

The OCCA perspective

Ann-Marie Etherington

Like so many businesses, organisations and associations, OCCA is no exception when it comes to having had to 'adapt' in recent months. Since the outbreak of the pandemic, we here at OCCA HQ have had to seek new ways of working and communicating with our Trustees, members, Corporate Sponsors and Educational Partners alike. The rescheduling of Surfex and all our regional meetings/symposia because of the pandemic meant we needed to find better and more proactive ways of engaging with the people who matter most – our members and supporters.

In May 2020, while many of us were still coming to terms with the challenges of home working, furlough schemes and social distancing, the UK's official Learning at Work Week was due to have been launched. Organised by Campaign for Learning, Learning at Work Week is a unique annual event to build learning cultures at work. It aims to put a spotlight on the importance and benefits of continual learning and development. Campaign for Learning is a charity championing lifelong learning at a national level - helping organisations run creative, innovative and inclusive activities as part of their Learning at Work Week campaigns.

This year, due to the Covid-19 pandemic, companies have been encouraged to run 'On Air - Online' Learning events. In a bid for OCCA to mark this, we approached Campaign for Learning and, after much discussion with our Board of Trustees and, more especially, the newly formed Marketing & Membership team, we agreed to launch our very own series of "Weekly Webinars", designed to encourage individuals currently working, studying or interested in a 'Coatings-related' environment to participate from the comfort of their homes. We wanted to use this as a catalyst for change, to provide an opportunity for OCCA to engage more directly with members and industry associates, to enable our industry partners & Corporate Sponsors to share their business and product developments and to encourage participation from a broader audience.

Summer Series

Our hugely popular summer series, comprising 15 webinars, began at the end of May and ran weekly for 15 weeks through to the end of August. Each was broadcast live every Wednesday afternoon at 2.30pm BST, using Zoom as the hosting platform. The weekly session comprised a brief introduction to OCCA, a 30-40 minute presentation by the host company and a live Q&A session with panellists at the end of each presentation.

Presenting companies included:

BASF Colors & Effects, BASF Formulation Additives, Blackburn Chemicals, Evonik, Gustav Grolman GmbH, ICL Phosphate Specialty, Maflon SpA, PPG Silica Products, Sun Chemical, Vinavil SpA and X-Rite.

The standard was exceptional, with audience numbers growing weekly and very encouraging feedback from the sessions. Members have been enlightened about the many exciting product ranges and innovative chemistries that this wonderful industry epitomises. Speakers have been afforded an opportunity to engage with individuals from around the world – UK, Central, Eastern & Western Europe, USA, Latin America, Canada, South Africa, India, Singapore, Thailand and New Zealand. New ideas have been shared and expanded upon and new business contacts have been forged – all from the comfort of our own workspaces and homes.

The series was promoted by way of our newly revitalised social media platforms, including LinkedIn, Facebook, Twitter and Instagram. The fact that registrant numbers increased each week proves that there is still very much a desire to learn and grow, to interact on a personal level with like-minded individuals from the industry and to stay connected.

Series Participants

The Summer Series was offered free of charge for members, Corporate Sponsors and students from our recognised Educational Partners. Non-members were offered the unique chance to participate in all of the Summer Series sessions, in the hope that they might be encouraged to sign up for membership of the Association in the longer term. All sessions were recorded and are now available for download via our Members' Area of the website, together with pdf copies of many of the presentations.

Non-members were not restricted to the number of sessions they could attend. Indeed, presenting companies were each encouraged to invite their own customers and industry contacts to participate, in an attempt to provide the best possible platform for their subject matter and a wider audience for OCCA. Non-members subsequently received a link to download recordings of the sessions they attended.

Plans for an Autumn Series

Such has been the success of this series that we are already in the planning phase for a 'Spotlight on our Educational Partners' event, which will run for 4 weeks in September, followed by Series 2 of our Weekly Webinars – our Autumn Series – which will run for 10 weeks from Weds 7th October – Weds 9th December. Coincidentally, Autumn Series Webinar 1 will be broadcast during the new official "Learning at Work Week" – which was eventually postponed in May. Webinar 3 in this second series will also be broadcast as part of the "Virtual Surfex" week.

Full details of the Autumn Series will be announced via our website and social media platforms and will also be communicated to all members and Summer Series participants, as soon as the series has been arranged.

On behalf of OCCA, I would like to thank all our speakers, supporting companies and panellists, who took precious time out of their busy working weeks to present their respective webinars. It has been a privilege to have been part of such a successful launch and I very much look forward to our Autumn Series and all that we will continue to learn about our fascinating industry.

If you wish to find out more about getting involved in one of the future sessions, please contact Ann-Marie Etherington - admin@occa.org.uk, for more details.



Webinar 1, Thursday 21st May 2020

Graham Armstrong
President



OCCA
The Oil & Colour Chemists' Association

Inspiring Colourful Futures.....Why do we use paint?

"The presentation looks at how paint and coatings impact on our daily lives, and how difficult and tedious our lives would be without the benefits provided. From the items we use in our homes to getting about, paint plays a major role in most things that we touch and use. Paint provides not only the colour to brighten our world but also protects all the important items we use from failure."



Webinar 2, Wednesday 27th May 2020

Markus Vogel
Head of Applied Research & Technology – Architectural & Floor Coatings – EMEA



A new silica particle technology to improve the durability of architectural coatings

"Overview about the options to formulate durable wall paints and the limits of different raw materials. Beyond that the new technology based on precipitated Silica particles will be presented with focus on the product properties and their benefits in architectural coatings. Special attention will be paid on improving burnish resistance and wet scrub resistance of interior wall paints as well as on the test methods and formulation hints. Recent process advancements at Evonik have produced a novel class of synthetic silica with unique spherical particle morphology, narrow particle distribution, and very low surface area and porosity. In this webinar, you will learn how to formulate super durable wall paints to differentiate your formulation from standard formulations."



Webinar 3, Wednesday 3rd June 2020

Lars Kirmaier
Technical Account Manager



Eco-efficiency and Performance: Advancements in Organic Pigments

"The presentation looks at advancements in quinacridone, carbazole and mono-azo pigments for industrial and deco coatings. We learn more specifically about Quindo Magenta 122, a new unique yellow shade quinacridone with high colour strength and chroma. We also study a new mono azo pigment yellow 74 with modified surface chemistry resulting in easier dispersibility with the knock on effect of lower energy costs during processing. This pigment also has an improved Eco Foot Print."



Webinar 4, Wednesday 10th June 2020



Dr Lucas Zimmerman
Product Manager Paint & Coatings

A new revolutionary scratch resistance additive to increase the durability of waterborne wood coatings

"Demand for high-performing water-based coatings continues to be the trend throughout the coatings' many market segments. Wood flooring, cabinetry and furniture coatings make up a large proportion of the water-based market, and to support this transition, development of innovative solutions is essential to provide improved coatings performance. End-users are increasingly seeking improved durability in addition to the lower environmental impact which comes with water-based technology, and improved scratch resistance will enhance the long-lasting aesthetics and protection that wood coatings can provide. The novel, easy to use HALOX SCRATCH-X additive has been proven to increase the scratch resistance of water-based wood coatings in multiple resin technologies. Performance testing of improved scratch resistance while maintaining good film properties will be presented in a water-based UV curable system which exceeds performance of current market offerings."



Webinar 5, Wednesday 17th June 2020

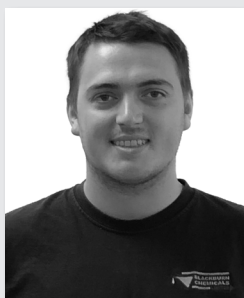


Ulf Moebius – Senior Project Manager – Pigment Preparations
Stephen Gilligan – Senior Business Development Manager – Pigment Preparations

Reach out to the future: Xfast® Easy Color



"Tackling the challenges of liquid dosing in the POS business, the use of dry pigment preparations is an alternative that can alleviate many of the issues often encountered. With the introduction of the innovative XF200 dispenser, the solid dispensing system for point-of-sale (POS), Xfast® Easy Color enables paint manufacturers to revolutionize the market for decorative paints and coatings. The new dispenser, which will be commercially available in August, allows to dose customized formulations of solid colorants directly into the base paint. By tackling three of the major cost factors of liquid systems, service, colorant viscosity changes and sedimentation, it reduces expenses significantly and improves the everyday handling of POS systems."



Webinar 6, Wednesday 24th June 2020



Ed Rushworth
Product Development Manager, Surface Coatings

Dispelair CF 604: New deaeration additive for spray applied coatings

"Spraying paint presents several unique challenges to the coating formulator, none more critical than the introduction of air within the coating film during the application process. DISPELAIR™ CF 604 is a deaerating additive designed specifically to combat air entrainment upon spraying and in turn enhance the aesthetic and physical properties of the coating."



Webinar 7, Wednesday 1st July 2020



Jorn Renema
Technical Sales Additives – Benelux, Nordics, UK & Ireland

Block copolymers as coatings additives

"Block polymers are a fascinating class of polymers because they can combine very different polymer properties in a single macro molecule. Depending on the chemical nature of the individual polymer blocks, nanophase-separated plastic materials, polymeric emulsifiers or highly effective paint and varnish additives can be produced. In this presentation we want to present the wide range of possible uses of highly ordered block copolymers as formulation additives for paints and lacquer applications."



Webinar 8, Wednesday 8th July 2020

Dan Clingerman
Senior R&D Chemist



Silane-Modified Silicas as Functional Matting Agents

"A new silica matting agent has been developed, featuring a mercaptosilane modified surface. Unlike traditional organically-modified silicas, which utilize adsorbed waxes on the surface, silane modification offers a new opportunity to introduce reactive functionality into silica additives for coatings. With judicious pairing of surface functionality and resin chemistry, this functionalized surface opens the potential to react with the resin matrix. This paper will highlight this new class of functionalized silica for coatings and outline areas of potential application, with specific emphasis in cobalt (Co)-free alkyd formulations."



Webinar 9, Wednesday 15th July 2020

Michael Sommer
Business Development Manager



Plastics re-cycling vs. upcycling

"Plastics are under pressure for waste disposal and littering. They are a raw material source if the polymers can be re-used in other or the same applications. Often the aging by weathering and sunlight does not allow the re-use in performance uses. Therefore Grolman offers a range of additives that enhance the properties of re-cycled plastics to enable the user to produce new performance compounds in the area of polyolefins as well as technical polymers."



Webinar 10, Wednesday 22nd July 2020

Rick Ridenour
Technical Industry Manager



Innovative High Chroma Inorganic Pigments

"Naturally occurring minerals have allowed humans to color their world since the beginning of time. In modern times scientists have recreated these minerals in laboratories in factories around the world. Don't let this long history fool you into thinking this technology is outdated. Recent efforts by the experts at Colors & Effects have brought new life into inorganic pigments. We are pushing chroma into spaces thought impossible to achieve with inorganic pigments alone, all while maintaining the robust properties inorganic pigments provide. Please join me in exploring just a few of these new high chroma inorganic pigments, including a brand new color index, to see what they can do for you in both color and functionality."



Webinar 11, Wednesday 29th July 2020

Joanne Mitchell
Global Product Manager for Metallics



Application and formulating principles of vacuum metallised pigments

"The presentation covers the manufacture of Vacuum Metallised Pigments, key applications and general formulation principles. It discusses in detail the differences in flake thickness and how this impacts the optimum formulation. It also addresses some of the main trouble-shooting solutions."



Webinar 12, Wednesday 5th August 2020



Antonietta Schirò
Head of Technical Service for the Coatings and Building department

Multifunctional nano-polymer emulsions for wood coatings

"The design of multifunctional nano-polymers is a challenge to formulate exterior wood coatings with the additional properties needed to protect wood from weathering and maintain aesthetic value. A balance of properties is required to ensure proper performance, such as UV-resistance, water resistance and flexibility, but also characteristics of hardness and mechanical properties to improve the surface appearance and final coatings durability. The choice of polymer emulsion is a critical factor in the overall performance of wood stains and coatings."



Webinar 13, Wednesday 12th August 2020



Colin Wakeford
Team Leader Applications Engineering North Europe

Cutting Edge Colour Matching Solutions for Paints & Plastics

"With the release of Color iMatch v10, X-Rite continues to evolve their colour matching software platform with a new, improved, math engine which provides even more accurate matching performance across the full range of paint and plastic applications. Allied to this, alongside the Ci7000 range of reference grade benchtop spectrophotometers, comes the VS3200 non-contact imaging spectrophotometer. This unique instrument revolutionises the way wet, textured and shaped materials can be measured; overcoming shadow and texture which traditionally adversely affect sample measurement and allowing for multiple colour extraction from design pieces. This combination of hardware and software offers cutting edge colour matching capability for the 21st century."



Webinar 14, Wednesday 19th August 2020



Andre Bendo
Technical Industry Manager

Get the Royal Treatment - Next Generation Lumina® Royal Effect Pigments

"Compared to organic and inorganic pigments, effect pigments still reside in their developmental stage. In the last fifty years, significant advancements have been made in terms of substrates, manufacturing and ultimately, coloristic performance. With each generation of products, the limits of color space have expanded and designers invigorated by the new styling possibilities. To address the continued market demand for innovative effects, BASF Colors & Effects have developed a range of mica-based pigments delivering unmatched chroma, brilliance and sparkle. This next generation series has been readily adopted in Automotive OEM stylings and Industrial Coating applications. Color positioning and technical performance will be covered in this session as well as a discussion on target applications and guidance on product selection."



Webinar 15, Wednesday 26th August 2020



Dr Ivan Viviani
Product Specialist

Maflon: Innovative Fluorinated Solutions

"Maflon is one of the leaders in Fluoro-Carbon specialties, focused on fluorinated products and their applications. Fluorosurfactants give excellent wetting, spreading and levelling properties in coating, cleaners and polish systems, mainly in all the applications where surface tension is an essential factor to determine the performance of the final product. On the other hand, fluoropolymers could create a durable and transparent protection on several surfaces like stone, wood, leather and textile, providing a highly effective defense against agents like water, oil, soil, food and beverages. A specific research team is always looking for innovative solutions, trying to provide new and eco-friendly constituents that could make the difference once formulated, granting Maflon a constant growth during the recent years."