DRAWING ON AN ACTIVE APPROACH

The Sector Group Artists' Colours is currently focusing on topics such as REACH, biocides and the possible restriction of cadmium pigments in colours for artists.



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What are current projects of the Sector Group Artists' Colours?

Our Technical Committee (TC) is currently working on a number of topics including REACH, biocides, the comprehensive CLP issues which are effecting the labeling of the products of our members. Content and size of labels are becoming a tremendous challenge. We are also in the process of improving the online presence of the Artists' Colours Group, due to the little perception in the public of our group within CEPE. As most of our members work globally, dealing with international regulations, we established a frequent consultation and exchange with the ACMI (The Art and Creative Materials Institute) in the USA.

What would be the consequences of a restriction of cadmium pigments in artists' colours? Cadmium pigments in Artists' colours are essential for the work of artists. A restriction would be a little earthquake for manufacturers and artists as most of the colour lines would be effected and there would be no substitutes which could fill in with comparable properties, i.e. brightness, light-fastness, strength and beauty of cadmium-based colours. It is important to note that the cadmium pigments we use in artists' colours are not classified as hazardous, based on the testing and data gathering required for REACH registration dossiers.

The TC has published a best practice guideline to advice artists how to use and dispose of colours, what were its goals?

Based on the experience of the consultations on cadmium pigments we want to take an active approach and share our expertise and advice for consumers, so they can handle their disposals properly based on environmental standards. Thus, we want to support the efforts of consumers for a sustainable and eco-friendly use and disposal of artists' colours. We are convinced that taking an active role will support building European high standards for the safe use of our products.



- 1- Evolution of Brazilian Paint Market Volume and Sales (MM liters, US\$ bil.)
- 2- Brazilian Market by Region
- Market Size, Per Capita Consumption, Average Price
- Characteristics of each Regional market
- Regional market growth rates
- **3- Brazilian Market by Distribution Channel**
- -Characteristics of each Distribution Channel
- Growth by Distribution Channel
- Evolution of Distribution Channel
- Competitor market shares by Distribution Channel
- 4- Market by Qualitative Segment (Volume and Sales)
- Characteristics of each Qualitative market
- Competitor market shares by Qualitative Segment
- Regional Market growth rates
- 5- Market Mix
- Evolution of Product Mix in Brazil
- Product Mix by Geographic Region
- 6- Competition
- Market Shares by Competitor
- Sales of major manufacturers by Region
- Market shares of major competitors by Region
- Sales of major manufacturers by Distribution Channel
- Market shares of major competitors by Distribution Channel
- 7- Consumer Profile
- Who buys paints?
- Who influences paint purchases?
- Who applies paint by social class?
- Who chooses colors?



Brasil Decorative paint market

Argentina Decorative paint market

Chile Decorative paint market

Uruguay Decorative paint market <

A GROUNDBREAKING, COMPLEX STUDY OF THE SOUTH AMERICAN PAINT MARKET

