



## THE VALUE ADDED BY PAINTS AND COATINGS

By protecting and beautifying the surfaces to which they are applied, paints and coatings enhance the value of everything — from homes, to manufactured products, to bridges and other structures. This enhancement adds value far beyond the cost of buying or applying the paint or coating.

Consider the automobile industry. It's not hard to imagine what an automobile would look like without the coatings that add value by making it attractive and protecting it. Without coatings, you'd see a car that quickly rusts, is dull in appearance, and has a very short useful life.



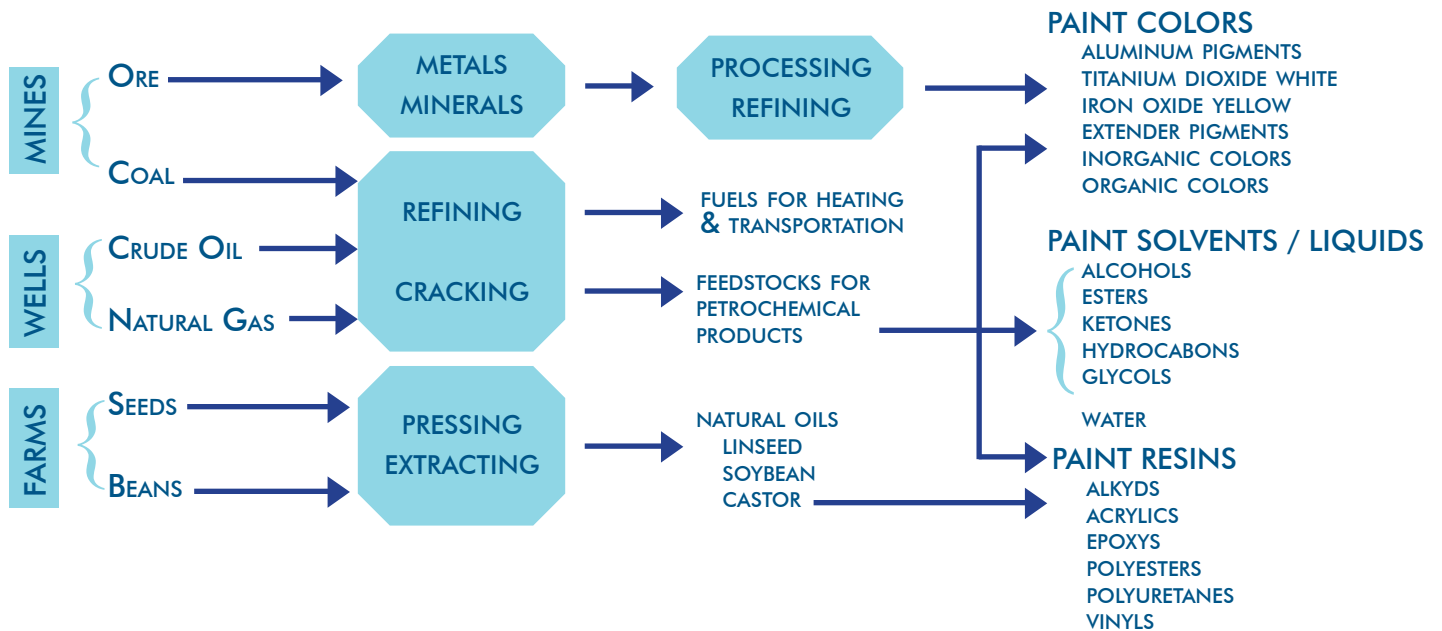
Think of trucks, buses, farm and construction machinery and equipment without the protective coatings that keep them from rusting. Think of the value added to appliances, metal and wood furniture, hardware, lighting fixtures . . . the list is endless. Practically every man-made product has a coating that is necessary to protect it and maintain its usefulness.

Another important — yet less obvious — value added by coatings is the protection provided to the inside surface of metal cans used for packaging food and beverages. Here, the coating creates a chemically inert barrier so the contents cannot leach and react with the metal of the can.



### INSIDE

## SOURCES FOR MATERIALS USED TO MAKE PAINTS AND COATINGS



## PRODUCTS OF THE PAINT AND COATINGS INDUSTRY



# TYPES OF COATINGS



## INDUSTRIAL COATINGS

Coatings applied at the time of manufacture of products are known as industrial coatings. In 2008, 344 million gallons of industrial coatings were sold to customer industries at a value of \$5.6 billion.



## ARCHITECTURAL COATINGS

The largest segment of the paint industry produces architectural coatings – including consumer paints – which make up over half of the total coatings produced annually in the United States. In 2008, the industry shipped more than 682 million gallons of architectural coatings, with a value of \$8.6 billion.

These products are used to beautify and maintain the surfaces of homes, public buildings, offices and factories. About half are applied by “do-it-yourself” consumers, who recognize that paint is the most versatile, least costly and easiest to use of all home decorating products.



## SPECIAL PURPOSE COATINGS

This industry segment includes a wide array of divergent coatings. The one unifying characteristic is that these are industrial coatings that tend to be “field-applied,” as opposed to being applied in a factory setting.

Special purpose coatings represent the smallest of the three major classifications of coatings. This segment can be divided into the following major sub-segments:



**AUTOMOTIVE REFINISH COATINGS** is the largest sub-segment, with a value of \$2.052 billion in 2009.

**INDUSTRIAL MAINTENANCE COATINGS** is the second largest sub-segment, with a value of \$737 million in 2009.

**AEROSOL COATINGS**, mostly used by DIY (do-it-yourself) consumers for touch-up of painted surfaces, had a value of \$721 million in 2009.\*

**MARINE PAINTS**, including both OEM (original equipment manufacturer) and refinish applications, had a value of \$275 million in 2009.

**TRAFFIC MARKING PAINT**, used on roadways, parking lots and airport surfaces, had a value of \$317 million in 2009.

\*The Aerosol Coatings estimate is based on industry estimates.

(Source: U.S. Census Bureau Current Industrial Report MA 325F)



## About ACA



The American Coatings Association (ACA) is a voluntary, nonprofit trade association working to advance the needs of the paint and coatings industry and the professionals who work in it. The organization represents paint and coatings manufacturers, raw materials suppliers, distributors, and technical professionals. ACA serves as an advocate and ally for members on legislative, regulatory and judicial issues, and provides forums for the advancement and promotion of the industry through educational and professional development services.

