Continous improvement

The Association of the Finnish Paint Industry under new leadership

Väriteollisuusyhdistys
Färgindustriföreningen

One year ago, Juha Pyötsiä took over as Managing Director of the Association of the Finnish Paint Industry and the Finnish Printing Ink Association (VTY). He gives a short overview of the organisation and reviews the projects the association has worked on.

I have started as a Managing Director in the Association of Finnish Paint industry (VTY) on the 1th of May 2013. Common European issues have been the main trend in legislation and in standardisation. At the same time we are facing many national issues. The basic key priority of the Association of Finnish Paint Industry is to create a favourable environment for the paint and coatings business in Finland.
The Association was established for that purpose in 1943. We were celebrating the 70th anniversary of the association last autumn. There are several sub sectors inside the association - the environment, health and safety (EHS) issues are dealt by the Technical Committee. The Task Force "Safety of Production" aims for lower injury frequency rate. Developments in decorative paints and industrial coatings segments are followed by two separate product specific commercial committees, in which we follow domestic sales of paint products on the quarter basis. The car refinishing sector is represented by a separate Committee as well. Altogether we have about 20 regular meetings each year.

Being one step ahead

Our association members are also responsible for national activities in the field of CEN/TC 139, TC 298, TC 360 and ISO/TC 35 and TC 256 standardization. The next important standardization issue will be CEN TC 351, regarding developing test methods for emission into indoor air from construction products.
EHS issues have been taken first priority in the association's work. All the main paint and coatings formulators in Finland are committed to the Responsible Care Programme, following their EHS performance in detail. Improvements are monitored, based on about 50 figures called Indicators of Performance (IoP). Our policy is to be "one step ahead". IoP´s show a continuous improvement since early 90´s when the RC Programme was established. The Construction Product Regulation (CPR) was one of our main topics last year. We established a common approach to the Construction Product Regulation and the paint products for our member companies. We published guidance for all companies to apply the regulation in the similar way to the various different paint products.

Juha Pyötsiä, Managing Director, Association of Finnish Paint Industry

Close co-operations

Co-operation with stakeholder organizations is very close and very effective in a small country. Our association co-operates closely with Chemical Industry Federation, Confederation of Finnish Industries, Confederation of Construction Industries and The Federation of Painting Contractors. There is also continuous exchange of information and annual meetings with Nordic and Baltic countries. There is a network of national associations and CEFIC at European level. CEPE is of course of great value for national players. Our chairman Pekka Rantamäki, CEO of the Teknos Group, was last year the chairman of the CEPE Board. Our Vice chairman Erkki Järvinen , CEO of Tikkurila, is now a CEPE Board member.

Printing Ink Association: same staff but independent

Printing Ink manufacturers are represented by Finnish Printing Ink Association. The Printing Ink Association is independent but shares the same personnel with the Paint Industry Association. In all we have two part-time persons, a managing director and an assistant, who share their resources with both of these associations and also with Chemical Industry Federation. Both associations have a contract for common services with the Chemical Industry Federation.
Our biggest member companies are Tikkurila and Teknos. Both are strong in Nordic countries, in Baltic and in Russia. The list of members also comprises AkzoNobel Finland, Coloria, CPS Color, Eskaro, LV Coatings, Nor-Maali, Sherwin-Williams Finland and Valspar Finland Corporation. The importers of car refinishing paints are AkzoNobel Finland, BASF, ColorNet, Cora Refinish and HL Group. Membership is also open for distributors, pigment and colour producers.

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