



CEPE's Charter



Sustainable Development

in the Paint and Printing Ink industry

CEPE's Charter for Sustainable Development in the Paint and Printing Ink industry

»Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs«.

Our Common Future: Report of the World Commission on Environment and Development (The Brundtland Report), 1987

The CEPE association represents the paint and printing ink industry in Europe. This industry plays a major role in innovation of products and processes. In Western Europe (EU 27+EFTA) this industry offers direct employment to approx. 100,000 people and generates annually a turnover of approx. 20 billion €. These numbers are only a fraction of the numbers of those who use paint or printing inks (do-it-yourself or professional) and of the ultimate economic value they represent.

The features of Paints, Printing Inks and Artists' Colours

Society would look a lot duller if paints and printing inks were not in use.

The colours and protection that Paints and Printing Inks bring to the surfaces of an article make all the difference to how someone appreciates such article and on how long it can be used.

Paints enrich the surface to which they are applied. Not only do they enhance the aesthetic quality of the world in which we live, but they also prolong the service life of bridges, metal and wooden construction materials, cars, furniture etc.

Printing Inks also provide aesthetics and play an essential role in our daily life as they facilitate the essential product

identification and brand recognition as well as consumer information on nearly all consumer goods (food or non-food). Thus they are indispensable tools for conveying messages. Be it to inform, to warn, or to educate. Without printing inks, we would have no books, no newspapers or magazines, no banknotes or credit cards. Besides, printing inks and printing varnishes and lacquers also provide added value to the technical properties and technical functionalities of printed products like printed packaging.

Despite the growth of electronic media, ink on paper remains a significant and valuable player with recognized efficiency in terms of communication and cultural benefits. For packaging, industrial and commercial applications, inks are the unique and undisputed choice.

Artists' Colours offer individual expression. These products fulfill a role in the education and development of children and offer leisure opportunities for all ages. For professional artists these products are indispensable to create works of art that many generations may enjoy.



CEPE and Sustainable Development

CEPE members consider a development to be sustainable only when its impacts on the three pillars of sustainability, being **people, planet and prosperity**, have been assessed and when they do not violate the below described principles or the conditions for these three.

People; Social Responsibility

CEPE members recognise that in developing, manufacturing and selling products, people play a key role in the realization of business aims. CEPE members therefore accept their share of responsibilities towards various elements of society as follows:

Towards neighbours

Good relations with neighbours and stewardship of the immediate environment are key drivers of the license to operate for CEPE members.

CEPE members:

- Foster relations with their neighbours at the locations where the CEPE members manufacture or store products;
- Adhere to the principles of good stewardship for these locations.

Towards employees

The employees of CEPE member companies form the main resource to achieve success in business.

CEPE members consider it their duty to:

- Invest in personal development and training for job proficiency and skills development;
- Adequately train employees on the safe use, handling and transport of raw materials, intermediates and finished products;
- Comply with national rules on employment legislation.

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Towards suppliers of raw materials and services

CEPE members are recommended to encourage their suppliers to:

- Respect their employees in a similar fashion as CEPE members respect theirs (see above);
- Introduce or maintain management systems for safety, health and environment.

Towards customers

The health and safety of those who use the products from CEPE members are not to be compromised.

CEPE members will:

- Adequately inform users on the safe use, handling and waste disposal of their finished products;
- Comply with EU regulations for their choice of raw materials and for their finished products.

Planet; Environmentally Sound

CEPE members are aware that mankind has only one planet.

For several decades already, CEPE members have complied with environmental regulations (amongst others for VOC reductions and substitution of hazardous substances). Additionally, the industry has also run voluntary environmental programs where no legal framework existed (such as "Coatings Care" and "Responsible Care").

- CEPE will continue to encourage its members to progress or adopt recognized best practice in the management of environmental and health & safety issues.

So far, these environmental regulations and programs have focused on indicators that monitor specific environmental aspects associated with the production and marketing of paints and printing inks. Whilst these aspects continue to be of importance, CEPE members will be encouraged in future to also identify and analyse the broader environmental effects of their products (carbon footprint, water usage

etc.) over the product's Life Cycle (from cradle to grave). This in support to wider sustainability initiatives like Green Public Procurement and Green Building.

Paints or inks: just a small part of an article

Paints and Printing Inks are intended to be applied to a substrate and to become an integral part of an article. They are not articles by themselves but function as a component that completes an article. In nearly every case the applied paints and printing inks make up only a relatively small part of the weight of the completed article as well as of its overall environmental impact. → See further in text box on page 6-7.

CEPE's commitment to the environmental aspects of Sustainability

CEPE will:

- Support and encourage its members to use Life Cycle Thinking (LCT) to understand the environmental impact

and benefits of their products and their performance characteristics. This will enable the individual CEPE member to

- Advise or respond on the relative contribution of his products spanning the manufacture and service life of the ultimate articles;
- Identify opportunities to reduce the environmental impact of his products or processes throughout the life cycle;
- Identify opportunities to innovate to deliver more environmental benefits.
- Provide industry with agreed methodologies for establishing Life Cycle Inventory (LCI) data for Paints and Printing Inks to facilitate fair comparisons;
- Become a reliable source for LCI data to enable product users or other stakeholders to prepare their Life Cycle Analyses (LCA);
- Cooperate with regulatory authorities at the European level in a positive way to support the development of sustainable best practices and guidelines;

- Participate in open dialogue with stakeholders on sustainability issues;
- Assist its members to comply with all relevant legislation on Sustainable Development.

Environmentally sustainable solutions for the future

These solutions will be evaluated on the basis of Life Cycle improvements.

Any improvement in the formulation of paint or printing ink should not have a detrimental impact when applied to an article on the performance of that article throughout its life cycle.

Without being specific, the industry has already identified some challenges and opportunities for future exploitation.

- Higher resource efficiencies for use of raw materials, of energy and of materials for product packaging.

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- Increased use of bio-renewable raw materials;
- Paints with increased functionality which contribute to energy (carbon) savings or the removal of air-pollutants or bacteria.
- Paints with higher life expectancy.
- Printing Inks with improved de-ink ability characteristics that enable optimum recyclability of printed graphic paper.

Prosperity: Economic Viability

CEPE members are in business to play their role in society and to offer a fair return to their company owners or shareholders.

Each CEPE member knows its responsibility to:

- Run its business processes and customer care in the most efficient way;
- Respect business integrity values.

To ensure a financially healthy business context in the EU, CEPE members will strive via their European Association:

- To promote best practice for making self-declared environmental claims by adoption of relevant standards or equivalent approaches;
- To make appeals at the EU authorities for consistent enforcement against imports that do not follow EU environmental and chemical regulations.



Environmental impact over the Life Cycle

The impact of a product and the benefits derived from its properties

Products such as Paints and Printing Inks are made from a mixture of ingredients that originate from fossil, mineral, biological or synthetic sources. These ingredients already represent an embedded environmental impact when they are delivered to the Paint or Printing Ink manufacturer. This is followed by manufacture, transport, application and drying of the finished coating or ink. Each step contributes to the total environmental footprint of the coated or printed product.

Once applied and dried, **Paints** deliver the properties for which they were selected. It is in this form that they protect substrates and prolong lifetimes or fulfil other functions and save our planet from an early replacement of environmentally costly substrates (metal, aluminium, wood etc.) or reduce the demand for energy.

Printing inks and related products such as clear varnishes and coatings that are used to protect printed images have to meet a huge variety of conditions and requirements. They

are designed to fulfil these functions with minimal impact on the environment, including suitable recovery of the substrates they are applied on.

For making fair comparisons on the sustainability of techniques or products, one must consider the complete Life Cycle of the coated or printed article to fully appreciate the impact on the environment. **Life Cycle Thinking** (LCT) is fundamental to understanding the upstream and downstream implications of a change at any point in the supply chain.

It is CEPE's opinion that Life Cycle Assessments (LCAs) form the basis on which decisions on sustainable developments should be made. Comparisons with other techniques or reducing the environmental impact of an ingredient of a paint or printing ink formulation should not just be judged in isolation, but be considered for its impact on the performance throughout the life cycle of the ultimate article. CEPE therefore considers such LCT a fundamental prerequisite for under-

standing impact mechanisms along value chains in complex product systems.

Many products in a variety of value chains

Paints and printing inks end up in many different value chains. The paint and ink products are formulated to meet the specific needs of these value chains. They are either applied on the site where a building or a bridge is located or inside installations where articles or printed matter (magazines, packaging etc.) are manufactured.

The environmental sustainability of Paints and Printing Inks is therefore a complex matter that is differentiated according to the type of paint or printing ink and its intended use in such value chain. Judgments on being 'more' or 'less' environmentally sustainable can therefore only be made in a sensible way when LCAs are made with the Paints or Printing Inks that are typical for a specific value chain.

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