

October 2019

## CEPE

The voice of paint, printing ink and artists' colours in Europe

## Trends and hands that shape the future Perspectives for the paint industry

Following our annual conference in Malta on 18-20 September, Vincentz published an article. We are happy to share it with you.



## EMBRACING CHANGE

Highlights from the CEPE Annual Conference 2019 in St. Julian's, Malta. By Damir Gagro.

This year's conference motto was "Trends and hands that shape the future – perspectives for the paint industry". Industrial manufacturing is in turmoil due to business pressures, market trends, and new technologies. This development has also left its mark on our industry. The only way paint and coatings manufacturers can stay ahead of competitors and gain market share in today's quickly morphing environment is to embrace change.

This year's programme for the CEPE Annual Conference addressed a range of issues that will have impact on our industry, with a particular focus on the trends and hands that will shape our future. In front of some 140 conference attendees, CEPE's Managing Director Jan van der Meulen asked in his welcome address: "Where are the hands that will hold the brush?" One factor that is increasingly shaping the decorative coatings market is the manual application of the paints.

### CHALLENGES FOR DECORATIVE PAINTS

A huge part of the plenary session was dedicated to his question and hence to the decorative coatings segment. The CEPE statistics showed a decline of volumes in many countries across Europe. Among others, the list included Austria, Belgium, Germany, Italy, The Netherlands, Poland, Portugal and Sweden. So, it was no surprise when Reinier Zuydgeest of USP presented his figures on the European residential paint market. The share of households in which a paint job is done declined slowly but steadily over the past five years. In 2013 about 55 % of all European households had a paint job in their homes. Today, this figure is 5 % lower which comes down to almost 9 million households less in the monitored 11 EU countries. Countries in Europe differ in the preference of either "Do-it-Yourself" (DIY) or "Do-It-For-Me" (DIFM). Even though doing a paint job is most often a DIY job, the share of DIFM is growing over the years – the share rose from 25 % to 33 % in the last five years.





## BOARD ELECTIONS

### Re-elections:

Geoff Macrill, Teal & Mackrill  
Till Iversen, Imparat

### New elections:

Loïc Derrien, Cromology,  
Klaus-Georg Gast, Axalta,  
Giovanni Marsili, San Marco Group

Zuydgeest pointed out the shift towards DIFM does not happen overnight. It is a long-term trend but has so far been moving towards more professionals being involved in residential jobs.

### PROMISING AFRICA AND MOBILITY

João Serrenho of CIN presented his notes on the African market. He described it as “a mysterious, magical continent that has attracted the curiosity of many from a long time ago. Full of promises, unfortunately, many of them delayed.” Being active with his company in Africa for more than 40 years, Serrenho shared valuable insights on the market. Despite divergence between African economies, the continent’s overall outlook remains promising. The world’s fastest urbanisation, compliance with the changing needs of Africa’s growing consumer class, huge potential from accelerating technological change and a young, growing population are just some factors that support the positive outlook.

Shay Eliaz of Deloitte Consulting shared his views on trends regarding mobility. According to him, in the US, passenger miles driven will increase by 25 % and vehicle sales will decline by 40 %. This would have a huge impact as most chemical companies are significantly exposed to the automotive industry. However, even though the number of cars will be decreasing there are significant growth opportunities for chemicals and materials companies to adapt to the emergence of the new mobility ecosystem. “The combination of electrification, autonomy, and shared-economy will likely usher in a new era as utterly different as 1910 was to 1860”, he noted.

### PERSONNEL CHANGES

This year’s conference also marked a turning point for CEPE. Jan van der Meulen will retire in March 2020 after being the associations managing director for more than 15 years. He will be succeeded by Christel Davidson, who worked in Brussels for several European associations and most recently as Director of the Small Business Standards association; representing SMEs and national associations on specific standardisation processes and the securing of funds from the EU and EFTA.

There have also been changes in the CEPE Board. Three members left the Board: Michael Jorgenson, Beck & Jorgenson, Carlo Junghanns, Arsonsisi, and Bertrand Leseute, V3.

Newly elected Board Members are: Loïc Derrien, Cromology, Klaus-Georg Gast, Axalta, and Giovanni Marsili, San Marco Group. Geoff Macrill, Teal & Mackrill and Till Iversen, Imparat, were re-elected to the Board by the CEPE members.

## Save the date

The next CEPE Annual Conference & General Assembly

30 September - 2 October 2020

Madrid, Spain

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