



# ABRAFATI 2022 Show Daily

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## The industry is finally reunited

17TH EDITION OF THE ABRAFATI SHOW AND CONGRESS IS OFF TO A GREAT START



THE ABRAFATI SHOW AND CONGRESS OPENED THEIR DOORS YESTERDAY.

**The Abrafati Show and Congress are finally back. After a hiatus due to the Covid-19 pandemic, the exhibition and congress opened their doors yesterday and were well received.**

The show was opened with a ceremonial ribbon cutting by the organizers and words of welcome by Luiz Cornacchioni, Executive President at Abrafati, João Picolo, CEO of NürnbergMesse, and Kristina Wilger, Director of Events, Vincentz Network.

The organizers Abrafati, NürnbergMesse Brasil and Vincentz Network are delighted that the event is back. "Welcome to the 17th edition of the Abrafati Show, the much-awaited occasion for the industry to reunite after nearly three years," said Luiz Cornacchioni. "Let's bring the industry back together, generating a lot of exchange of experiences!" underlined Alexandre Brown, Business Unit Director, NürnbergMesse Brasil. "Everyone is eager to reconnect and celebrate our industry's achievements," added Jürgen

Nowak, Global Business Director, Vincentz Network. This joy is echoed on the show floor and the congress halls, which are brimming with excitement. Everywhere, people are glad to reconnect with old acquaintances in person and meet new contacts. A focus is placed on the key trend of sustainability.

### Congress off to a good start

The congress started with the opening words of welcome by Luiz Cornacchioni and Fabio Humberg of Abrafati and a keynote by Marcos Alleman, Vice President Decorative Coatings at BASF and Chairman of the Board of Directors at Abrafati. He emphasized that, while there are some challenges ahead for the Brazilian and international coatings industry, there is a lot of potential for growth and the sector has their

future in their hands. Alleman also underlined the importance of sustainability and the role that coatings and the coatings industry can play here.

Afterwards, the first five congress sessions started, which focused on architectural coatings, high-demanding applications, as well as on functional coatings, PUR and epoxy coatings, and bio-based coatings. The participants enjoyed fruitful discussions and updates on the latest innovations in the paints and coatings sector.

### What's in store

After the great start yesterday, you can look forward to two more great days at the exhibition as well as ten more sessions at the congress today and tomorrow.

Moreover, the next edition of the Abrafati Show and Congress will be held from November 21 to 23, 2023, once again in the São Paulo Expo Center.

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## DON'T MISS THE CONGRESS

THERE ARE TWO MORE  
FULL DAYS AT THE  
ABRAFATI CONGRESS.

LEARN MORE ABOUT  
THE EVENT AND THE  
PROGRAMME AT:  
[WWW.ABRAFATISHOW.COM.BR/EN/ATTRACTIONS/INTERNATIONAL-COATINGS-CONGRESS](http://WWW.ABRAFATISHOW.COM.BR/EN/ATTRACTIONS/INTERNATIONAL-COATINGS-CONGRESS)



**Luiz Cornacchioni,**  
Executive President,  
Abrafati

## Voices of endorsement

WELCOME TO THE 17TH EDITION OF THE ABRAFATI SHOW, THE MUCH AWAITED OCCASION FOR THE INDUSTRY TO REUNITE AFTER NEARLY THREE YEARS. THE EVENT PROVIDES A VERY BROAD RANGE OF OPPORTUNITIES TO EXHIBITORS, CONGRESS ATTENDEES AND VISITORS. THE CASE FOR ATTENDING CAN BE BROKEN DOWN INTO THREE INTERCONNECTING POINTS WITH INTENSE SYNERGIES.

THE FIRST POINT IS ABOUT GETTING TO KNOW AND DISCUSS INNOVATIONS IN RAW MATERIALS, PROCESSES, EQUIPMENT AND SYSTEMS. IT INCLUDES THE ABILITY TO VIEW THE POSSIBILITIES FOR ALL TYPES OF PAINTS AND COATINGS BASED ON FACTORS LIKE QUALITY, PERFORMANCE AND SUSTAINABILITY. THE FOCUS WILL BE PRECISELY ON INNOVATION, WITH A REAL CATALOGUE OF

SOLUTIONS AVAILABLE FOR CREATING VALUE AND OFFERING INCREASINGLY BETTER PAINTS.

THE SECOND POINT HAS TO DO WITH NETWORKING. THOUSANDS OF INDUSTRY PROFESSIONALS WILL BE MOVING AROUND THE AISLES, BOOTHS AND AUDITORIUMS, LOOKING FORWARD TO REUNITING AND CATCHING UP WITH ACQUAINTANCES, UPDATING CONTACT INFORMATION, EXCHANGING IDEAS, LEARNING ABOUT NEW DEVELOPMENTS, COLLECTING INFORMATION. TO TOP IT OFF, THERE ARE BUSINESS OPPORTUNITIES. BRINGING TOGETHER A QUALIFIED GROUP OF EXPERTS WITH TIES TO ALL LINKS IN THE PAINT AND COATINGS SUPPLY CHAIN ENABLES CONVERGING INTERESTS TO COME TOGETHER, WITH POSITIVE RESULTS IN TERMS OF SALES, PARTNERSHIPS, TECHNOLOGY TRANSFERS, ETC.



**Alexandre Brown,**  
Business Unit Director,  
NürnbergMesse Brasil

THE ABRAFATI SHOW IS BACK AFTER ALMOST THREE YEARS WITHOUT TAKING PLACE DUE TO THE PANDEMIC. WE WILL PROVIDE A COMPLETE VIEW OF THE CURRENT AND FUTURE OF THE INDUSTRY, THROUGH AN EXHIBITION WITH MORE THAN 200 BRANDS IN AN AREA OF 19 THOUSAND M<sup>2</sup>.

BY PARTICIPATING IN THE CONGRESS AND VISITING THE STANDS, IT WILL

BE POSSIBLE TO UNDERSTAND WHERE THE SECTOR IS AND WHERE IT IS GOING IN TERMS OF TECHNOLOGY, PRODUCTS, PROCESSES AND SUSTAINABLE PRACTICES, INNOVATIVE SOLUTIONS FOR EXISTING OR FUTURE CHALLENGES.

LET'S BRING THE INDUSTRY BACK TOGETHER, GENERATING A LOT OF EXCHANGE OF EXPERIENCES!



**Juergen Nowak,**  
Global Business Director,  
Vincentz Network

THIS YEAR'S ABRAFATI SHOW AND CONGRESS IS ARGUABLY THE MOST COMPREHENSIVELY PLANNED AND PREPARED EVENT OF ITS KIND - AS THE TEAM, COMPRISED OF ABRAFATI WHO LED THE EFFORT, NUREMBERG-MESSE AND VINCENTZ NETWORK, HAD TO POSTPONE, FIND NEW DATES, RECALIBRATE. OF COURSE, THIS CAUSED DISRUPTIONS, INCONVENIENCE AND HEADACHES FOR MANY IN THE INDUSTRY, AND WE APOLOGIZE SINCERELY FOR THAT, HUMBL

REQUESTING YOUR UNDERSTANDING. NOW (AND I DARE SAY: POST-PANDEMIC), WE ARE READY TO ROLL AND WE HAVE HEARD FROM MANY IN THE INDUSTRY THE SAME SENTIMENT. EVERYONE IS EAGER TO RE-CONNECT AND CELEBRATE OUR INDUSTRY'S ACHIEVEMENTS. LET US MAKE GOOD USE OF THIS WONDERFUL OCCASION TO MEET, TO DO BUSINESS AND TO BE INSPIRED.



**Agnelo de Barros Neto,**  
CEO, Agnelo Editora

ABRAFATI 2022 IS THE MOST IMPORTANT EVENT OF ITS KIND IN LATIN AMERICA AND ONE OF THE MAIN ONES WORLDWIDE. BRINGING TOGETHER THE INTERNATIONAL PAINT CONGRESS AND THE INTERNATIONAL PAINT SUPPLIER EXHIBITION, IT HAS BEEN PROMOTED SINCE 1989 BY ABRAFATI. IT HAS BECOME VALUED FOR THE QUALITY OF ITS PROGRAM AND FOR BRINGING TOGETHER THE MAIN COMPANIES AND THOUSANDS OF PROFESSIONALS, GENERATING

POSITIVE EFFECTS FOR THE BRAZILIAN AND LATIN AMERICAN INDUSTRY. AT ABRAFATI 2022, INNOVATIVE SOLUTIONS FOR THE FUTURE DEMANDS OF THE PAINT CHAIN WILL BE IN EVIDENCE, INVOLVING ASPECTS SUCH AS SUSTAINABILITY, FUNCTIONALITIES, PERFORMANCE AND QUALITY. DURING THE THREE DAYS OF THE EVENT, IT WILL BE POSSIBLE TO UNDERSTAND THE MEGATRENDS THAT AFFECT THE PAINT INDUSTRY AND CONTRIBUTE TO ITS DIRECTIONS.

## MASTHEAD

### Abrafati Show Daily

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# Short and medium range vision in a long-distance marathon

## THE SOUTH AMERICAN COATINGS MARKET

The changes in the market have settled definitively, challenging the survival decisions of coatings businesses in South America. Changes in consumer priority reached all countries. However, countries supported by stronger and more sustainable economies will advance in consumption quality and products.

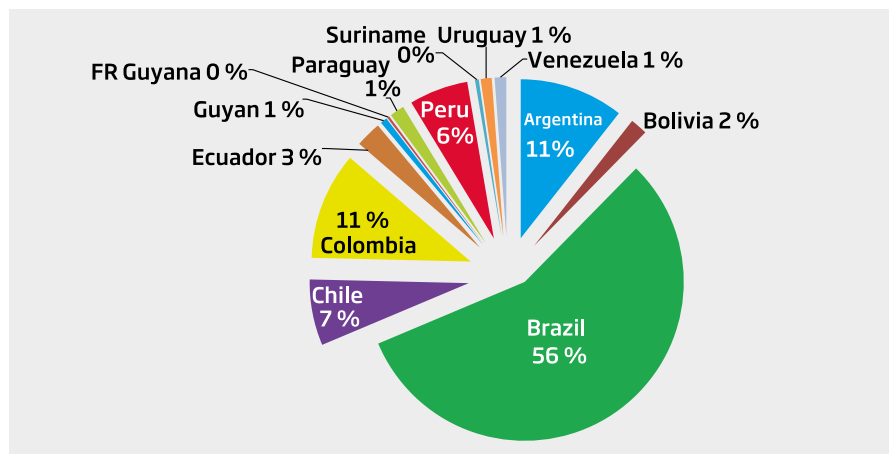


FIGURE 1: THE SOUTH AMERICAN COATINGS MARKET BY COUNTRIES.

Francisco Z. Rácz & Washington T. Yamaga  
Racz, Yamaga & Associates

The changes in the market have settled definitively, challenging the survival decisions of coatings businesses in South America. Changes in consumer priority reached all countries. However, countries supported by stronger and more sustainable economies will advance in consumption quality and products.

Almost the entire coatings market, from global companies to regional ones, reacted to the search for resilience in the short and medium term as survival factor for the long run, passing on costs and reacting to market shortages replacements. The architectural paints segment reacted better and above all, earlier than the automotive segment and others related to it. In countries like Brazil, the annual volume level is now positioned close to a challenging volume of 2.0 billion liters per year, with a significant change in margins and portfolio. These movements were no different from other markets in the world. However, they did not bring substantial changes in competitive productivity and attractive alliances in South America.

In the early moment of pandemic and in the resulting hangover, there

were no significant acquisitions or mergers in South America coatings market compared to other regions around the world. The exceptions were the acquisition of Hidracor/Hipercor by Iquine in Brazil, of Puras Industries (Paraguay) by the Solid Group and the announced acquisition of Orbis-Pintuco group by Akzo Nobel. Investments have been announced by few companies, however with a small relative impact on the total installed capacity in the region.

### Expectation for maintenance of high costs

In the long run, the search for competitive productivity at the level of coatings manufacturers and at the supply-chain level should result in more attractive alliances for the region in the coming years as consumption has changed.

In the medium and short term, the expectation is for a maintenance of high costs, which should be manifested as preservation of margins. We understand that the relationship with the global availability of raw materials could become the basis for coatings consumption repositioning.

The competitive landscape for all global and regional coatings companies will be positioning in com-

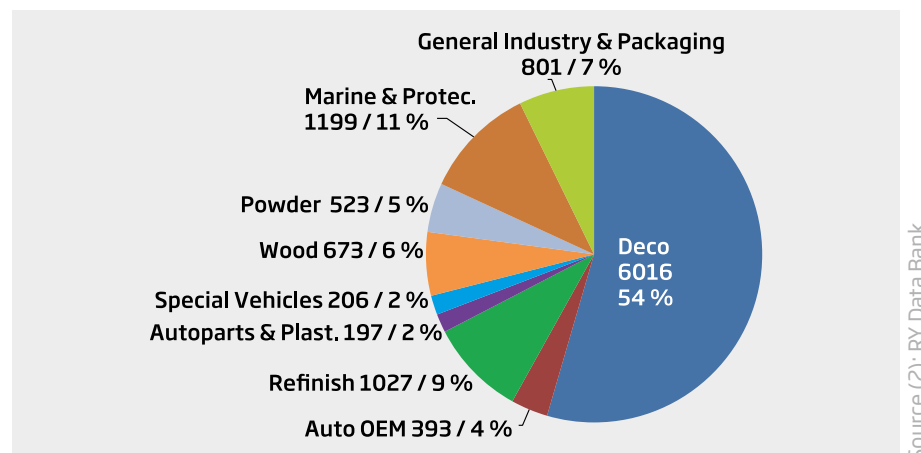


FIGURE 2: THE SOUTH AMERICAN COATINGS MARKET BY SEGMENTS, 2026, USD 11,1 BL.

petition looking for value added opportunities. The stock of accessible technologies available will determine the competitive difference. On the other hand, consolidations are also expected in a continuous process for international companies historically trying to increase the occupation of South America in search of equilibrium.

The South American coatings market, of USD 8.5 billions, is summarized by countries in Figure 1.

It is remarkable to observe that in recent years Colombia is taking the second position from Argentina in the size of the Coatings market and Peru is approaching fast the size of Chile. These movements should continue in the coming years as it can be noticed in the chart below. The faster grow of the five countries show below is supported by a relative better macroeconomics indicator in these countries. The rates that are projected are at Asian levels, above American and world averages. So, the recent and projected growth rates enhance the attractiveness of these countries.

### The South American coatings market by segments

In another perspective, segmenting the coatings market by the end user markets, the attractiveness can be observed in several areas (Figure 2).

The relative higher growth rates can be observed in the segments related to the mobility needs in a large continent and the protec-

tion of assets mainly related to the chemical, petroleum, paper and mining industries.

In the South American supply chain, all global or regional players offer several degrees of support transferring value through technical assistance and other joint developments. But few have evolved the concept of partnerships or alliances with business prototypes, decisive to accelerate market and technology changes. The unresolved factors of the technology low speed conversion always converge back to the reformulation's costs due to insufficient scale towards the acceptance of consumer market.

On the one hand, in countries like Brazil the potential growth remains limited by the lack of development in transportation and energy infrastructure, generating costs for the coatings supply chain. On the other hand, several suppliers of raw materials in Brazil and other countries are seeking to redefine its vocation to supply raw materials from renewable sources such as oleochemicals, bio-solvents, bio-monomers and other bio-additives. The target is to position scale into global markets for these coatings materials, which in its turn will allow access to a new generation of coatings, more efficient and more sustainable. However, the gradual improvement of the economy in the region in the major countries like Brazil and Argentina, allow us to project an attractive market growing over USD 11 billion in the coming five years.



**Cássia Galvão**  
Executive Vice President  
and General Manager,  
Sherwin-Williams  
Automotive Finishes

"I'LL BE THERE!

AT LAST WE ARE HAVING OUR  
IN-PERSON EVENT, SO WE LEARN  
WHAT'S NEW IN THE INDUSTRY AND  
REUNITE WITH OUR FRIENDS."



**Isabella Marini Vargas**  
Chief Technical Officer,  
Renner Sayerlack

"THE ABRAFATI SHOW WILL BE  
AN EVENT WHERE PEOPLE WILL  
REUNITE AND BOAST THEIR  
RESILIENCE. PEOPLE THERE WILL  
BE ABLE TO SEE THE TECHNOLOG-  
ICAL ADVANCEMENTS ACHIEVED  
OVER THIS COMPLEX PERIOD THE  
WORLD HAS EXPERIENCED, WHILE  
REUNITING WITH FRIENDS AND  
PARTNERS. AUDIENCES AT THIS  
LEADING EVENT IN OUR INDUSTRY  
WILL CERTAINLY BE EAGER TO SEE  
NEW DEVELOPMENTS."

## "We will be there!"

Anticipation and expectations are high: Renowned representatives of the coatings industry express their support for the Abrafati Show and Congress and tell what they are especially looking forward to - from networking to business discussions and learning about latest innovations.



**Daniel Geiger Campos**  
President, South America,  
Akzo Nobel

"THIS EDITION OF THE ABRAFATI  
SHOW WILL BE MARKED BY A  
REUNION OF PROFESSIONALS WHO  
MAKE A DIFFERENCE IN THE  
INDUSTRY, WHICH WILL OPEN UP  
NUMEROUS OPPORTUNITIES FOR  
PEOPLE TO LEARN ABOUT THE  
LATEST OF INNOVATIONS, CLOSE  
DEALS AND DISCUSS KEY ISSUES FOR  
THE PRESENT AND FUTURE. AMONG  
THEM ESG PRACTICES, WHICH HAVE  
GAINED A LOT OF STEAM LATELY AND  
BECOME IMPORTANT DRIVERS FOR  
THE INDUSTRY.  
IT WILL BE AN UNMISSABLE EVENT,  
AND WE LOOK FORWARD TO SEEING  
YOU THERE."



**Francisco Diniz**  
Technical Manager,  
Futura Tintas

"FOR MORE THAN THREE DECADES,  
THE INTERNATIONAL COATINGS  
CONGRESS HAS BEEN A CORNER-  
STONE FOR THE INDUSTRY BOTH IN  
BRAZIL AND IN THE SOUTH AMERICA  
REGION. AFTER A SHORT HIATUS  
DUE TO THE GLOBAL PANDEMIC,  
THE TRADE SHOW IS COMING BACK  
WITH ITS USUAL POSITIVE IMPACT.  
THE CONGRESS HAS ALWAYS BEEN  
AN ABUNDANT SOURCE OF SHARED  
KNOWLEDGE AND INFORMATION ON  
THE TECHNOLOGY BEHIND THE IN-  
PUTS AND EQUIPMENT USED IN THE  
INDUSTRY.  
I'M SURE THE TECHNICIANS OF OUR  
INDUSTRY AND OUR SUPPLIERS ARE  
LOOKING FORWARD TO THE RETURN  
AND COMPLETE SUCCESS OF THE  
ABRAFATI SHOW."



**Paulo Moreira**  
Chief Officer,  
Tintas Dacar

"IN SUCH A TURBULENT AND  
UNCERTAIN ENVIRONMENT, THE  
BEST YOU CAN DO IS ATTEND THE  
ABRAFATI SHOW, A UNIQUE, MAJOR  
OPPORTUNITY FOR UNDERSTANDING  
ALL VARIABLES AFFECTING OUR  
INDUSTRY, PROJECTING POSSIBLE  
AND PROBABLE FUTURE SCENARIOS,  
AND FINDING PATHS.  
IT IS A TIME WHEN THE ENTIRE PAINT  
AND COATINGS SUPPLY CHAIN GETS  
TOGETHER TO DISCUSS THE MARKET  
AND THE OPPORTUNITIES PRESENT-  
ING THEMSELVES."

**Eder Dirceu Dela Justina**  
Liquid Coatings Manager,  
WEG Tintas

"WELCOME TO ABRAFATI SHOW 2022!  
THIS IS AN OCCASION FOR US TO GET  
TOGETHER AT AN EVENT FULL OF  
BUSINESS OPPORTUNITIES AND  
LOTS OF NEW DEVELOPMENTS IN  
TECHNOLOGY. I WISH YOU ALL AN  
EXCELLENT TIME AT A TRADE SHOW  
FILLED WITH NEW BUSINESS AND  
NETWORKING OPPORTUNITIES,  
AS WELL AS TECHNOLOGICAL  
INNOVATIONS."

# The current status of research

## ABRAFATI CONGRESS GATHERS COATINGS EXPERTS FROM AROUND THE GLOBE

The Abrafati Congress on 21-23 June provides a substantial contribution to technological development and to the recognition of the importance of the paint and coatings market and related industries. Bringing together dozens of reputable experts from around the globe, the congress displays the current status of research efforts undertaken in the industry and universities, the results achieved, and those expected for the near future. With more than 90 technical papers presented in 15 sessions, the

congress program is going to be marked by a series of high-end studies with an innovative profile that seek to provide an answer to current growth and sustainable development requirements in the coatings supply chain, while fostering quality and capability improvements in the industry. Session topics range from architectural, functional and bio-based coatings to water-borne and wood coatings, radiation curing, and pigments & fillers. The congress represents an ideal

occasion to acquire a far-ranging insight into the most innovative and sustainable of developments in terms of raw materials, formulation, technology applications, performance enhancement and functionalities. It is going to contribute to the industry by spreading in-depth knowledge and providing a panoramic view of future trends and product and services for consumers, the market and society. The congress is one of the world's most important events in its area of expertise, congregating renowned

The Abrafati Congress will be held in Portuguese and English with simultaneous translation in both languages.

For more information, please visit:  
[www.abrafatishow.com.br/en/attractions/international-coatings-congress](http://www.abrafatishow.com.br/en/attractions/international-coatings-congress)

researchers from Brazil and abroad. The fact that the congress is held simultaneously with the international exhibition of coatings industry suppliers contributes even more to a dissemination of knowledge and exchange of experiences.





LUIZ CORNACCHIONI, EXECUTIVE PRESIDENT, ABRAFATI, AT THE CONGRESS OPENING



RIBBON CUTTING AT THE SHOW: JOÃO PICOLO, NÜRNBERGMESSE, KRISTINA WILGER, VINCENTZ NETWORK, LUIZ CORNACCHIONI, ABRAFATI



PAINTS AND COATINGS EXPERTS GATHERING AT THE CONGRESS OPENING



FINALLY RE-CONNECTING!

## Pictures of the SHOW and CONGRESS



MARCOS ALLEMANN, PRESIDENT OF ABRAFATI'S DIRECTIVE BOARD / BASF AT THE PLENARY SESSION



TIME FOR A CLOSER LOOK AT THE EXHIBITS



EXPERT TALKS AT THE EXHIBITORS' BOOTHS



OFF TO A NEW EDITION OF THE ABRAFATI CONGRESS!



FRIENDLY EXHIBITORS SHOWING THEIR LATEST DEVELOPMENTS

# Voices from day one

We spoke to some attendees and exhibitors about their focus on the Abrafati Show and Congress.



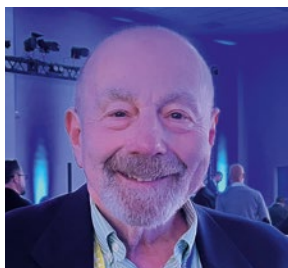
### Vinicius Mardegan, Allnex Brazil

ABRAFATI IS ONE OF THE MOST IMPORTANT EVENTS FOR THE INDUSTRY IN BRAZIL. IT IS FANTASTIC TO BE HERE, AND IT IS EVEN MORE SPECIAL, GIVEN THAT WE ARE BACK AFTER TWO YEARS. IT'S GREAT TO SEE OUR CUSTOMERS, SUPPLIERS AND PARTNERS AGAIN. THERE HAVE ESSENTIALLY BEEN TWO YEARS OF NEW TECHNOLOGIES AND WE ARE EXCITED TO BRING NEW TECHNOLOGY IN ALL OUR PRODUCTS.



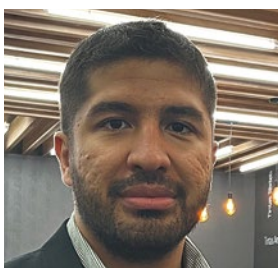
### Camila Goncalves, Weg Tintas

I USUALLY COME TO EVERY ABRAFATI SHOW, IT IS ALWAYS A GOOD WAY TO KNOW WHAT IS HAPPENING IN THE MARKET AND IN THE DIFFERENT PARTS OF THE INDUSTRY. IT'S GOOD TO GET INFORMATION FROM OTHER SECTORS AS I CAN OFTEN APPLY IT TO MY OWN SECTOR. SO IT IS VERY IMPORTANT TO SHARE THIS INFORMATION AND TO KEEP IN TOUCH WITH OTHER SCIENTISTS, ESPECIALLY AS I WORK IN THE DEVELOPMENT OF MATERIALS.



### Sam Morell, S.P. Morell and Company

I AM VERY PLEASED TO BE HERE IN SÃO PAULO, ATTENDING ABRAFATI. I AM LOOKING FORWARD TO A LOT OF THE TECHNICAL PRESENTATIONS. PLUS, I AM ALSO PRESENTING MYSELF ON WEDNESDAY AT 2.15 PM. BUT I AM ALSO LOOKING FORWARD TO THE EXHIBITION, ESPECIALLY AS IT IS MY FIRST TIME HERE.



### Bruno Malaquias, Netzsch

AT NETZSCH WE ARE HAPPY TO RETURN TO IN-PERSON EVENTS HERE AFTER ALMOST THREE YEARS AND TO PRESENT OUR NEW RELEASES. IT'S GREAT TO BE CLOSER TO OUR CUSTOMERS AFTER THE PANDEMIC. EVEN IF WE COMMUNICATE WITH THEM IN MANY OTHER WAYS, THERE IS NOTHING THAT COMPARES TO MEETING THE VISITORS AND OUR SUPPLIERS.



# "This personal reconnection is going to be the most important"

ANTICIPATION FOR THE ABRAFATI SHOW 2022 IS HIGH



Source: stock.adobe.com - Blue Planet Studio



**Marcio Grossmann,**  
GENERAL MANAGER FOR  
PPG LATIN AMERICA SOUTH  
AND BUSINESS DIRECTOR  
FOR PACKAGING COATINGS

**Marcio Grossmann, General Manager for PPG Latin America South and Business Director for Packaging Coatings, comments on challenges for the global coatings industry and describes his expectations regarding the Abrafati Show 2022.**

**WHAT ARE THE CHALLENGES CURRENTLY AFFECTING THE COATINGS INDUSTRY - ESPECIALLY IN LATIN AMERICA, BUT ALSO GLOBALLY?**

The impact of the pandemic on the business has been mainly the squeezing of profitability margins. Like most industries, we have been able to pass on only part of the increased input costs to the final price. On the other hand, if the whole world is facing the

breakdown of supply chains, PPG, as a global company, was able to keep all its customers served by making a great logistical effort to manage suppliers and raw material stocks. This effort also has a cost, but no PPG customer was left unattended.

**HOW CAN THE COATINGS INDUSTRY COPE WITH THESE CHALLENGES?**

To put this answer into context, I will bring PPG Brasil as an example. We grew twice the result of the national market for paints and coatings in 2021 - and it was not only us that grew. This is an example of a well-known phenomenon: the resilience of the sector, which gained traction even with the pandemic. In practice, this means that while some arms of the business were affected by losses, others had increased sales and the overall balance was positive. Within this context, some sectors need to be considered. The automotive crisis, for example, is quite significant: 2.2 MM vehicles were sold in 2021.

From 2020 to now, production has stopped, first because of Covid-19, then due to a lack of semiconductors, and, on the demand side, due to consumer uncertainty, which has retreated. In the most current scenario, sales are being affected by inflation and rising interest rates, reducing financing, and

should resume only in 2024. On the other hand, the pandemic accelerated the growth process in other arms of the business, a strategic effort that we had already been making as a company. PPG grew significantly in the architectural paint segment, because families invested in small renovations, both middle class families, due to the home office, and low-income families, due to the government's emergency aid. The increase also occurred in the white goods line, due to the expansion in the consumption of household appliances, another sector that attracted family purchases. Agriculture, a sector in which we are leading, did not stop with the pandemic, quite the contrary. With the high grain prices and the appreciated dollar, favoring exports of equipment, the sale of agricultural machinery had its best year in 2021, with a growth of 43 % over 2020, which had already grown by 17 %. Agribusiness also boosted sales in the sector of road equipment, which grew 33.5 % in 2021. Another sector that did well was food and beverage packaging - for example, people at home tend to buy more beverage cans rather than bottles, as well as buying more canned food. The oil and gas sector, benefiting from the exchange rate, also helped us to a lesser extent. It is worth remem-

bering that a promising and growing market for us is renewable energy, especially wind power.

**WHAT DO YOU THINK WILL BE THE TRENDS AND HIGHLIGHTS AT THE ABRAFATI SHOW AND CONGRESS?**

This will be the first major opportunity to interact with our customers and suppliers since the start of the pandemic two years ago. By far this personal reconnection is going to be the most important. We have never been distant from our suppliers and customers, but the view of a broader market will be very interesting. We also expect a lot of new developments in terms of new product development. The pandemic has brought an important glimpse into the healthcare sector that I am sure will continue to grow.

**CAN YOU NAME A NOVEL COATINGS DEVELOPMENT THAT YOU FIND ESPECIALLY INNOVATIVE AND INTERESTING?**

I believe that the new market trend is functional coatings, those that in addition to protecting and beautifying, offer an extra utility to meet emerging consumer needs. In this sense, I can cite the global launching of an antimicrobial paint containing a technology capable of killing 99.9 % of bacteria and viruses on the painted surface, including SARS-CoV-2 in just two hours. Another example is in mobility. With the rise of electric cars, PPG launched a coating used on the batteries of EVs, which provides thermal insulation and prevents the dispersion of the heat generated by the equipment during the operation of the vehicle, ensuring safety. Thinking about sustainability, I mention thermal coatings for the construction sector, which relies on Green Building to ensure maximum use and care for the environment. In other words, it is necessary to constantly evaluate the market and seek innovative solutions.

# Improving the water resistance

CHALLENGES IN RAW MATERIALS FOR ARCHITECTURAL COATINGS

**Juliane P. Santos, R&D Coatings at Oxiteno, expands on APE-free renewable reactive non-ionic surfactant for emulsion polymerization.**

**IN GENERAL, WHAT ARE THE CURRENT CHALLENGES IN DEVELOPING RAW MATERIALS FOR ARCHITECTURAL COATINGS?**

One important challenge is to develop cost-competitive raw materials that allow improving technical performance and developing more sustainable formulations. Due to this, in the last ten years, we have focused on developing APE-free surfactants for emulsion polymerization, APE-free polymeric surfactants for emulsification of resins typically used in solvent-borne paints, low VOC additives for architectural paints, and in our presentation we are going to present an APE-free renewable reactive non-ionic surfactant for emulsion polymerization. This line of reactive surfactant is being developed mainly to address the problem of low water resistance of water-borne architectural coat-

ings in relation to solvent-borne coatings.

**PLEASE DESCRIBE YOUR CURRENT RESEARCH PROJECTS IN ARCHITECTURAL COATINGS.**

The APE-free surfactants for easy replacing of APE surfactants typically used in emulsion polymerization of latexes used in architectural coatings. APE-free polymeric surfactants for emulsification of long in oil alkyd resins typically used in solvent-borne enamels. Zero VOC coalescent, "Ultrafilm 5000", for maximizing the coalescence and the water resistance of architectural paints. Moreover, moving forward with our strategy of improving the technical performance and developing more sustainable formulations, we are bringing a new APE-free renewable reactive non-ionic surfactant for emulsion polymerization that



**Juliane P. Santos, Ph.D.**  
OXITENO

allows to improve the water resistance of water-borne paints.

**HOW CAN ARCHITECTURAL COATINGS BECOME EVEN MORE SUSTAINABLE IN THE NEAR FUTURE?**

Considering the VOC, we have been developing low VOC and low odor coalescents tailored for having high compatibility with latexes that allow to maximize the coalescence while using a low dosage. We have also worked on developing emulsifiers that allow resin emulsification converting solvent-borne into water-borne formulations. APE-free renewable reactive nonionic surfactants are another

development that allows to improve the water resistance and durability of water-borne coatings. Moreover, the APE-free renewable reactive surfactant of this development will be mainly covalently bounded to the latexes. Due to this, it will not desorb from coatings and contaminate the water, in special water from rain, sparing the need of water treatment.

**WHICH GENERAL COATINGS APPLICATIONS DO YOU FIND ESPECIALLY INTERESTING AT THE MOMENT??**

I find the challenge of improving the water resistance of coatings applications based on emulsion polymers particularly interesting because in order to improve the water resistance it is important to work on in several aspects since the monomeric composition of the latex, its particle size, stability, molecular weight, the content and type of surfactant used as well as the coalescent and distribution of surfactant along the coalesced films. Moreover, we also have the opportunity of tailoring new surfactants and additives for addressing these technical and sustainable needs using renewable sources.

# Enabling greener systems

ADVANTAGES OF ALKYD RESINS

**Marcos Jacó, R&D chemist at Reichhold, explains the benefits of alkyd resins and describes his study, which evaluates the contribution of alkyd resin at 100 % solids in the improvement of wood varnishes and stain.**

**IN GENERAL, WHAT ARE THE ADVANTAGES OF ALKYDS COMPARED TO OTHER COATINGS RESINS?**

In my opinion alkyd resins have a differential in relation to other resins, due to their simplicity and versatility, with a high possibility of combinations of raw materials and modifications with other resins, resulting in products with excellent performance that serve both the architectural and industrial

coatings. They also have a great contribution to the use of materials from renewable sources, such as vegetable oils, glycerol and others, enabling and contributing to the formulation of greener systems.

**WHAT BENEFITS CAN BE OBTAINED BY USING ALKYD RESINS AT 100 % SOLIDS?**

I'm sure the greatest contribution is in the high use of materials from

renewable sources, enabling and contributing to the formulation of high solids systems, reducing the use of organic solvents in formulated paints and varnishes, resulting in more environmentally friendly products.

**YOU ARE PRESENTING A PAPER ON ALKYD RESINS USED FOR WOOD COATINGS AT THE CONGRESS. PLEASE BRIEFLY EXPLAIN THE AIM OF YOUR STUDY AND WHAT YOU HAVE FOUND OUT SO FAR.**

The study evaluated the contribution of alkyd resin at 100 % solids in the improvement of wood varnishes and stain, applied on treated pine wood from reforestation, and on glass plates subjected to natural and accelerated weathering. The evaluation was carried out by characterization of varnishes, resistance to degradation



**Marcos Jacó**  
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by loss of gloss, yellowing index, appearance and others. The results showed the contribution to better resistance to degradation, with increase in gloss retention, film hardness and viscosity reduction, contributing to the formulation of products with lower VOC and eco friendly.



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