

Press release from Jan de Beer, cell 082 456 3677:

SA GOVT. SHOULD HEED GLOBAL VALUE OF COATINGS MARKET, SAPMA PLEADS

The beleaguered South African coatings market – which has struggled for government recognition and support for years - is part of a global industry expected to be worth US \$178 billion by 2020, an international analysis of this industry has found.

A global study commissioned by the International Paint and Printing Ink Council (IPPIC) has found that world demand for coatings is currently growing at an annual rate of 4.3% and will result in a 2020 volume of 50 billion litres - with an international value of \$178 billion.

The newest market analysis for IPPIC – which is represented locally by the SA Paint Manufacturing Association – included comprehensive market research, covering the global paint and coatings industries in more than 175 countries.

Deryck Spence, executive director of SAPMA, says it is hoped that the South African government would take note of the value of coatings globally – and not continue to turn a blind eye to the needs of the South African coatings sector which locally employs over 15 000 people and contributes over R13 billion annually to the national economy.

“Here we have an industrial sector worth nearly \$180 billion a year globally – a market ripe for SA producers to enter and exploit via exports. Meanwhile our government shows little concern about assisting SAPMA with the funding for training of future technologists, providing adequate standards certification for our members, or protecting local coatings producers against dumped imports, to name just a few of the challenges of the past few years.

“SAPMA’s protracted crusade to have high levels of hazardous lead banned from local paints has been uphill all the way - and still has to be fully legalised. SAPMA members who have voluntarily adhered to internationally-driven lead levels have had to wait for years for any government intervention to protect their profitability against cheaper, leaded paints. Members who have removed methanol from their production of thinners share a similar fate,” Spence adds.

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Caption:

It is time the government fully appreciates the contribution of the coatings sector to the national economy, Deryck Spence, executive director of SAPMA, has urged.

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