin chips through the discharge station, a vortex is created within the hopper which cleans efficiently within 6 minutes.



This CIP system increases valuable production time by reducing machine downtime and cross contamination between batches to ensure the quality of the finished product.

i Xtrutech, US - Philadelphia
www.xtrutech.com
Booth #1570

Operational Efficiency with Job Shop Software

Steelhead Technologies will be demonstrating comprehensive job shop software for the surface finishing industry. The platform encompasses inventory management, a quality management system (QMS), maintenance, quoting, invoicing, shipping/receiving, and much more.

An integrated solution like this offers enhanced operational efficiency. Attendees are invited to explore these features

in more detail at Booth 130, where experts will be on hand to provide insights and answer inquiries.

i Steelhead Technologies
US - Michigan
www.gosteelhead.com
Booth #130

Sustainable Carbon Blacks and Gas Blacks for Coatings

Orion will spotlight three new sustainable carbon blacks for coatings at this year's ACS as well as its suite of high-performance gas blacks and a new conductive black. Circular grades of gas black for high jetness applications, furnace blacks and powders for tinting applications are compatible with all suitable coatings systems. The company offers high-purity gas blacks that are exceptionally dispersible and has a low pH and UV absorption that make them ideal for UV coatings systems. Featuring 34 of the company's most pop-

ular carbon blacks used globally for coatings, the "Carbon Black Guide" gives paint formulators a visual sense of the shades they can achieve with different grades.

i Orion
US - Spring
www.orioncarbons.com
Booth #1466

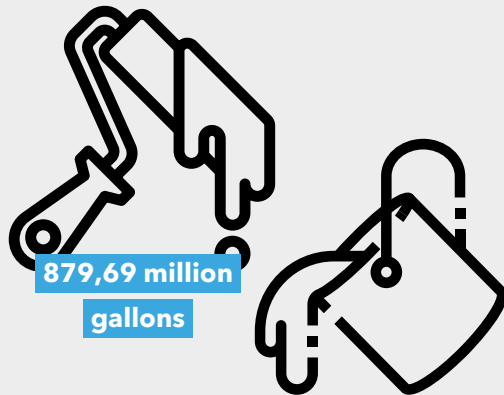
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Source: R&C, Yamaga & Associates

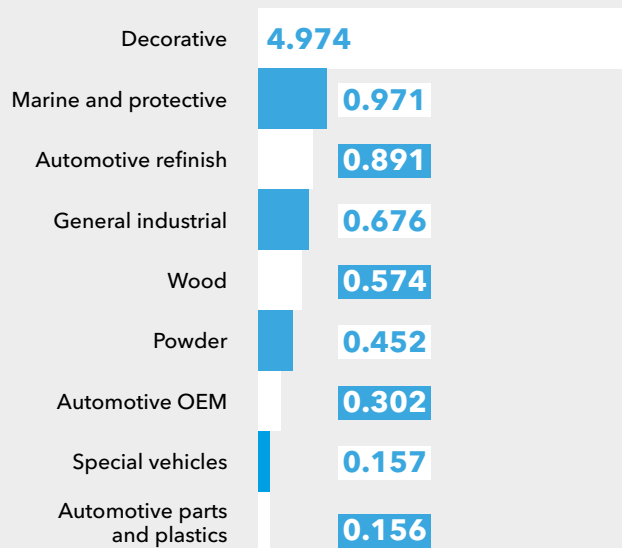
South American Paint Market

Five facts you should know about South America

Fact 1: Market size in 2023



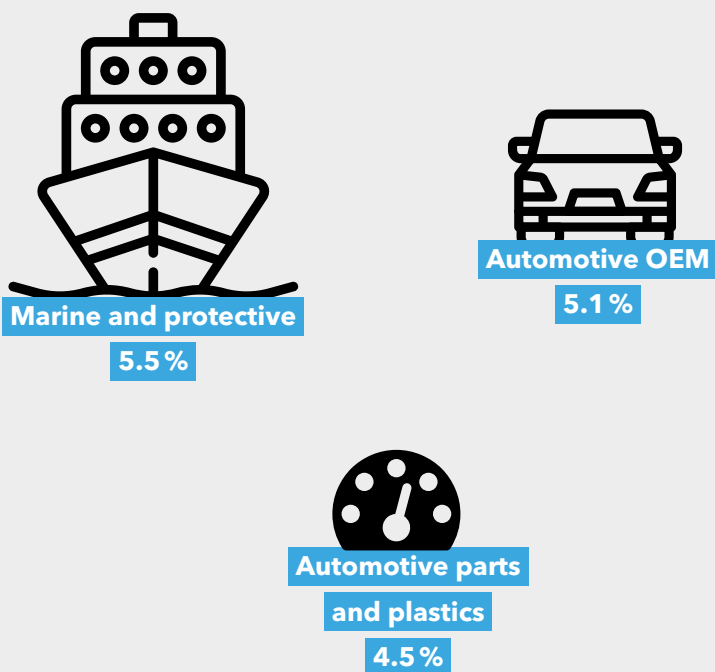
Fact 2: Market size by segment and value (in USD billion)



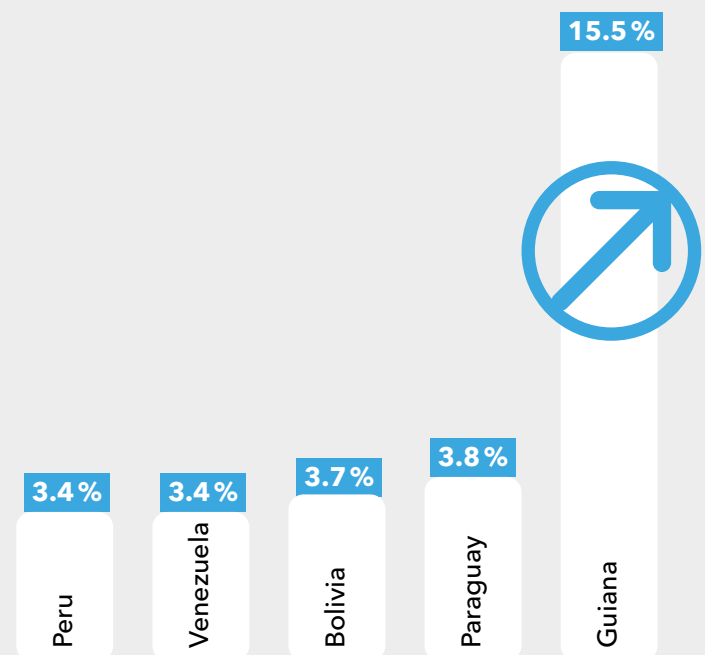
Fact 4: Top three countries by value in 2023 (in USD billion)



Fact 3: Volume growth by segment by 2028 (CAGR Top 3)



Fact 5: Five fastest growing countries by 2028 (CAGR)



Check Out the ACS Powder Coatings Pavilion!

International and domestic companies to showcase innovative applications for industry

The American Coatings Show 2024 will feature an all-inclusive Powder Coatings Pavilion! The Powder Coatings Pavilion promises to be a distinct presence on the show floor, with a mix of international and domestic companies showcasing innovative powder coatings applications for industry.

Powder coatings are polymer resin systems, combined with curatives, pigments, leveling agents and other additives that have been well mixed and ground into a powder. The powder is then applied to a substrate using an electrostatic spray deposition (ESD) technique, then cured at a high temperature to form a very durable coating.

These types of coatings can be applied to a variety of products and substrates

including metal, plastic and medium density fiberboard. Powder coatings do not use a solvent and as such, do not emit volatile organic compounds (VOC). Whether being used as a functional or decorative coating, powder coatings are available in a large range of colors and textures and have excellent performance qualities.

The Powder Coatings Pavilion will include some variation of thermosets, thermoplastics, and UV-curable powder coatings. Powder-coated metal can be rust-free and remain intact for many years making it resistant to weathering and corrosion.

Be sure to visit the Powder Coatings Pavilion at the American Coatings Show 2024 to see the latest in powder coating innovations!



③ Powder coatings can be applied to a variety of products and substrates.

What's on in Indy

Welcome to the ACS event calendar

Read on if you're keen to find out what's happening after the show closes. If you have some time to spare, here are some suggestions for this week.

APRIL 30

Tina: The Tina Turner Musical

🕒 Recurrence: every day until May 5, 2024, show starts at 7:30 pm

📍 Old National Centre 502 N. New Jersey St. Indianapolis, IN 46204

Al Di Meola

🕒 Live jazz, show starts at 7:30 pm

📍 Egyptian Room at the Old National Centre

Buffalo Bisons vs. Indianapolis Indians

🕒 Minor League baseball, from 6:00 pm

📍 Victory Field located in White River State Park 501 W. Maryland St. Indianapolis, IN 46225

The 502s with special guest Daniel Nunnelee

🕒 American indie folk band, show starts at 8:00 pm

📍 The Vogue 6259 N. College Ave. Indianapolis, IN 46220

The King and I

🕒 Recurrence: every day until May 19, 2024, except Mondays, buffet opens at 6:00 pm

📍 Beef & Boards Dinner Theatre 9301 Michigan Rd. Indianapolis, IN 46268

MAY 1

Madison Beer

🕒 Pop concert, show starts at 8:30 pm

📍 Egyptian Room at the Old National Centre

Line dance lessons

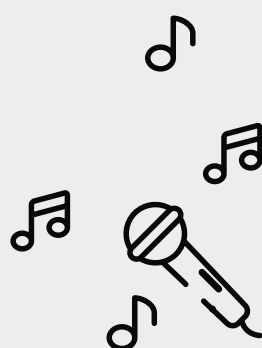
🕒 From 7:00 pm, free of charge

📍 Duke's Indy 2352 S. West St. Indianapolis, IN 46225

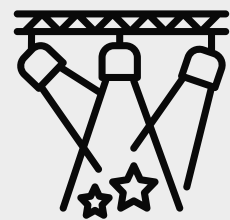
Wednesday night trivia

🕒 From 7:00 pm, free of charge

📍 Guggman Haus Brewing Co. 1701 Gent Ave. Indianapolis, IN 46202



MAY 2



Jesse McCartney

🕒 Pop concert, show starts at 8:00 pm

📍 Egyptian Room at the Old National Centre

Julius Ceasar, presented by Indianapolis Shakespeare Company and Zach & Zack

🕒 Show starts at 7:30

📍 Frank & Katrina Basile Theatre (Phoenix Theatre Cultural Centre) 705 N. Illinois Street, Indianapolis, IN 46204

The Light, presented by Naptown African American Theatre Collective

🕒 Two-character drama, starts at 7:00 pm

📍 Livia & Steve Russell Theatre (Phoenix Theatre Cultural Centre) 705 N. Illinois Street, Indianapolis, IN 46204

A Sample of KW Container's

MANY PRIZES

Here at the ACS in Indianapolis, we're starting with something big—for something so small.

It's KW Container's dentproof, rustproof, all-plastic **sample size container!** It's made from the same game-changing recycled resin we engineered for our other containers. Perfect for demos, the sample size comes with a screw-on lid to keep what's inside protected.



Experience
KW Container's
new sample size at
ACS EXHIBIT #1929
today.

