

survey - Waste Water Management in the paint industry. A group from the Air Quality Task Force met in Durham, North Carolina with EPA officials to discuss EPA policy regarding future hydrocarbon control regulations. The industry is concerned about the desire of EPA to develop more stringent solvent emission controls from stationary sources. The Occupational Health Task Force met twice to discuss proposed OSHA Carcinogen Standards and other standards relating to occupational health. A speaker from NIOSH spoke to the group at the September meeting regarding the development of criteria documents for hazardous materials.

The Manufacturing Management Committee met in Boston in September. Plants of the Samuel Cabot Co. The Benjamin Moore & Co. and Mobil Oil Co. lubricating oil blending and packaging plant were toured by the group. Arrangements for a New Plant Design and Construction Seminar to be held at the Chicago Marriott Hotel February 6-7 1974 are practically complete.

A new booklet on "How to Paint Your Wood House" is being developed by the Joint Coatings-Forest Products Industries Steering Committee. This will be quite detailed and will contain the best recommendations of both paint and wood manufacturers.

MANAGEMENT INFORMATION DIVISION

The program outlined for the year 1973 by the Management Information Committee was completed as scheduled. *Operating Cost Survey*—The Operating Cost Survey was completed and mailed to Association members. *Paint Consumer Research Program*—The Task Force members met several times working on the results of the second survey for 1973, as well as preliminary work for the third wave of 1973. *Special Survey*—The Director and a special Task Force met several times to develop a national study of Attitudes of Paint that consumers deem important. The final phase of this study is in the field. *Monthly Sales Index*—The Monthly Sales Index is published as soon as the figures are received from the participants. *Census Sales Figures*—The Census figures are reported and printed in COATINGS as soon as they are released from the Bureau of the Census. *Children's Activities*—The Director has been attending several meetings: Management Information Committee in Tampa, Florida; the Color Marketing Group Fall meeting in Toronto, Canada; and the Washington Society of Association Executives meeting.

TRADE SALES DIVISION

The Trade Sales Marketing Committee continues to develop its program plans for Consumerism and Consumer Affairs.

Work was completed on planning the Consumer Preference Study dealing with properties of paint products. Work continues on the preparation of some Consumer Education material. A delegation from the NPCA Staff together with Florida Local Paint and Coatings Association officials met with State of Florida officials to discuss progress to date. Added to the other work being done in cooperation with the State of Florida is a survey of Florida State and Institutional Purchasing personnel is being conducted to get a better fix on the buyer's problems in the State of Florida. Plans were finalized with Annual Meeting speakers on the subject of the Retailing Revolution.

On behalf of Aerosol Coatings Manufacturers work is being continued in the area of vandalism, deliberate product misuse and hazard use caused by proper use of the product. Considerable work is being done in terms of current Consumer Product Safety Commission bans on aerosol adhesives. This is especially important due to the long range implications of such a move.

Final drafts of a proposed revised and combined specification for High Performance Architectural Coatings were circulated through the HIPAC Committee and final results are being anticipated at any time. Further meetings were held to discuss the possibility of presenting a Forum at the National Roofing Contractors Annual Meeting in February. Meetings were also held with GSA regarding the revision of roof coatings specifications. The Sealants, Caulking and Glazing Committee has been working on preparations for Annual Meeting program plans and also giving consideration to current raw materials shortages affecting manufacturing and marketing. Meetings were held with representatives of the International Brotherhood of Painters and Allied Trades to further discuss the possibility of cooperative programs. Cooperative work is being continued with the Joint Apprenticeship Training Committee in the development of program materials for apprentice lessons.

CHEMICAL COATINGS DIVISION

The Chemical Coatings Steering and Industry Committees met at Pebble Beach, California, on September 12 and on September 13-14, respectively. At these meetings emphasis was placed on "The Energy Crisis: Its Impact on the Availability of Raw Materials for Chemical Coatings."

Leadon Committees of the Chemical Coatings Division for Electrocoating, Powder Coating, Cold Coating, Water Reducible Coatings, High Solid Coatings, and Conventional Coatings are developing recommendations for the program of the Conference portion of the

upcoming American Surface Finishing Conference and Exposition, AMSF '74 to be held on May 21-23, 1974 at the Cleveland Convention Center, Ohio.

EDUCATION AND TRAINING DIVISION

The NPCA Executive Committee approved in July the establishment of a new staff division for education and training activities. The new Education and Training Division will be directed by Richard W. Johnson. It will be responsible for identifying, developing and implementing programs to meet the needs of industry for management, sales and marketing, production and technical manpower development.

In order to assure on target activities of the Division an Education and Training Conference has been scheduled in St. Louis for October 16-17. At this Conference a comprehensive cross section of approximately 25 industry members will be asked to provide an in-depth review of the education and training needs of our industry as well as to identify priority needs of short and long range programs.

It is hoped that this new staff capability will enable the Association to once again provide the necessary programs for the communication of needed knowledge and skills to make member company operations more productive and more profitable. Working closely with all other staff divisions this new activity will enable us to provide meaningful and vital information to a much wider industry audience.

COMMUNICATIONS DIVISION

Lead Information Program

Film Kits—The Community Action kit designed to accompany the film *Lead Poisoning Could Strike Your Child* is available. *Lead Film*—Re-editing work is completed on the film. *Lead Poisoning Could Strike Your Child*—Prints are available for free loan or preview. *Lead Poisoning TV Documentary*—NPCA assists WRC-TV (NSC), Washington, D.C., in gathering background information on the industry and the lead-in-paint issues for a lead poisoning documentary. Industry cooperation included supplying accurate information on the uses of lead, supplying samples of bitter tasting coatings now available to prevent children from eating paint, arranging a filmed interview on lead paint poisoning with NPCA's Technical Director, and arranging for WRC to photograph the manufacture of paint. The documentary was shown on September 18 in Washington, and was favorable to the industry. *TV Spots*—A preliminary report from the producer of the lead poisoning prevention TV spots indicates a high use factor by TV stations. *Local Programs*—We assisted the Cleveland PCA in a "Lead Poisoning Aware-

will be made available later. The bill was made to E. B. Nichols of E. I. duPont de Nemours & Co., Inc. who has served on the Committee for the past ten years and who is retiring from the industry at the end of the year. The next two meetings of the Credits and Collections Committee will be March 1 in New Orleans, Louisiana and June 13-14 in Pittsburgh, Pennsylvania.

LEGAL AND GOVERNMENT RELATIONS DIVISION

Lead in Paint

The Federal bill which would amend the Lead Based Paint Poisoning Prevention Act was reported out of the Conference Committee on September 19 with the important provision for Federal preemption and an extension of one full year (until December 31, 1974) in the date for reduction to 0.06% and language which could negate this further reduction if supported by ongoing research. Both House and Senate must approve this action before Presidential action can be taken. No further action on the Federal lead regulations or requested modifications has been taken by the Consumer Product Safety Commission (CPSC). The Massachusetts Lead Regulations became fully effective on October 1, but Massachusetts officials have not yet responded to the NPCA request for additional amendments.

Mercury in Paint

Administrative proceedings on this issue still are pending, and it may be several months yet before resolution of the issue. Mercury was included on a list of "Toxic Pollutants" in water promulgated by EPA on July 6. Wisconsin has agreed to permit continued use of mercury in paint pending resolution of the issue by the Federal agency. NPCA requested similar relief from the State of New Jersey.

Aerosols

At industry's request, California officials have agreed to apply the ban on that state's law (prohibiting the sale of products containing toluene to minors under 18) to those products which require labeling for volatile content under FHSA regulations. Certain aerosol spray adhesives were banned by action of CPSC in August because of the indication of a "causal connection between these products and chromosomal damage leading to genetic birth defects." Members with similar products and chemical ingredients were asked to stop sales voluntarily pending a full investigation of the problem.

Environmental Matters Air

Control of organic solvent emissions by EPA and various states is still a major concern to the Association's Legal Division and the Air Quality Task Force.

At the Federal level we are continuing to cooperate with EPA in its project to revise the unworkable Appendix B solvent emission control which was published in EPA's August 14, 1971 Guidelines to the States. Hopefully the final outcome of this project will be a program based in large measure on the well-known Rule 66 approach which at the present time appears to be the most fair and workable solution.

At the state level our primary concern is with the development of transportation control plans by EPA and/or states for areas where the need exists. Some of these areas have stationary source controls relating to the paint and coatings industry. Our efforts here have been to comment or testify on such proposals taking the position where unworkable controls have been proposed that a Rule 66-type approach is a fair and reasonable alternative.

Water

Our main efforts for the remainder of this year and the coming year in the area of water pollution control are to insure that EPA establishes sensible, workable effluent guidelines for the paint and coatings industry. Our Water Quality Task Force, with the legal support of this Division, is currently engaged in this endeavor and will cooperate fully with EPA and any private contracting firms that will be developing these effluent guidelines which are expected to be established some time next spring.

Transportation and Distribution

DOT continues to monitor the compliance of paint and coatings shippers with the Hazardous Materials Regulations. Accordingly, the Transportation and Distribution Committee has concentrated much of its attention upon matters of shipping safety pursuant to programs initiated last winter. The Committee has discussed problems paint and coatings shippers experienced with compliance and rendered interpretive judgments where possible.

The Committee continued to work with the Management Information Committee in developing a questionnaire to determine cost factors and practices characterizing physical distribution in the industry. A survey format has been developed which will be circulated to the industry.

Occupational Safety and Health

The Legal Division continues to coordinate with the Technical Division and industry advisors in the application of OSHA Standards to the manufacturing processes of paint and coatings. This function is largely advisory. Research was conducted, for instance, on the legal implications of procedures followed by the Department of Labor for developing a carcinogen standard. This resulted in a letter being sent to the Assistant Secretary of Labor protesting the denial of re-

view for the paint and coatings industry to comment on the proposal. The Legal Division will prepare a formal protest to the Courts if deemed necessary.

Packaging

The Packaging Committee focused attention on two areas: consumer packaging requirements and packaging specifications for shipment of hazardous materials. Both of these concerns are merged with the current program to investigate implications of industry conversion to metric measure.

A subcommittee was formed and met to deal with the problems surrounding compliance with regulations calling for child-safety closures on certain products. The group developed a questionnaire currently being circulated within the industry to identify marketing problems with the newly-required closures.

Labeling

The Labeling Committee has completed development of material to assist members in labeling industrial products. After review and hopefully endorsement by OSHA, this material will be included in Supplement No. 1 to the Labeling Guide early next year.

Marine Coatings

The Marine Coatings Conference for 1974 will be held at the Cascades Meeting Center in Williamsburg, Virginia on March 21-22, 1974.

TECHNICAL DIVISION

The Lead Paint Ingestion Study sponsored by NPCA at the Midwest Research Institute has been completed and the Industrial Metals Task Force is studying the results of this research project. Results are favorable to the proposition that small amounts of lead compounds can be safely used in modern architectural paints. The final report will soon be published.

Subcommittees of the Scientific Committee and the Industry Suppliers Committee met to plan Annual Meeting programs: "The User Views Tomorrow's Chemical Coatings", and "Raw Materials - The Supplier Discusses Availability".

The Community Service Steering Committee met in August to hear reports of progress made by Task Forces on Air Quality, Water Quality, Industrial Metals, Occupational Safety and Occupational Health, A Waste Disposal Task Force was recommended and members are being recruited.

The Director attended the Paint Research Institute Board of Trustees meeting to discuss research projects. He also spoke to the New England Society for Paint Technology in Boston on "The Effect of Government Regulations on Paint Formulating and Manufacturing."

The Water Quality Task Force met with representatives of EPA and Southern Research Institute to review data on the

ness Week, August 13-18, NPCA Executive Vice President appeared on Cleveland radio station WJWE in conjunction with the week. We continue to work with the Health Department on audio-visual materials.

Consumer Information Program

NPCA Feature Services NPCA feature services continue to be distributed to U.S. media. A special solicitation mailing was made this spring which increased the circulation of the Editors Desk feature service by 58 newspapers. Total circulation is now over 800 newspapers. A similar solicitation mailing has begun for the Weekly Feature Service. Films filming has begun on two films on indoor and outdoor painting by Allied International Films. NPCA is assisting Allied by reviewing scripts for accuracy. **New Consumer Information Book** Writing continues on a new consumer information book, tentatively titled "How to Select the Right Paint for Your Home." It is anticipated that the pamphlet will be completed in the latter part of 1973. **Florida Meeting** A Division representative met with representatives of Florida on the consumer paint problems which were particularly significant there. Discussion was also held on possible outlets in the state for NPCA consumer information.

Consumer Information in the Media

The Homeowners Guide—a handbook of "how to" projects for the budget-minded homeowner or home craftsman. Considerable NPCA material on caulks and sealants, color selection, indoor painting, outdoor painting and etiquing was used. **Home Building and Remodeling**—featured "How to Paint a Room." NPCA material was used as background for the article. Fall issue, 1973. **Southern Living and Progressive Farmer**—Two paint studies were published. NPCA supplied information for both. **Southern Living** ran "Extensive Painting: Getting the Job Done Right." **Progressive Farmer** featured the article "Put Sparkle in Your Country Living!" describing the restoration of a country home. The article supplies tips on painting and on the selection and use of brushes and rollers. **The American Consumer** (issue and December)—a high school textbook on consumerism included an NPCA picture under the section on Buying a House. The NPCA booklet "Selection and Application of Caulks and Glazing Compounds," was described in **Home Building and Remodeling**. As a result, 450 copies of the pamphlet have been distributed to the public.

Financial institutions are in the consumer information field. The First National City Bank of New York City provides a monthly pamphlet, "Consumer Views," for its customers. An autumn

pamphlet is devoted to home painting—The Great American Hobby. The pamphlet tells the consumer paint is the homeowner's great preservative. The apartment dweller's room beautifier and a low-cost home-furnishing aid. It's full of tips for the do-it-yourselfer on paint selection and application—many of them supplied by NPCA. NPCA supplied information for the section on Wall Treatments for a new version of Your Home Furnishings Dealer, published by the Household Finance Corporation.

Chemical Coatings

Contact was made with **Business Week** magazine regarding a story on water and powder coatings in October. **Iron Age** magazine is planning a story on water reducibles using NPCA material and member information. The magazine also plans a feature on OSHA and environmental matters as they relate to metal finishing, and an article based on the Chemical Coatings/Scientific section at the Annual Meeting/Promotion of the AMSURF Conference continue on schedule.

Aerosol Programs

Activities with the Ad Hoc Aerosol Committee continue. Motivational research study is underway and should be completed within several weeks. This study will determine what motivates youths to sniff aerosols, including spray paints, and any correlations between these actions and drug abuse. When the material is received, the Ad Hoc Committee will be in a better position to determine priorities and direction in its educational programs. A staff representative has been appointed to a subcommittee to review present drug abuse education programs and to coordinate research with government agencies on the currently accepted methods of transferring drug abuse prevention information. We have met with a representative of President Nixon's Special Action Office on Drug Abuse Prevention and the Executive Director of a community action group from Phoenix where a significant paint sniffing problem exists.

The Division continues to monitor activities of the Consumer Product Safety Commission, particularly the ban on aerosol adhesives and their consumer product hazard index. Division representatives are developing staff contacts within CPSC for anticipated future needs.

Milestones

The Communications Committee has begun work on advertising guidelines for the industry. Produced with the help of the Legal Division, the booklet will be a compendium of current advertising laws and regulations.

Loan Prints of Lead Film Available

Lead Poisoning Could Strike Your Child—the film produced in 1972 by Allied International Films Ltd. in cooperation with NPCA is now available for a two-week preview or loan free of charge from the Association.

NPCA has 5 prints of the 16 mm color film which are available for this free viewing service on a first-come-first-served basis. Film borrowers will be responsible only for return postage and insurance after the 2-week loan period. Member companies interested in borrowing the film should contact Jerry Colness, Communications Director, NPCA, 1500 Rhode Island Avenue N.W., Washington, D.C. 20005. Indicate when you want to use the film and if possible, give alternate dates. Persons interested in purchasing the film may do so from Allied International Films, Ltd., 6609 Crystal Springs Rd., I.P.O. Box K1, Crystal Lake, Illinois 60012. The cost is \$185 per print.

The film, which traces the lead poisoning problems of an inner-city family and the help they received, has recently been edited down to 20 minutes in length. Viewers are taught lead poisoning symptoms, preventive measures they can take to eliminate the hazardous areas and the treatment available when lead poisoning is detected or suspected.

"Lead Poisoning Could Strike Your Child" has been an integral tool in NPCA's lead poisoning prevention programs in communities across the nation. Charles Kemp, operator of a Better Business Bureau mobile van which transports consumer and educational materials to inner-city residents in the Washington, D.C. and Baltimore Maryland areas, speaks highly of the film which he has shown to numerous audiences: "One of the greatest films for the inner city to see. The film shows all the symptoms of lead poisoning and how parents can recognize the disease in their children. It even tells how to avoid it and what types of paint can be used." The Platts Company of Oakland, California, which purchased and distributes the film in its community, received the enthusiastic reaction after one of several screenings: "Our American Legion Lunch-club really appreciated the film on paint chip poisoning. We have doctors, engineers, judges and others who appreciate the fine public service your company has done in the excellent portrayal of a dangerous menace."