

The Ever-Changing World of Architectural Coatings

There are many drivers of change in today's architectural coatings industry. New developments in raw materials have allowed formulators to improve the overall property profiles of paint products.

Environmental regulation has brought about changes in how products are formulated. End users have voiced desire for better properties such as hiding, durability, resistance to dirt and low environmental impact. These and other forces have brought about many waves of change in our industry. This paper will examine some of the changes that have happened recently as well as some of the future trends.