
80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!
SITIVESP
Sindicato da Ind. de Tintas e Vernizes do ESP

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Essa imagem mostra a comunidade de Ibura revitalizada pelo Movimento Tudo de Cor, que honra a missão de inspirar pessoas e transformar espaços públicos por meio das cores em todo o país, dá vida às nossas ambições focadas em comunidades. Nos seus recém completados 10 anos, a iniciativa já entregou cerca de 2 mil projetos por meio de 1,1 milhão de litros de tinta, renovando 17 mil imóveis e formando 5,5 mil pintores. **Crédito: Edson Alves - fotógrafo do UR1 Ibura.**

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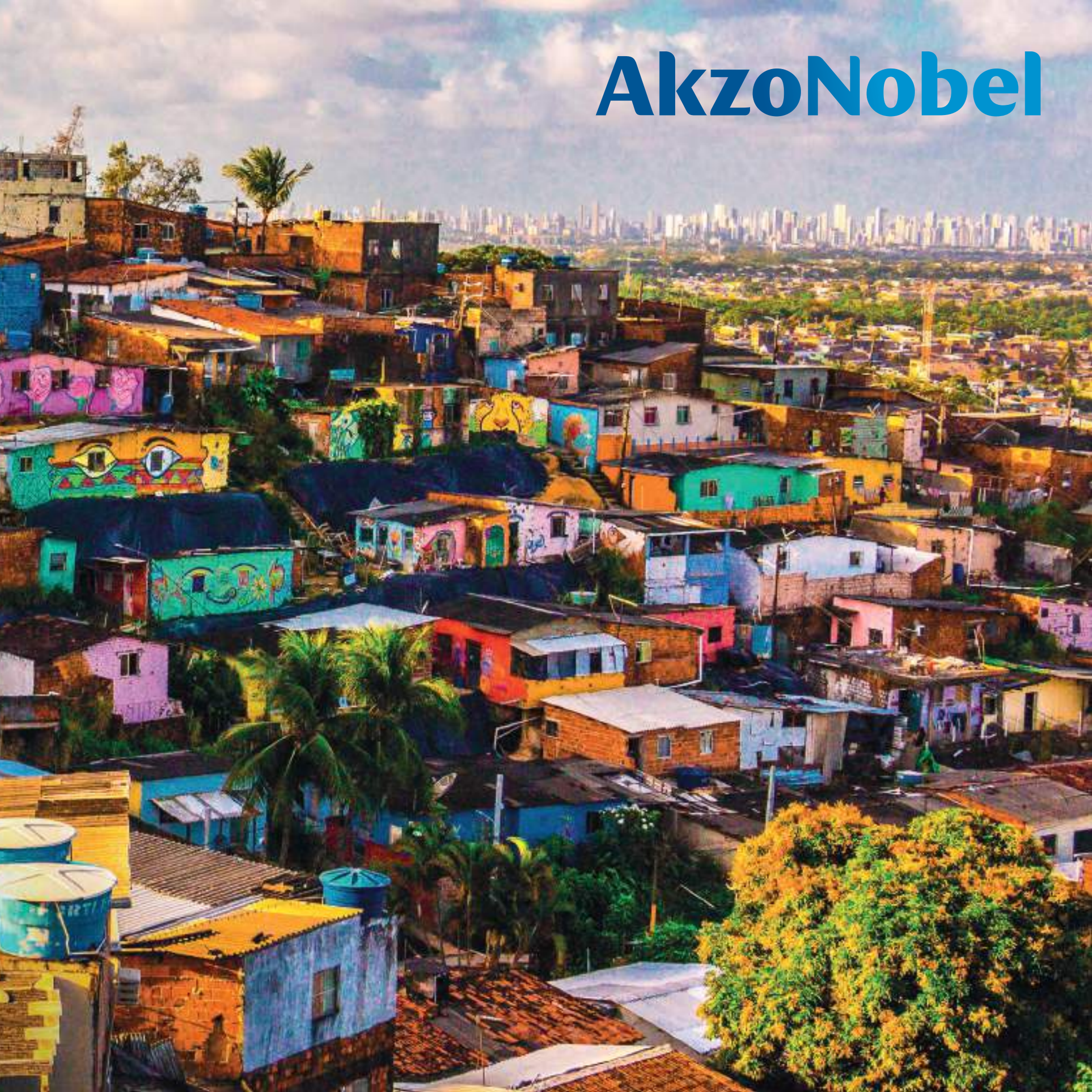



SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

80 YEARS

OF GREAT FULFILLMENT AND ACHIEVEMENTS!

São Paulo - SP

2021

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Preface

We got to be 80 years old! A portentous tree is the symbol of this brand that we have achieved: we are celebrating our Oak Jubilee. It is a good analogy to represent the symbol what we have lived through these eight decades, since the seed of SITIVESP was planted. Fertilized, watered, cared for with affection, this seed has thrived and, more than that, it has become a vigorous plant, with deep roots, solid structure and ample canopy that produces shade to serve as a shelter for companies in our sector.

We have a trajectory of respect, which brings us a great pride and, at the same time, great responsibility. We are part of history and we help build it, mainly with regard to the paint and varnish industry. When we emerged, in 1941, in the midst of World War II, during the government of Getúlio Vargas, our sector was quite different, regarding the size, representation and technological level.

We follow all the changes that were experienced over these eight decades, always seeking to support the work of entrepreneurs who, with great determination, produced paints and varnishes in the state of São Paulo. Labor, tax, marketing, technological and many other matters were on our radar and our focus of action. The benefits of these actions extended far beyond the group of member companies: the market as a whole enjoyed them. That's how we became an active and respected interlocutor in the most different forums, acting in defense of the interests of the sector.

Like the industry, SITIVESP has grown and evolved, reaching 2021 with a modern face and a performance connected with the current demands of society. The changes it went through, however, did not alter the values and principles that guide its performance, which remain: ethics in relations with associates and all other market agents, transparency, impartiality in their actions, the respect for the law and sustainability of activities.

This is a special moment, when it is up to us to reaffirm these values and principles, which are solid as oak. The path we took was not easy. But there were clear goals and a lot of people helping us to follow the right path. Therefore, a recognition is in order here. On behalf of SITIVESP, I thank all those who contributed to this 80-year trajectory of good service to the sector and the country. I mainly mention my deceased friend Roberto Ferraiuolo, who was an example of dedication and leadership. Like him, countless others, from pioneers to current collaborators, played crucial roles in getting us to the current stage. There are hundreds or even thousands of people who helped build the union and who, even without my mentioning their names, know that they deserve all the praise and our sincere thanks.

I also register at this moment, our gratitude to all those people who contributed to this work, which keeps the memory of what we have already done and reveals the horizons of our future itinerary. We hope that the rich content we've put together will serve as an inspiration for new achievements and a reference for those who want to know more about our industry and the important roles it plays.

I conclude by highlighting that our tradition and our history have taught us a lot and made us more prepared to deal with the new challenges that will continue to arise. We are going to continue along the path we have taken so far, but always learning and innovating, so that we can build an even better future for the paint and varnish industry, as well as for Brazil.

Let 80 more years come!

Douver Martinho
SITIVESP President





Suvinil 60 anos. Nossa história mora em você.





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nossas maiores
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lembranças.

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sorrisos e
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CHAPTER
80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!



Crédito: Everton Amaro

THE CHALLENGES OF A GENERATION

BY PAULO SKAF*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

The year 2020 was announced to be auspicious. The horizon for the Brazilian economy was positive at the end of 2019. Although the country had not yet fully recovered from the effects of the recession of the 2014-2016 biennium, signs that a gradual economic reaction was underway were evident. The labor market was improving and unemployment continued to fall, with an increase in formal employment. This virtuous trajectory, however, was interrupted by the outbreak of the new Coronavirus pandemic. It was a global shock, which echoed from China, hit Europe and hit the Americas and other continents hard.

Not knowing how to deal with this unknown enemy, the planet followed the very serious repercussions on people's health, with the collapse of hospitals in several countries. Cities around the world were closing down to make social distancing, the only alternative at that time. As a result, economic activity plummeted globally. The disease, already named Covid-19, arrived in Brazil at the end of February. Soon, the Brazilian economy would face an unprecedented crisis.











Industry was considered an essential activity in most of the country. After all, the manufacture of food, medicine, packaging, among other essential items, could not stop. Still, with much of the trade closed for weeks at a time, some segments felt the blow strongly. At the worst moment for economic activity, in April 2020, physical production in the manufacturing industry dropped 22.9% compared to March, while retail trade registered a drop of 19.3%.

The Brazilian GDP retreated 9.2% in the second quarter of 2020 compared to the first. This record drop was a consequence of social distancing measures to contain the spread of Covid-19 contamination. Thousands of establishments across the country closed their doors, bringing down investments and household consumption, which in turn led to the shutdown of factories. The numbers reflected the damage: the total industry fell 12.2% compared to the first quarter of 2020 while the manufacturing industry fell 18.9%.

The industry of São Paulo, which represents 38% of the national, was also severely impacted. Hours worked in the manufacturing industry in the state of São Paulo dropped 20.2% in April 2020 compared to the previous month. In the case of real sales, the decline was 21.5% in the period. At the most acute moment of the crisis, the International Monetary Fund (IMF) even predicted an 8% drop in the Brazilian GDP in 2020, while the World Bank, a reduction of 9.1%.

The impact was also strong on the labor market. Between March and June 2020, 1.6 million formal jobs were closed. In the quarter ended in May 2020, the average unemployment rate measured by the Brazilian Institute of Geography and Statistics (IBGE) reached 12.9% against 12.3% in the same period of the previous year. A large number of people stopped looking for jobs during the pandemic, which prevented an even more significant increase in the index. In terms of employed population (formal and informal), May 2020 registered a contingent of 7 million fewer people when compared to the same period in 2019.

After more than a year of working with Covid-19, the effects on the labor market are still present. The unemployment rate is at a high level, reaching 14.7% in April, equivalent to 14.8 million unemployed. In addition, there are 5.6 million people who were in the workforce before the pandemic and are currently not looking for jobs due to the restrictions. On the other hand, formal employment has positively surprised in 2021: the first five months of the year registered more hires than layoffs, with a balance of 1.2 million jobs created.



At the period of the first wave of Covid-19, there was a lot of uncertainty about what measures would need to be taken by governments to mitigate the impacts of the pandemic on economic activity, employment and income. What became clear early on for the Federation of Industries of the State of São Paulo (Fiesp) and the Center of Industries of the State of São Paulo (Ciesp) was the need to implement federal government measures in the tax, credit and market areas. work and income transfer. As an opponent, we had the time. The more the weeks passed, the greater the effects on the economy.

Happily, the resumption of economic activity occurred faster than expected, with industrial production and retail sales exceeding the pre-pandemic level (February 2020) very quickly. In September 2020, for example, the manufacturing industry already had an activity 2.1% above the pre-pandemic level. Between July and December 2020, the economy generated 1.4 million formal jobs. The strength of the economy's reaction was due to the important actions of the federal government, listed below:

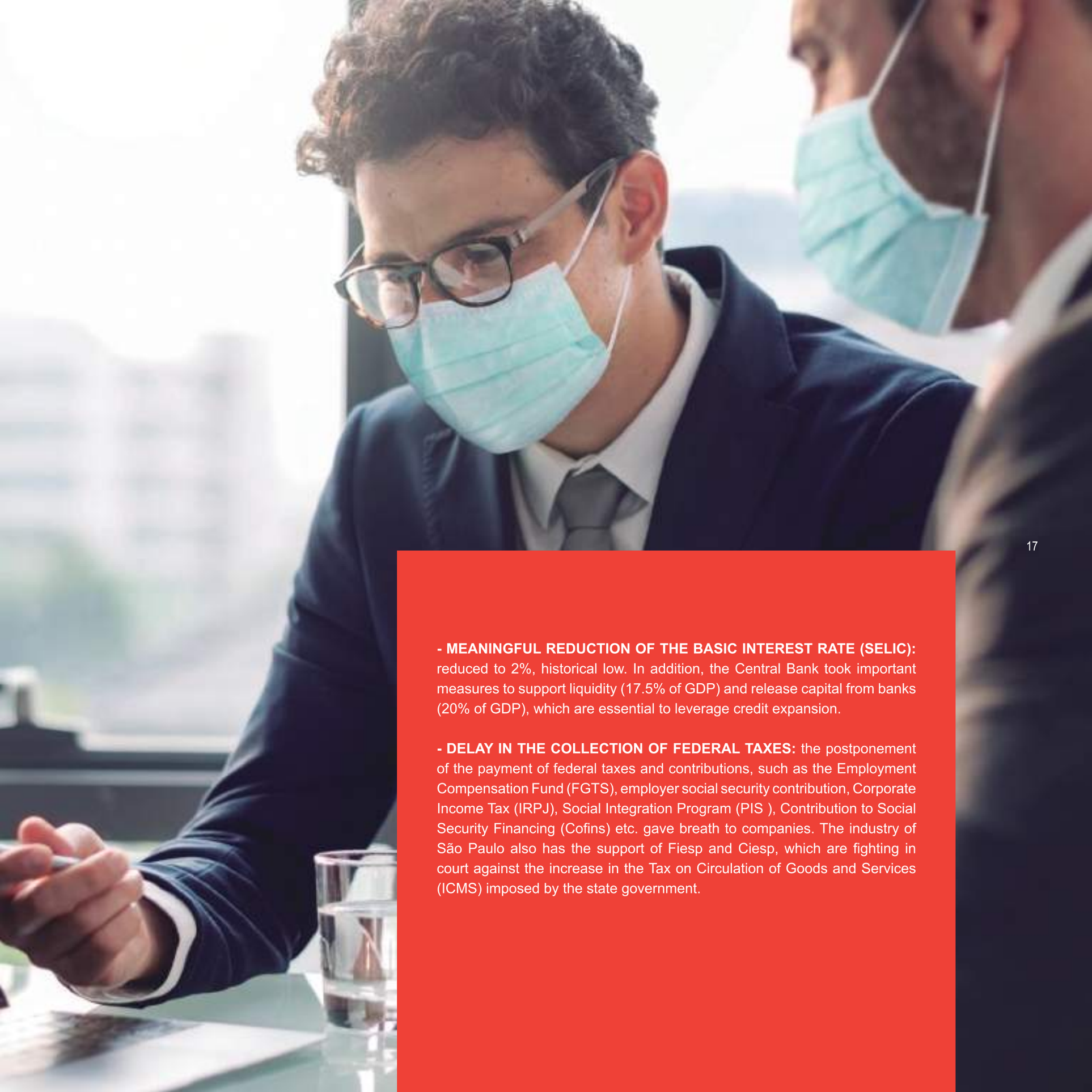


- CREDIT PROGRAMS: in 2020, the federal government's credit programs resulted in a disbursement of approximately R$ 140 billion in various lines, such as the Emergency Giro of the National Bank for Economic and Social Development (BNDES) and the National Support Program for Micro and Small Businesses (Pronampe) for micro and small businesses. It is noteworthy that, from the beginning, given the paralysis of the credit market, Fiesp and Ciesp proposed that the government assume the risk of the operations. Thus, credit could flow and give companies breath in the critical phase of the pandemic, guaranteeing the survival of companies and their capacity to generate jobs.

- EMERGENCY AID: approximately R$290 billion paid, benefiting 68 million people last year.

- FLEXIBILITY OF LABOR LAWS: legal measures allowed the suspension of the employment contract, or proportional reduction of wages and working hours, with partial complementation of salaries by the government. The programs reached 10 million workers. In other words, millions of jobs were preserved at a time of low income for companies.





- MEANINGFUL REDUCTION OF THE BASIC INTEREST RATE (SELIC): reduced to 2%, historical low. In addition, the Central Bank took important measures to support liquidity (17.5% of GDP) and release capital from banks (20% of GDP), which are essential to leverage credit expansion.

- DELAY IN THE COLLECTION OF FEDERAL TAXES: the postponement of the payment of federal taxes and contributions, such as the Employment Compensation Fund (FGTS), employer social security contribution, Corporate Income Tax (IRPJ), Social Integration Program (PIS), Contribution to Social Security Financing (Cofins) etc. gave breath to companies. The industry of São Paulo also has the support of Fiesp and Ciesp, which are fighting in court against the increase in the Tax on Circulation of Goods and Services (ICMS) imposed by the state government.



The measures adopted by the federal government were fundamental, but even so, the economic disorganization caused by the pandemic had consequences. Even with the rapid recovery, the manufacturing industry's GDP fell 4.3% in 2020. The strong increase in raw material costs was also a factor of concern for the sector. The market had a problem of scarcity of inputs, such as plastic resins, cardboard, aluminum, steel, among others. There were items that underwent strong adjustments due to the exchange rate devaluation, of around 35% in 2020. Some products also had even higher prices due to increases in the international quotation, such as steel, for example.

In this scenario, from the outset, Fiesp, Ciesp, the Social Service for Industry (SESI - Industry Social Service - SP) and the National Service for Industrial Learning (SENAI-SP) acted with courage and determination to protect people's health and reduce the impact on businesses and jobs. One of the first initiatives was the creation of the Industry x Coronavirus website, which became an information center for companies on topics related to Covid-19. An area of questions and answers on labor legislation was set up, with a duty of lawyers to clarify doubts due to measures issued by the federal government. The site also housed a Credit Center to support and mediate industry demands before financial agents. In early June 2020, the center reached the mark of 350 companies served with information and support in negotiations with banks - 98% were micro and small companies.





Fiesp was a pioneer in launching a national campaign on TV for the use of masks in April and also took the lead by disclosing, in May, a Plan for the Resumption of Economic Activity After Quarantine, drawn up by a multidisciplinary team. The experience of 14 countries and the recommendations of the World Health Organization (W.H.O.) were studied to build prevention and planning protocols for the resumption of economic activity in stages, with the starting date being defined by the competent authorities. The document was sent to the federal government, governors and mayors across the country, in addition to generating nearly 200 press reports and impacting more than 6 million people on social networks.

From a social point of view, SESI-SP played an extremely important role in preparing, for about four months, 230,000 meals a day that were distributed, through partner NGOs(non-governmental organizations), to the vulnerable population in more than 100 municipalities in São Paulo. 9.1 million lunchboxes were prepared. This year, with the resurgence of the pandemic, the SESI-SP units became collection points for non-perishable food that, with the support of NGOs, reached the most needy.

In addition to contributing to the manufacture of one million masks and other Personal Protective Equipment (PPE), SENAI-SP also repaired, free of charge, more than 200 respirators for public hospitals and holy houses last year. In March, with the advance of the second wave, it returned to receiving the broken equipment for repair. This year, it also starred in the Oxygen from the Industry Saves Lives campaign, through which 3,215 cylinders from factories were made available to the health sector. SENAI (National Industrial Learning Service) – São Paulo itself provided 1,575 cylinders.

Despite the resurgence of the pandemic in the first half and the enormous challenges, the Brazilian economy has been showing remarkable resilience in this health crisis and the economic prospects for 2021 are better than expected when the year began. GDP in the first quarter came in strong, growing 1.2% compared to the last quarter of 2020, according to the IBGE (Brazilian Institute of Geography and Statistics), surpassing most forecasts – even without emergency aid, credit and credit measures of flexibilization of labor laws that were only resumed later.

The result was above market expectations (0.9%) and brought the GDP to the pre-pandemic level (fourth quarter of 2019). The total industry showed an increase of 0.7% and the service sector rose 0.4%. The manufacturing industry registered a drop of 0.5% compared to the fourth quarter of 2020. Despite the setback, it follows more than 4% above the quarter before the pandemic. Investments increased by 4.6%, driven by the good performance of agriculture (5.7%) and civil construction (2.1%). Exports pointed to an increase of 3.7% over the fourth quarter.





One of the reasons for the resilience of the economy this year is the learning accumulated over the last few months about the virus, which reflected in the adoption of efficient protocols, allowing the continuity of various economic activities, in particular, in the manufacturing industry and in trade. Furthermore, mobility showed a smaller reduction this year than when observed in the same period in 2020.

In view of the positive performance of economic activity in the first quarter, Fiesp (Federation of Industries of the State of São Paulo) and Ciesp (Center of Industries of the State of São Paulo) saw their projection for the GDP in 2021 grow from 4% to 5 .7%. Positive surprises in the vaccination process, exports and consumer confidence could raise the year's growth to 6%. Despite a depressed base (GDP fell 4.1% in 2020), it is worth noting that a significant portion of growth in 2021 will be the result of the high statistical legacy left in the first quarter. If GDP remains stable in the coming quarters, it will end the year with a 4.9% increase over last year's average.

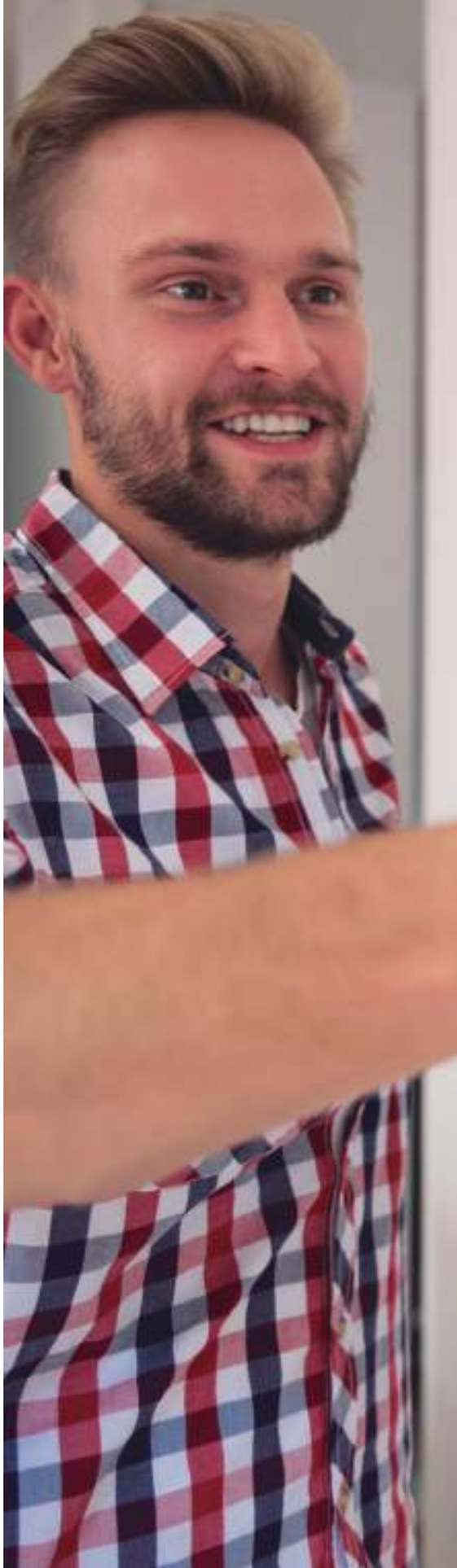
Some vectors will stimulate the country's economic progress until the end of the year: strong growth in the global economy, boosting commodity prices and Brazilian exports; channeling to consumption the savings that families accumulated in 2020; low level of stocks in the manufacturing industry and progress in vaccination.

The IMF (International Monetary Fund) projects a growth of 6% in the world economy in 2021, after a decline of 3.3% in 2020. It is worth mentioning the vigorous economic recovery in the United States and China, with growth forecast of 6.4 % and 8.4%, respectively. The two giants will pull the rest of the world. In the case of the US, the strong growth will be driven by the powerful fiscal injection implemented by the Biden government of US$1.9 trillion. The plan includes strengthening the distribution of vaccines, assistance to families and small businesses affected by the health crisis. This package is in addition to another US$900 billion approved in December 2020. The two packages add up to US$2.8 trillion, or about 13% of the american GDP (gross domestic product).

The favorable global scenario, driven by the advance of the USA and China, has positive effects on the Brazilian economy, with an increase in foreign sales, which – it is worth mentioning – are not limited to the increase in shipments of commodities. Between May and November 2020, exports in dollars showed the following results: Total: +45.8%; Basic: +44.9%; Manufactured: +57.7%; and Semi-manufactured: +6,7%.

However, strong global growth, and its effects on commodity prices, has an impact on the evolution of industrial costs. Undoubtedly, this is one of the challenges that the sector's entrepreneur will still face over the next few months. This is expressed in the survey Rumos da Indústria Paulista de Fiesp/ Ciesp, carried out with 396 industries in São Paulo in May. The data show that industrialists believe costs will increase by 28.5% this year. Even so, they are betting on a 10.2% growth in sales in the period.

Among the sectors that have stood out is the paint and varnish industry. Present in almost everything we look at and use, it is a great economic force. Currently, Brazil is the fifth largest producer of paints in the world, which are intended for all applications, with state-of-the-art technology and a degree of technical competence comparable to the most advanced production centers in the world. In 2020, 1.6 billion liters of paint were produced in the country, an increase of 3.4% over the volume produced in the previous year. Of the amount produced in 2020, 83.4% were house paints (an example is house painting). With the good moment in the real estate sector, the trend is for the continued growth of the paint and varnish sector in 2021.



When looking at the Brazilian economy as a whole, the key to the recovery of the domestic economy is the immunization of the population. And the prospects are encouraging. With more vaccines coming, states and large municipalities are speeding up their schedules. At the current rate, the entire adult population will have received at least the first dose in the third quarter, a fact that will have a very positive effect on business and consumer confidence, unlocking investment and consumption decisions. But we still have many challenges ahead. To enter an era of higher growth in the coming years, it will be essential to implement structural reforms. We need a fiscal reform that guarantees the sustainability of the spending ceiling, an administrative reform that disciplines the evolution of expenses with the civil service, and a tax reform that simplifies, reduces bureaucracy and rationalizes the system.

The resumption of the reform agenda must be the north of the country, so that the achievements of low interest rates and controlled inflation are not lost and so that public and private investments accelerate. This way, it will be possible to leverage productivity and make the economy grow again in a sustained manner, generating the jobs that Brazil so much needs.



* Paulo Antoine Skaf: he is the current president of Fiesp and Ciesp, in charge of the entities since 2004. In addition, he is president of the Roberto Simonsen Institute (IRS), of the Brazilian Micro and Small Business Support Service (Sebrae/SP) and is 1st vice president of the National Confederation of Industry (CNI).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YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!





A LIFE FULL OF MEMORIES

BY ANTONIO CARLOS DE OLIVEIRA AND PAULO CESAR ABRANTES DE AGUIAR*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

1941

The Paint and Varnish Industry Union of São Paulo is created, with a territorial base only in the capital of São Paulo and the headquarters of Fiesp (Federation of Industries of the State of São Paulo).

1957

The union expands its territorial base, representing the entire state of São Paulo, adopting the name of the Union of Paints and Varnishes Industry in the State of São Paulo (SITIVESP).

1959

Tintas & Varnishes magazine was created.

1972

- Union launches the campaign “Casas Bonitas e Felizes”, which was attended by the governor of São Paulo at the time, Laudo Natel.

- I twas held I Symposium on the paints and varnishes sector, debating topics such as prices, profitability, raw materials and others.

1984

I edition of Olitintas, sports games between industries and companies in the sector.

1989

Sitivesp creates the following departments: Raw Materials, Cacex and Solvents, Small and Medium Enterprises, Aladi and PEC Affairs, Technical, Cultural and Communication.

1990

Logo change.

1991

Celebration of 50 years.

1992

Computerization of union administration.

1993

“Pintou tá Novo” campaign was created.

1994

The Automotive Refinishing Manual was created, aimed at supporting car painters, whether from workshops or dealerships.

1996

Union signs partnership with the SENAI-SP school, from the Orlando Laviero Ferraiuolo unit, specialized in the civil construction area.

1998

First edition of the Paints, Varnishes and Related Products Industry Fair - FEITINTAS, at the International Trade Mart, in São Paulo.

2001

SITIVESP claims equality in the percentage of consumption reduction to the presidency of the Electric Energy Crisis Management Chamber.

2002

In partnership with the São Paulo State Transport Agency (ARTESP), the union participates in the Cor & Ação project, aimed at improving the visual aspect of urban centers.

2003

- Organized workshop on chemical control.

- Organization of the I Forum and Environment.

2004

Union portal launched.

2007

SITIVESP joins the solvent forum of the National Petroleum Agency (ANP).

2010

- Union starts course schedule for its members, with themes such as Decorative Painting, Pigments, in addition to thematic lectures dealing with subjects such as Fire Prevention, National Solid Waste Policy (PNRS) etc.

- Launched Waste Management Manual for industries in the sector and reissued the material for the transport of hazardous products.

- SITIVESP wins an honorable mention in the Best Trade Union Practices Award, in the “Partnerships, Products, Services and Promotion” category.

2011

- Automotive Refinish Manual is reissued.

- Commemoration of 70 years.

2012

10th edition of the Safety and Environment Forum promoted by the union's Safety and Environment Department.

2013

- SITIVESP, together with the Brazilian Association of Paint Manufacturers (ABRAFATI) and the Brazilian Association of Distributors of Chemical and Petrochemical Products (ASSOCIQUIM), delivers to the Brazilian Foreign Trade Chamber (CAMEX) a manifest of concern with the successive increases in import tax rates and asks for reconsideration in relation to several products of the sector included in Resolution 12/2013.

- Change of the entity's logo.

2014

Launch of the newspaper "Em Cores", with the main news of the quarter available to associates and non-members.

- Union enters into partnership with the National Union of the Automotive Vehicle Component Industry (Sindipeças) for the presentation of the Sindipeças Institute of Corporate Education.

- Completion of the long-term Strategic Planning and modification of the statute aimed at the country's new reality (compliance, code of ethics and organizational structure).

2015

2016

- Union celebrates 75 years, with the launch of the book "SITIVESP - 75 years: Legados e Conquistas".

- Launched the "Bring more Color for your Life" campaign, seeking to encourage people to use paint in property renovation and conservation.

- SITIVESP's participation in the creation of the Rever Institute, an innovative initiative aimed at complying with the National Solid Waste Policy (Law number: 12,305, of August 2, 2010).

2021

* Antonio Carlos de Oliveira is Executive Director and Paulo Cesar Abrantes de Aguiar is Executive President; both from SITIVESP.


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EXPERIENCED OCTAGENARY

BY ANTONIO CARLOS DE OLIVEIRA AND PAULO CESAR ABRANTES DE AGUIAR*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

Over eight decades, SITIVESP has built a very important bond of trust with the paint and varnish sector, through a routine of dialogue and assistance to associates, exchange of information and consolidation of new knowledge that encompassed the entire production chain. In recent years, it has been no different. Amidst the political and economic adversities that the country has gone through in the last decade, the union fulfilled its role with determination, holding its members by the hand, and ensuring that everyone had the opportunity to move forward, no matter how difficult the difficulties. While the storm shrouded the streets and avenues of progress in the country, the organization built a safe haven so that its members and the production chain as a whole could protect themselves.

Thus, through its departments and commissions, SITIVESP has trimmed all the edges, investing its efforts in ongoing courses, workshops and technical support, in addition to conducting discussions and new perspectives on matters of interest to the class. In 2015, for example, a year that required everyone's caution, the union's work, through the Automotive Refinishing Commission, allowed hundreds of professionals, from different regions of the state of São Paulo, to have access to information passed on in meetings, lectures and also ensured that more than 400 professionals were trained by SENAI-SP schools across the state. With the same effort, it also began the revision of the Automotive Refinishing and Complements Manual, a fundamental material to guide professionals.



Automotive Refinishing Meeting in Guarulhos-SP, in 2015.



Refinishing Manual and Automotive Complements.

In addition to the ongoing training offered by the union, its Human Resources Department recorded important achievements that year. Linked with partners such as ABRAFATI, Fiesp and others, SITIVESP was attentive to matters and legislation that had an impact on companies, such as discussions on Bill (PL) Number: 4.330/04, which regulates outsourcing in the labor market, in process for 10 years in the Chamber of Deputies. The entity also followed the debates on the payroll tax exemption for the sector; made available human resources indicators, including those prepared by the Group 10 Study and Advisory Committee (CEAG-10), from Fiesp; participated in important labor negotiations; supported courses with Sindipeças; between others.

On another front, developed by its Raw Materials Department, the union collaborated with discussions on taxation and resolutions that were on the agenda that year. It followed the debates that ensured the temporary reduction of the rate of barium sulphate to 2% to 10 thousand tons, established by Camex Resolution number: 2, of January 16th. It was also present in the reduction of the rates of Methyl Alcohol (Camex Resolution number: 13, of March 5th), of Benzyl Alcohol (Camex Resolution number: 24, of April 13th), and in the request to reduce pentaerythritol. Throughout the year, it actively participated in the solvent forums held by the ANP; and the meetings of the Regional Chemistry Council (CRQ), of São Paulo, on controlled products.

The organization was also attentive to the Acrylic Acid process, which presented an increase in the import tax on LETEC (list of exceptions to the common external tariff) of 10% (Camex Resolution number: 109, of 11 November); the topic of dumping of raw materials of interest to the sector - ethylene glycol monobutyl ether (EBMEG), butyl acrylate and polymeric MDI; in addition to working on several resolutions with reductions in capital goods, laboratory equipment and other raw materials that had reduced rates. With the data it collected, the entity provided its members with various information through press releases, quarterly trade balance surveys and other dissemination tools.

In line with a sector that is conscious and committed to collective well-being, the year 2015 also featured the uninterrupted work of SITIVESP's Safety and Environment Department. Acting on different fronts, the union ensured its presence in important spaces, such as Study Commission 24:104.02, dedicated to Fire Emergency Plans and Equipment for reviewing the rules of the Brazilian Association of Technical Standards (ABNT). It also participated in meetings with the Fire Department to deal with the Technical Instruction of the Fire Brigade (IT17); and the Environmental Chamber of the São Paulo Industry (CAIP) at Fiesp. Likewise, it opened its house to, with the contribution of great specialists, update the sector on reverse logistics, transport of hazardous products (ABNT/CE-16:400.04), reuse of treated effluents in the paint industry, handling of flammable liquids in plastic IBC, among others.

The work of the Paints Imobiliárias Commission was also very important, with several meetings and courses of interest to professionals, carried out with success due to the important union of the union with the SENAI School. Through this partnership, spaces were created to talk about real estate painting in various regions of the state. Another joint effort was the work painter and decorative painter courses, the creation of a register of painters trained by SENAI, the creation of technical courses on paints in school units, and the training of more than 800 painters. The union committee supported the Brazilian Association of the Construction Materials Industry (ABRAMAT) in the presentation of the BIM Program, where this promising project tool was discussed. It also proceeded with the preparation of the Real Estate Paint Manual and the "Bring More Color for Your Life" campaign, created to present the benefits of using the sector's products to different audiences.



Real Estate Painting Meeting in Taubaté-SP, in 2015.



In order to ensure the updating of internal processes and with its members, one of the works developed by the SITIVESP board in 2015 was the preparation of the new statute. In addition, the legal area worked for the sector in relation to the bills sent by the Legislative Monitoring Nucleus (NAL), from Fiesp; and the presence in Brasília in an attempt to stop the bill that changed the exemption from payroll (PL number: 863/2015). The department also participated in meetings with the Secretariat of Finance (SEFAZ/SP), taking the sector's claims to decision-making bodies, reviewed service contracts and provided consulting services to associates via telephone. During that period, the Solvents Committee held a meeting to revalidate the agreement not to use methanol and to analyze the fines imposed by the National Institute of Metrology, Quality and Technology (Inmetro).

The union provided its members with technical support in the areas of occupational health and safety, environment, transportation of hazardous products and environmental law. He also participated in the ABNT/CB-38/ COMMITTEE 09 Working Group in the preparation of the ISO Guide 64 Standard; as a member of the Working Group (WG) of the Environment Department at Fiesp (DMA-Fiesp) on Sectoral Agreements in Reverse Logistics; in the DMA-Fiesp WG on Product Life Cycle Analysis; in addition to workshops on national and state solid waste policies. SITIVESP was present at the event of the Environment Secretariat (SMA) to sign the first four Reverse Logistics Commitment Terms of the State Policy on Solid Waste, at Palácio dos Bandeirantes, in São Paulo. And he worked on reviewing the booklets and manuals every six months, and on the advancement of the Fire Prevention Manual in the Paint and Varnish Industry.

At the end of that year, a lot was done for the benefit of the members. If the economy was not doing well, it was possible to rely on the permanent work that SITIVESP was developing to keep the sector active and alert. One of the productions that helped in the composition of new and organized actions by the union was its Strategic Planning. Thus, each department and committee had in hand the guidelines with which it would conduct future actions. And there were many.



Year-end get-together, in 2015.







Organization of the Forum on Safety and Regulation of Transport Activities, in 2015.



Opening of the Paint and Varnish Industry Olympiad (Olitintas), organized by the union, 2015.



Determination of the Supplier of the Year Award, 2015 edition.

In 2016, several repainting meetings spread across the state of São Paulo ensured that knowledge of the sector reached more and more interested parties, being disseminated through dialogue and support handouts. In that period, the Automotive Refinishing Commission created a mailing list of more than 400 professionals, which, totaling the number formed in the previous year, reached the mark of 800. The human resources area also continued its work, with the development of indicators, monitoring of legislative agendas of relevance and impact to the sector, participation in labor negotiations and preparation of surveys at the request of member companies.

Earlier that year, from temporary, the rate of barium sulphate underwent a definitive reduction to 2%, through Camex Resolution Number: 4, of 26 January. Likewise, the union, through its Raw Materials Department, continued the request to reduce the category “Other polyterpenes, etc., without charge, in primary forms”, requesting a reduction from 14 to 2%. This year, the sector also benefited from reduced rates of import tax on machinery and equipment. The work developed by the Department of Safety and Environment was equally fruitful, with the union’s leading role in monitoring public consultations of interest to companies in the areas of safety and environment, such as Regulatory Standard (NR) Number: 12 and the reduction of lead in paints. The area was also involved in the creation of the ABC Regional Subcommittee on Prevention, Preparedness and Rapid Response to Environmental Emergencies with Hazardous Chemicals (SRP2R2/ABC).

One of the initiatives that generated important numbers for the union, through its Real Estate Paint Committee, was the “More Color for Your Life” campaign, which had the partnership of several companies, such as Coral, Eucatex, Lukscolor, Montana, Universo and Suvinil, in addition to the partnership between PSQ/ABRAFATI and ARTESP. In that year alone, 50 different print ads were generated (newspapers and magazines), 10 million impacts in print media, 50 posts on Facebook, more than 4.6 thousand likes on the fanpage, 2.6 million fingerprints in the Google campaign Adwords, more than 19 thousand clicks and 15 thousand hits on the campaign’s website. In addition to this work, the commission also continued to carry out its real estate painting meetings in various regions of the state and started, together with SENAI-SP, the post-technical course at the Paint Laboratory, in São Bernardo do Campo-SP.







Campaign “More Color for Your Life”, in 2016.

That year, the Solvents Committee held a meeting to discuss the non-use of methanol in thinners and solvents. In this regard, one of the works developed by the entity's Legal Department was the preparation of a draft for the non-use of methanol by the solvent industry. The team also followed up with SEFAZ/SP the changes in the incidence of Tax Replacement (ST), arising from CAT Notice Number: 26/2015, which excluded several items from the ST. In addition, it obtained from the same body the postponement of the Margin of Added Value (MVA) survey, which should have been carried out that year.

The union helped the sector with consultations on different topics (GHS - Labeling of Chemical Products; GHS on packaging; GHS - Safety Data Sheets for Chemical Products; Documentation for the transport of hazardous products; Labeling of Chemical Products - Miscellaneous Legislation; Sheets Transport of Dangerous Goods; Transport of Dangerous Goods in Limited Quantities). The work ensured the updating of publications, participation in discussion spaces such as CAIP, from Fiesp, where the most relevant national and international environmental issues affecting the industry are discussed; and in GT-Paints, organized by the Civil Construction Union of the State of São Paulo (SindusCon-SP) and by ABRAFATI, to discuss the reverse logistics of non-hazardous residues of real estate paints at construction sites.



Year-end get-together, in 2016.





Organization of the Forum on Safety and Regulation of Transport Activities, in 2016.



Real Estate Painting Meeting, in Osasco-SP, in 2016.



Automotive Refinishing Meeting in Suzano-SP, in 2016.



Fulfillment of the use of Paint, Varnish and Related Products Industry Fair (Feitintas), 2016 edition.





2016 Supplier of the Year Award Winners.

There were also periodic contacts on environmental issues with the Brazilian Association of Steel Packaging (Abeaço), Brazilian Association of Hygiene, Cleaning and Sanitizing Products Industries (Abipla), Jorge Duprat Figueiredo Foundation for Safety and Occupational Medicine (Fundacentro), Association Brazilian Chemical Industry (Abiquim) and CRQ.





Graduation from the Industrial Learning Course and the Master of Construction Course, 2016.



Launch of the 75th anniversary book of SITIVESP.



São Paulo, 27 de janeiro de 2010

MERCADO GANHA CURSO DE LABORATORISTA DE TINTAS

Dentro do programa de parceria firmado entre o SITIVESP (Sindicato da Indústria de Tintas e Vernizes do Estado de São Paulo) e o SENAI, acaba de ser lançado o primeiro curso de "Laboratorista de Tintas". A iniciativa tem por objetivo atender a uma demanda de mercado detectada pelas empresas que atuam no setor de tintas.



Segundo a diretoria do SITIVESP esse é o escopo da parceria. "O mercado detecta as necessidades e repassamos para os técnicos do SENAI que desenvolvem os cursos. Graças a essa integração garantimos a qualificação dos profissionais que atuam no desenvolvimento desse mercado", disse Narciso Preto, presidente do Sindicato.

O curso é focado no desenvolvimento de competências relativas à execução e registro de procedimentos de ensaios de insumos e produtos acabados, segundo normas e procedimentos técnicos, ambientais, de qualidade, de saúde e segurança no trabalho.

O diretor da Escola SENAI Mario Amato, onde o curso está sendo realizado, Claudemir Oliveira, explica que além de contribuir para melhorar a capacitação profissional a grande expectativa desse curso é criar uma nova oportunidade no mercado de trabalho.

Ele conta que até hoje os profissionais que atuam em laboratórios acabavam aprendendo na prática, já que não existia um curso de formação. "Estamos atendendo uma lacuna. Geralmente a vaga era preenchida por um técnico em Química que trabalhava no laboratório. Agora vamos entregar para a empresa um profissional pronto."

Diante da identificação da demanda por parte da indústria, o SITIVESP levou a preocupação para a equipe do SENAI. Em um trabalho conjunto com o grupo técnico da Escola, foi definido o perfil do profissional e então a composição do curso.



A diretoria do SITIVESP esteve presente na Escola do SENAI Mario Amato, em São Bernardo do Campo, no último dia 5 de outubro. Ao todo 16 alunos estão inscritos nessa primeira turma, com carga horária de 300 horas. "Estamos orgulhosos do trabalho que realizamos com o SENAI. Certamente essa será a primeira de muitas outras turmas", acredita Narciso Preto.





SITIVESP

Launch of the first Paint Laboratory course, a partnership between SITIVESP and SENAI.



The work developed by SITIVESP was solid, reliable. Each year, it was possible to see the efforts, as well as the wide knowledge with which the entity led the most diverse lawsuits impacting the sector. Hundreds of professionals from the interior of São Paulo guaranteed the updating of their knowledge in the spaces produced by the union in partnership with SENAI-SP. In addition to the meetings, which were already traditional for the sector, the Automotive Refinishing Commission guaranteed, in 2017, another review of the Automotive Refinishing Manual, in order to strengthen professionals and companies with the latest information on the theme. In three years, more than 1,500 professionals trained by the entity's courses at SENAI-SP built a talent bank in the automotive field that would be extremely important for the evolution of the segment.

That year, the union's Human Resources Department held 11 monthly, open and alternate meetings with ABRAFATI to debate the legislation under discussion. And the theme was Law Number: 13,429, which started to regulate outsourced services in Brazil and extended the time for hiring temporary workers. In addition to that controversial agenda, another one followed in pursuit: the Labor Reform, through Law Number: 13,467, of July 13th. All those changes were accompanied by the union, which participated and promoted discussions to guide companies about the new directions of labor relations. It also continued to update the sector with CEAG-10 indicators; with data from the Salariometer, developed by the Economic Research Institute Foundation (FIPE); and ensured the continuity of the monthly curriculum scholarship, a tool to help both professionals looking for vacancies and companies looking for candidates.



Automotive Refinishing Meeting in Piracicaba, in 2017.

Another continuous and very well-executed work by the union was carried out by the Raw Materials Department, responsible for monitoring and analyzing several resolutions, claiming the reduction of the rate of various inputs. In 2017, it was the turn of the aliphatic polyisocyanate based on hexamethylene diisocyanate, presented in liquid form, which had its rate permanently reduced by means of Camex Resolution Number: 57, of August 2nd. In the wake of the reductions, the organization submitted to the Ministry of Industry, Foreign Trade and Services (MDCI) a request for a reduction in Benzoic Acid, NCM 2916.31.10 - Benzoic Acid, from 12 to 2%, arguing that there would be gains for the sector. That year, the department presented its quarterly survey of the trade balance and the disclosure of five exchanges of raw materials and equipment at the request of the associates.

In 2017, Decree Number 62,416, of January 10, was published, which submitted to public consultation drafts of regulatory decrees referring to Complementary Law Number: 1,257, of January 6, 2015, responsible for instituting the Fire and Emergency Protection Code. In light of the news, the Safety and Environment Department started to monitor the processes in order to keep the sector informed. Another measure that needed attention from companies in that period was Resolution Number: 5232, of the National Land Transport Agency (ANTT), bringing new perspectives on the transport of dangerous products. In view of the new measures, the union contributed to the dissemination of standard ABNT NBR 9735:2017, called Set of Equipment for Emergencies in Land Transport of Hazardous Products. The department was also present in discussions on reverse logistics, environmental licensing, chemicals, contaminated areas and safety measures for professionals in the sector.







Campaign “More Color for Your Life”, in 2017.

Meanwhile, the real estate paints Commission continued its work in several cities in the interior of São Paulo; that year with meetings in Piracicaba, São Bernardo do Campo and Jacareí. The partnership with SENAI resulted in the completion of the second year of the post-technical course in the Paint Laboratory and the Real Estate Paint Guide was being updated. One of the highlights was the “Mais Cor Para Sua Vida” campaign, which focused on people’s lives. Carried out with the participation of Coral, Eucatex, Lukscolor, Suvinil, Sherwin-Williams, Montana, Universo, Futura, Lixas Tatu, PSQ/ABRAFATI and ARTESP, the action brought together seven stories of people who transformed their environments through colors. At the time, the union opened its YouTube channel and used other social media platforms (Facebook and Instagram) to publicize the project. In all, there were more than 2,000 screenings of the stories in cinemas, with 230,000 people impacted. The campaign circulated in 37 magazine and newspaper ads, with more than 70 quotes in the press and more than 22,000 followers on social media.

Throughout the year, areas such as the Legal Department continued their work. In total, there were more than 50 member queries via e-mail, ensuring that everyone had the necessary information for their inquiries. The department maintained its work with SEFAZ/SP regarding Tax Replacement (ST); the postponement of the Added Value Margin (MVA) for that year; and followed the bills communicated by the NAL, from Fiesp. The union was with ANTT in Brasília requesting the extension of the use of homologated packaging, foreseen in Resolution number: 5232. Likewise, the Solvents Commission carried out studies on the non-use of methanol in thinners and solvents.



Real Estate Painting Meeting, in Jacareí-SP, in 2017.



Organization of the Forum on Safety and Regulation of Transport Activities, in 2017.



Paint and Varnish Industry Olympiad (Olitintas), organized by the union, 2017.



Year-end get-together, in 2017.



2017 Supplier of the Year Award Winners.


EM CORES 2017

UM JORNAL DO SITIVESP

O MUNDO É FEITO DE CORES - FEITINTAS 2018

FEITINTAS

September 2017 edition.



Agreement between Fundacentro and SITIVESP for the elaboration of a wide study on the impacts of the use of methanol in the formulation of thinners, solvents and thinners.

While the paint industry was showing signs of modest growth in 2018, the entity assured its members the stability of their daily activities. The Repainting Commission, for example, continued to hold meetings and courses, bringing together several professionals across the state. Likewise, the Human Resources Department was attentive to the themes of outsourcing and labor reform in order to help companies in these profound processes of change, maintaining essential tools such as the monthly curriculum bag, labor negotiations, the monthly elaboration of indicators on human resources and also with data from CEAG-10 and surveys commissioned by companies. SITIVESP met with the Department of International Relations and Foreign Trade (DEREX), from Fiesp, to discuss the possibility of issuing a Digital Certificate of Origin (COD) and Ata Carnet, which support regular export operations and temporary, respectively.

Another work was that the Tax Administration Coordination (CAT), of SEFAZ/SP, extended, through Ordinance Number: 61, of July 23 of that year, the validity of the Added Value Margin (MVA) applied in the outputs by Tax Replacement (ST) for the Paints and Varnishes sector, which would expire on July 31, until January 31, 2019. Another victory for the sector was the publication of the sentence that excluded ICMS from the PIS/COFINS calculation basis for industries affiliated to the union. The department also monitored the repercussions of ICMS Agreement Number: 142, published on December 14, which established rules applicable to all federative units, on the ICMS tax substitution regimes (ICMS-ST) and anticipation of tax collection with termination of taxation, in interstate operations, replacing the ICMS Agreement number: 52/2017.



Also in 2018, the Real Estate Paint Commission opened new enrollments for the post-technical course at the Paint Laboratory. Regarding the work of the Raw Materials Department, the team continued with the quarterly survey of the trade balance and the disclosure of raw material and equipment exchanges. It monitored the process of reducing the Import Tax (II) rate for titanium dioxide to 6%, changing the Brazilian List of Exceptions to the Mercosur Common External Tariff. Meanwhile, the union's Safety and Environment area was with the associates, updating them on reverse logistics, fire actions, environmental licensing, chemical products, solid waste treatment, among others. One of the department's jobs was to monitor the changes introduced by ANTT regarding approved packaging, informing the permission, also in land transport, for the use of packaging, large packaging, intermediate bulk containers (IBCs) and portable tanks manufactured in Brazil.

One of the themes that was on the union's agenda was the opening, by the Ministry of the Environment, of public consultation for the draft law that would reduce by 85% the addition of lead in paints, sealants, varnishes, solvents and similar materials for the coating of surfaces. Another material on national consultation was the Amendment Project ABNT NBR 7503 - Land transport of hazardous products - Emergency sheet and envelope for transport - Characteristics, dimensions and filling, which specified the characteristics and dimensions for the manufacture, as well as the instructions for filling out the emergency form and the envelope for land transport of dangerous goods. Attentive to the different processes aimed at safety, the union followed in the Official Gazette of the State of São Paulo, of March 15, the publication of Ordinance Number: CCB-023/810/18, which determined new guidelines for the Technical Instructions followed by the Fire Department from Sao Paulo.



Campaign "More Color for Your Life", in 2018.



Year-end get-together, in 2018.

Approval of the distance learning project by SITIVESP, in 2018.



Real Estate Painting Meeting, in Santos-SP, in 2018.



Fulfillment of the use of Paint, Varnish and Related Products Industry Fair (Feitintas), 2018.



Organization of the Forum on Safety and Regulation of Transport Activities, in 2018.





Winners of the 2018 Supplier of the Year Award.

Automotive Refinishing Meeting, in Ribeirão Preto-SP, in 2018.





August 2018 edition of the online newsletter
of the union called Net Tintas.

SITIVESP had already consolidated a modus operandi, with its priorities well established and departments aligned with the general strategic planning. In 2019, some processes changed, but the objectives and ways of doing things continued to maintain the essence of the union. So much so that repainting and real estate paint meetings continued on the agenda and traveled through several cities in the interior, bringing new knowledge to more than a thousand professionals. Another work that remained present in the organization's efforts, and which was widely publicized, was the holding of another edition of the acclaimed Olitintas, which brought together 11 companies in the sector in 21 disputed sports, reaching a total of 1,001 athletes.

The union, through its Safety and Environment Department, signed the Term of Commitment for the Reverse Logistics of Packaging in general (TCLR) with Fiesp, ensuring that SITIVESP member companies comply with the reverse logistics required by the National Policy of Solid Waste (established by Law Number: 12,305, of August 2, 2010). Another issue of attention in the area was the entry of State Decree Number: 63,911/18, which instituted the Fire Safety Regulation for buildings and risk areas in the State of São Paulo, also considering the need to adapt the Technical Instructions of the Fire Department of the Military Police of the State of São Paulo, in public consultation.



Launch of the Manual for Transport of Dangerous Goods in the Paint and Varnish Industry, in 2019.





Amidst the success of the work, the new board took office, led by Douver Martinho for the 2019-2021 triennium.

In the same period, based on the work of the Union's Legal Department, CAT Ordinance Number: 09 was published, which extended the Value Added Margin (MVA), scheduled for January, to March 31, 2019. About this, the union hired by Fundação Getúlio Vargas (FGV) a price survey with paint dealers, noting that the MVAs in the market were higher than those in force. Because of this, the union asked SEFAZ/SP for an extension. In May of that year, the new MVAs for the paint and varnish sector were launched.

Another issue drew attention: the impacts of Provisional Measure Number: 873, of March 1, which amended the Consolidation of Labor Laws (CLT) and provided for union contributions, with the deduction of any union contribution from workers' salaries being prohibited. That year, the Automotive Refinish Committee revised and relaunched its manual and the Real Estate Painting Committee released its first manual, helping to guide professionals on technical procedures, seeking to ensure that the painting process reached 100% yield and high quality. In addition, the Manual for the Transport of Dangerous Goods in the Paint and Varnish Industry was launched. Speaking of high performance, the union guaranteed the post-technical course of Laboratory in Paints, bringing together several professionals in that training. Another action in 2019 was the organization of the EAD Professional Painter course, which had the participation of companies such as AkzoNobel, BASF, Eucatex, Killing, Sherwin-Williams and Universo.



That year, the “More Color for Your Life” campaign had its first day created with the aim of communicating the importance of color within the transformation process, encouraging the public to renew their spaces, whether residential or commercial, through the painting. Thus, on the day before Color Day, celebrated on September 21st, from 7:00 am to 3:00 pm, on Avenida Paulista, activities related to the theme Color were carried out. To support the project, a material was developed that presented how to renew a environment in 10 steps, from planning to execution. In addition, people who participated were able to create their own art, where they found information about the influence of colors in the picture frame created especially for the event. About 800 people participated in the action.



Campaign “More Color for Your Life” had its first day created.



In the year 2020, the scenario had changed. Faced with an environment of uncertainty and apprehension due to the Covid-19 pandemic, several sectors had to adapt to a reality that demanded social distancing and strict preventive measures. The industry in general had to readjust its parameters to ensure that production was maintained, but now with the guarantee of being carried out with twice as much safety and good practices. The administrative process also changed, with the adoption of the home office and the growing use of digital platforms to maintain activities and processes. And this was no different at SITIVESP. During that year, the union embraced virtual connectivity, using its full potential to ensure the continued participation of its audience. One of the initiatives that made the difference for the entity was the support of Fiesp, which helped the sector with demands related to environmental issues, quality, regulatory discussions, taxes and other topics.

Despite the pandemic setbacks, the union, at the beginning of the year, submitted a request for the formation of a Working Group aimed at technical cooperation between the National Institute of Metrology, Quality and Technology (Inmetro) and the Sectorial Program for the Quality of Paints Real Estate (PSQ-TI), from ABRAFATI. The traditional meetings of the automotive refinish and architectural coatings sector were held online and grew considerably. Likewise, the communication work had a gain in agility and reach, with the production of teasers, materials with tips for the sector, calls for events held by the entity, in addition to the daily work on social media. The union's website itself underwent changes, ensuring greater navigability and better access to information.

The production of virtual actions had great support from the sector. With the fulfillment of lives dedicated to the theme of building paints, the environment, ABNT, pathologies in metals, pathologies in wood, pathologies in masonry, management and budgets, etc., more than two thousand people were impacted. About repainting, more than five thousand were able to expand their knowledge of polishing, tone adjustment, painting process, among others. Many events already developed by the entity, such as the SITIVESP Security and Transport Forum, had an important increase in their audience. Due to the versatility of digital platforms, the event had more than 200 views. Likewise, the SITIVESP Supplier of the Year Award and the Trophy delivery event had 281 views, a higher number of participants compared to the previous year.



Fulfillment of the virtual version of the event: Café com Fornecedores (To take a coffee with the suppliers), in 2020.



Organization of the Forum on Safety and Regulation of Transport Activities, in 2020.



Real Estate Painting Meeting, in 2020.



Carrying out of the Automotive Refinishing Meeting, in 2020.



Supplier of the Year Award in 2020.

Meanwhile, the union committees maintained their work routine and published, in 2020, essential manuals to help professionals. They were: 10 Steps for Repairing Plastic Parts, Static Electricity and Polishing Primer. In addition to them, the electronic brochure How to Renew your Environment in Just 10 Steps was made available to the public, encouraging painting among consumers. Other works also enriched the entity's collection, such as updating the Code of Ethics - Guidelines on Competition Defense, in which the anti-corruption policy was included; and the update of the Manual for the Transport of Dangerous Goods in the Paint and Varnish Industry, with new ABNT standards. One of the novelties of the period was the holding of the first breakfast in a virtual format with suppliers, ensuring dialogue and closer ties with partner companies even in times of pandemic.

Upon reaching the mark of eight decades, the entity was born again and is prepared for the new challenges of the future. A future that is already lurking, or even as a "bedside reading" for companies and associations. In recent years, the paint and varnish sector has made considerable progress in the development of solutions from an environmental perspective, such as the use of mineral and vegetable compounds, seeking to replace petroleum derivatives and encouraging the wide use of biorenewable inputs. Likewise, the investment in 5G and in new technologies promises to transform the industry's perspective on manufacturing, distribution and consumer relations. All these new horizons that present themselves are on the agenda of the day and are vigorously encouraged by SITIVESP's ongoing work.

One of the themes that permeate this tomorrow already has a face and is called Sustainability. The union has been promoting this discussion within the paint and varnish production chain for some time now. And, in recent years, it has done something else. Also in 2011, it was involved in research for the structuring of an alternative model of reverse logistics for packaging, in compliance with the National Policy on Solid Waste (Law Number: 12,305, of August 2, 2010). In 2018, this work triggered the creation of Recycling Certificates (CRE), made official through the signing of the Term of Commitment for Reverse Logistics (TCLR), which had the participation of several entities with Fiesp. It started in the state of São Paulo and, over time, expanded to Mato Grosso do Sul and Amazonas.

The recycling certification work was quickly validated and recognized by environmental agencies and government bodies. Naturally, due to its success, new doors were opened and, in 2020, the possibility of the initiative becoming national began to be discussed. Thus, the following year, on March 23, Instituto Rever was created, with the purpose of “optimizing and expanding corporate social responsibility initiatives, including, but not limited to, solid waste management and reverse logistics ”. And SITIVESP was one of its founding members.

Through the new style, a new dynamic between solid waste and industry came into force, with member companies committed to managing the waste produced with environmental awareness, contributing to a more balanced production chain and partnering with the environment. With the Institute, all work of awareness, inspection and management will be put into practice, with the reporting of proof of reverse logistics practiced to environmental agencies.

In a creative way and open to new scenarios, SITIVESP reached its 80th anniversary, completed in 2021, with more vigor and renewal. Over all these decades, the commitment to professionals, industry and society has never been left aside. Every day, months and years that have passed were built by employees and boards in love with the paint and varnish sector, for the potential and beauty that this segment can produce for the benefit of society. Despite the difficulties that came with the greatest pandemic of this generation, the union embraced the dialogue with the digital without resistance, dedicating its efforts to taking essentiality, quality and sustainability as permanent flags.

* Antonio Carlos de Oliveira is Executive Director and Paulo Cesar Abrantes de Aguiar is Executive President; both from SITIVESP.

4

CHAPTER

80

YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!



SUSTAINABILITY: THE JOURNEY OF PAINTS AND VARNISHES

BY DANIEL GEIGER CAMPOS*

SITIVESP
Sindicato da Ind. de Tintas e Vernizes do ESP

Nowadays one cannot talk about business without talking about sustainability, or ESG, the acronym in English for the environmental, social and governance tripod. And it is very good that this is so, as companies and sectors have a responsibility that goes beyond their customers and shareholders. Its existence needs to generate value as a whole, balancing the possible tensions between economic progress and global warming, financial return and improved social well-being. “The world is a better place because I exist” seems to me a good ambition to have, both for individuals and companies.

In our paints and varnishes market, the first perceived benefits of our existence are the color and beautification of different surfaces, and their consequent enhancement, mainly due to the immediate visual impact. Color has the power to transform environments and elements, and it is a fact that we take better care of what we value most. Thus, their presence reflects positively on issues related to sustainability.

But the main function of paints and varnishes is to provide protection to the most different surfaces, preventing their deterioration and the consequent need to consume more energy and raw materials to recover damage or replace goods. In wood, for example, the durability provided by painting, even if invisible, makes this noble material gain longevity, postponing the need for replacement and thus helping to preserve the environment. The same goes for several products made of steel, such as cars or ships, which also have the protection of paints and varnishes. Durability has a positive impact.

In addition to durability, in many cases, the paint also provides security against damage caused by leaks and infiltrations, whether on oil platforms, tanks, pipelines or many other types of installations. It is worth remembering that technological evolution in recent years has led to the use of less paint in all types of vehicles, resulting in fuel savings and reduced CO_2 emissions. Efficiency in the application and implementation of new processes also resulted in a reduction in product waste, representing gains from the economic and environmental perspectives.





There is also the energy savings that the use of our products can provide, as in the case of the well-planned use of architectural paints that bring improvements in the brightness of the environment and/or a reduction in temperature. An example of this are the various projects we find around the world to paint white roofs or large areas of uncovered parking, in order to minimize heat islands in cities. There are paints with components that reduce the temperature of environments by up to 5 degrees, which can reduce energy consumption in existing buildings by up to 15%.

The sustainability theme is intrinsically linked to our segment, even if the benefits of our existence are not so obvious to many. But the subject is broad and permeates our industry in many other ways. It is an increasingly constant guideline in dialogues with our customers, who seek to understand how sustainable we are and how we can help them to be more. Sustainability is now part of our business and an increasingly greater part of our responsibility will be to deliver sustainability benefits, meeting the desire and need, in the public and private fields, to increasingly preserve the environment. Not to mention the consumer, who is increasingly attentive to the behavior of companies, and not just the products they offer.

In a recent survey by the Travessias Institute published in ‘’Valor Econômico’’, 19% of those interviewed said they had already stopped buying a product or service from a company whose activity is considered harmful to the environment. The percentage rises to 74% among those who think about not buying for this reason. I have no doubt that this thought extends to an industry as a whole, with less propensity to spend in sectors perceived as harmful to the collective good. Finally, there is a growing demand from employees for work environments that, in addition to being safe, have a modern culture and promote a diverse and inclusive organization. Being a socially responsible company starts at home.

A LITTLE OF HISTORY

Although issues related to ecology have been studied before, the awakening of environmental awareness is generally attributed to the year 1962, with the publication of the book Silent Spring, by scientist biologist Rachel Carson. The poetic title refers to the silence of birds killed by the harmful side effects of pesticides on the natural balance. Since then, concern about the unwanted impact of man's actions on nature has spread to all areas of the economy.

The socio-environmental theme came to be seen as a major problem for society and one that needed control parameters to mitigate its unwanted impacts. Scenarios encompassing industrial production and the use of renewable and non-renewable materials have won world conferences over the decades. In the 1980s, the United Nations (UN) presented a report for sustainable development, citing major environmental accidents that should be avoided.

The chemical industry has moved to adapt its role through the ages. Long before the term "sustainability" was in general use, environmental, safety and occupational health themes were already a reason for attention in the paint and varnish sector, in events and training dedicated to minimizing the harmful effects of its production, such as pollution of air and aquifers.

In the 1990s, mainly after ECO-92 (United Nations Conference on the environment and development, held in Rio de Janeiro), environmental concerns began to have even more resonance in society and became a frequent agenda in discussions and actions industry and its representative entities, such as SITIVESP and the Brazilian Association of Paint Manufacturers (ABRAFATI). Programs, procedures and solutions to manage the various aspects of activities related to the environment were developed by these associations to help the industry comply with legislation and, at the same time, achieve desirable performance in the environmental and economic areas. One of these programs was Responsible Care for the chemical industry – adapted by the paint and varnish sector to reflect its unique characteristics and thus create Coatings Care – which, since the late 1980s, has been transforming the sector's management and helping to change perception in relation to the segment as a responsible actor and part of the solution. As Plato said so well in the fourth century BC, "necessity is the mother of all invention". Because, at the beginning of the 21st century, sustainability has established itself as one of the main drivers of the continuous search for technological innovation in the paint and varnish sector.



United Nations Conference on Environment and Development, held in Rio de Janeiro, 1992. Image: the green politics.

RESEARCH AND A LOT OF DEVELOPMENT

Investments in research throughout our production chain have been strong for the development of increasingly advanced solutions from an environmental perspective, such as raw materials, with the use of mineral and vegetable compounds to replace the use of petroleum derivatives. I also highlight the use of post-consumer PET packaging as a raw material in the production of paints by some companies. We also see advances in production, logistics, product application and waste disposal processes. All of this indicates the concern of the sector and its suppliers for an increasingly responsible performance, meeting the interests of society, ensuring compliance with legislation, maintaining an ethical posture and seeking the rational use of natural resources, and improving the quality of life while ensuring the economic viability of the business. Sustainable innovation is the necessary engine for the sector's growth.

The search for more sustainable production encourages significant and continuous investment in techniques and solutions that allow us to have products with less environmental impact, with a reduction in the use of raw materials, energy and water, and with less waste generation, pollution prevention, among other aspects. In the case of AkzoNobel, we have not sent waste to landfills since 2020 and we embraced the goal of zero waste by 2030 – that is, what we now call waste will be recycled or reused in some way. At our unit in Mauá (SP), for example, we already use 100% of the reused water in the production of products, in a process that involves a high-tech treatment plant. Thus, we were able to accelerate the conversion of our portfolio to water-based products, with 80% less carbon impact, while at the same time reducing the collection of water from the springs of our Tangará Reserve, an area of 700,000 m^2 of forest Atlantic within the same property and representing 10% of the municipality's green area.













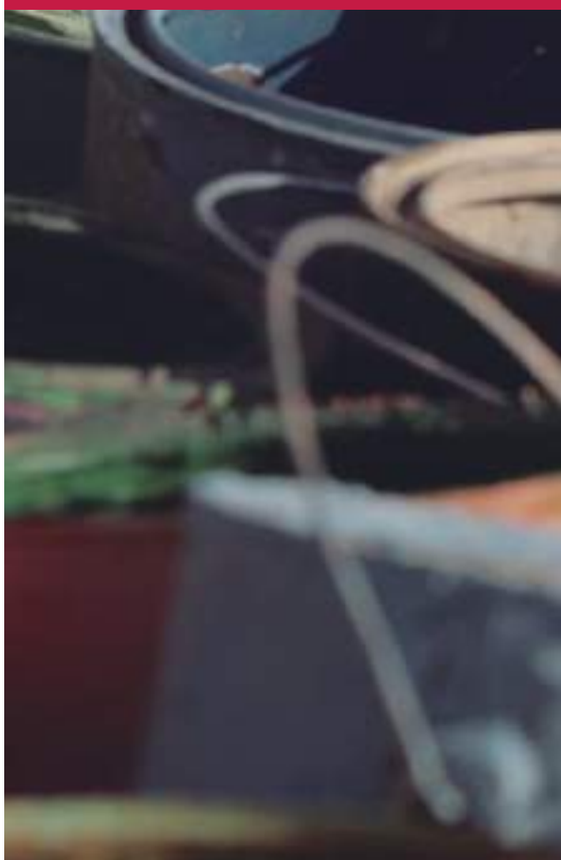
With water-based technology, the smell that permeated the house after painting became a thing of the past. According to data from ABRAFATI, almost 90% of architectural paints are water-based, which greatly reduces the use of organic solvents in the product and brings environmental gains by reducing the emission of VOCs (volatile organic compounds). This is a movement that we work hard to expand to other markets in which we operate. In the automotive refinishing area, for example, the information obtained through the integrated relationship with customers has been a great ally in this replacement of solvent-based products in repair shops.

AkzoNobel's work at the Treatment Plant, with water reuse.
Images: AkzoNobel collection.



All of these actions are a consequence of the sector's commitment to the issue, but also of pressure from society and new regulations. Anticipating the legislation, in some cases, the sector organized itself to self-regulate - as occurred in the use of lead in house paints and for children's use, which was limited before the publication of Law number: 11,762, of 2008, and which only in 2018 had a supervisory body established. It must be noted that in 2011 AkzoNobel became the first global paint company to completely eliminate lead compounds from all its products and processes in all markets in which it operates.

As a result of this sectorial posture that instigates improvements, it can be said that the characteristics of paints have become increasingly environmentally conscious – and the absence of heavy metals and high solids products are good examples. In decorative paints there are formulas that have a dilution of up to 80%, while ensuring 30% more coverage, which generates less CO_2 emissions and a reduction in waste generation.





COOPERATION IS SOMETHING FUNDAMENTAL

Leaving the production context and thinking of a broader panorama, terms such as Circular Economy – reuse, recycling and reuse of materials and resources – and Reverse Logistics (the collection and responsible management of solid waste) have a privileged place in our agenda. sector. There is a lot to be done by looking at other sectors and countries, and we have organized ourselves for this. Proper management of waste and the disposal of post-consumer packaging has been consolidated, for years, as one of the priorities.

Since the early 2000s, based on technical studies, monitoring of regulations and active participation in government and private sector forums, the paint and varnish industry has developed actions and programs dedicated to recycling its packaging, as well as activities awareness raising involving both this issue and the minimization of waste generation. The publication of the National Solid Waste Policy, in 2010, was yet another factor that intensified the work carried out by the sector, together with its production chain, the government and other agents, in the direction of finding the best solutions related to solid waste.

Nowadays, there are partnerships in the market that unite recyclable collectors, points of sale, suppliers, startups and industry, diverse and necessary partners developing innovative projects that seek to enable the return of packaging in a sustainable way. These are initiatives that need to gain even more scale and capillarity, but they have a lot going for them. We also see plastic packaging made mostly from recycled material and which can be returned several times for recycling. Success here requires a collective effort that also involves the dissemination of knowledge to professional painters and consumers about the importance of conscientious purchase and disposal.

It is important to note that the circular economy depends not only on companies, but on everyone involved in the life cycle of a product. Some companies in the industry, including AkzoNobel, have organized innovation programs to bring startups together and accelerate solutions. These companies have brought their experience in other sectors to respond to our challenges, many with a focus on sustainability. We see similar actions by suppliers and partners with the same purpose – and we have reaped the rewards together. We are experimenting with solutions that help us make the best possible destination for post-consumer waste and packaging, in a reward program that also includes return – and why not? – from products from other manufacturers. We know that, to achieve our goals, we need to be united in our efforts: it is healthy to compete, but also to cooperate as an industry. In ABRAFATI's Sustainability Committee, we are bringing to life several examples of how to "compete" among the different companies in favor of greater sustainability in the sector as a whole.

The search for sustainable sectorial development is today a commitment assumed by the paint and varnish industry in Brazil, in the same way that it occurs all over the world. And, in this scenario, the acronym ESG (Environmental, Social and Governance), which first appeared at the end of 2004 in an initiative called Who Cares Wins, by the U.N. (United Nations) in partnership with financial institutions, has become a concept that has stood out in recent years.

Climate emergencies, new regulations, mainly European, generational change and the 2030 Agenda, in which nations committed to 17 Sustainable Development Goals (SDGs) - and which can only be achieved within this period if there is the participation of private capital - are some of them factors that drove the implementation of ESG in companies around the world, including Brazil.

Here, from the discussions that took place within the scope of the World Coatings Council (WCC), four of these sustainable development goals were established as priorities by our industry: Responsible Consumption and Production; Sustainable Cities and Communities; Health and wellness; and Industry, Innovation and Infrastructure. It is important for companies of all sizes to commit. What today is a matter of survival and competitiveness, tomorrow will be an obligation. It is up to our sector to delineate desirable and compatible ESG standards, a task that lies ahead and for which we count on the partnership of Instituto Akatu.



Finally, it is essential to involve and develop the entire value chain to minimize environmental impacts and extend our commitment to sustainability throughout the entire life cycle of our products. The Together for Sustainability initiative, which has as members industries such as AkzoNobel and BASF, evaluates and contributes to improvements in the practices of suppliers in the chemical industries. It joins other actions in the sector to promote sustainability beyond the walls of the paint and varnish industries themselves, as this is often where the greatest environmental impact of the entire production chain lies until the final product is delivered to the customer.

WHAT LAYS AHEAD

The future brings us many challenges and opportunities, including increasing the efficiency in the use of raw materials, energy and packaging materials; the use of biorenewable inputs; and continue developing and improving paints with features that contribute to energy savings or removal of air pollutants, viruses and bacteria.

And, going back to our main benefit, one aspect that we can greatly contribute to sustainability is always working towards greater durability of paints and varnishes. Here, the evolution of the Sectorial Quality Program (PSQ) is an important ally for the end customer to understand and value higher quality products.

It is important to recognize the efforts of SITIVESP and countless other organizations and people who have been working for decades in this direction, while keeping in mind what we still need to develop.

In an increasingly complex and interconnected reality, demonstrating the positive impact of the sector requires a vision of the whole to build an understanding of this ongoing process of transformation proposed by sustainable practices. It is important to anticipate and mitigate risks and, above all, to see opportunities capable of generating value for customers, shareholders and society as a whole. In doing so, I have no doubt that more and more we can proudly say that the world is a better place because there is industry of the paints and coatings.

*Daniel Geiger Campos: he is the president of AkzoNobel for South America and chairman of the ABRAFATI Sustainability Committee.

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CHAPTER

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YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!



Crédito: Alberto Murayama.

THE PAINT SECTOR

BY FREDDY CARRILLO*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

Brazil represents the fifth largest paint market in the world, consolidating itself in the national economy, according to sectorial information from ABRAFATI. The sector produced, in 2020, 1.623 billion liters of paint, exporting around 130 million dollars, with a 3.5% growth in sales volume last year compared to 2019. The magnitude of this industry in the country is notorious and all it began at the end of the 19th century, with the emergence of the first paint industries, with the foundation of Tintas Hering, in the city of Blumenau, Santa Catarina, in mid-1886; and the São Cristóvão Mill, founded in Rio de Janeiro in 1904 by the German immigrant Carlos Kuenerz.

Gradually, the national paint market expanded and won important foreign partnerships that, upon arriving in the country, brought technological innovations and an air of modernity. This was the case of Sherwin-Williams, which started its local production, in the Moema district, in São Paulo, in 1944, after the acquisition of the Soperba paint industry. Founded in 1866 in Cleveland, Ohio, USA, by Henry Sherwin and Edward Williams, the company pioneered several innovations in the paint industry, marking the history of American retail by creating the first paint in a resealable can, in 1880, with the product ready to use and with the ease of opening and closing the utensil. The launch was an innovation for the time, inspiring the structure of many of the cans used in the market and collaborating with the development of this sector.



Sherwin-Williams also invented and patented the paint roller, which revolutionized the product application system, generating greater practicality and better use of products. In 1941, the company innovated once again by launching the Kem Tone brand on the paint market, the first paint that did not need a primer or sealer, revolutionizing the sector again, and was one of the first manufacturers to position paints as an element of decoration, with participation in the magazine USA Home Decorator.

The arrival of companies such as Sherwin-Williams in the Brazilian market in the 40s introduced a new historical moment for the industry, helping in the development of the sector and in the evolution of the entire paint production chain. Bringing the latest innovations developed in the United States and European countries, the company accelerated the competitiveness of the paint segment, boosting the creation of new products and solutions, benefiting both the industry and consumers.


The HOME DECORATOR

Preface—Introductory



Throughout its history, Sherwin-Williams innovated, shaping the market and consumption of paints in the world and, of course, in Brazil. Images: Sherwin-Williams collection.

The companies that arrived in the country were responsible for setting up modern factories, with their own projects, planning and advanced technology, moving the economy and introducing a new business concept to the market. In 1973, for example, Sherwin-Williams launched the first tinting system, a revolutionary color dyeing machine that leveraged the color offer and expanded the offer of services to the consumer, solutions used to this day. Over the years, the company has become a consolidated brand, a global leader in the manufacture, distribution and sale of paints and coatings, with 155 years of experience in the world and presence in more than 120 countries on six continents.

Along with the new and expanded growth environment that has been created over the years, the country's paint and varnish sector has joined forces in favor of the sector. The emergence of associations was also a milestone that provided important guidelines and improvement programs to develop the entire paint production chain. These entities played a fundamental role in representing the sector, defending the interests of member companies with government agencies, federations and confederations, acting in favor of the segment to strengthen dialogue and union.

SITIVESP, as well as other associations, has brought together manufacturers and companies with the objective of creating solutions that bring quality and innovation to services and products, promoting meetings and debates favorable to the sector's claims. The creation of the entity, in 1941, coincides with the entry of international companies, the appearance of new companies on the national scene and the need to establish a dialogue between the members of the paint chain.

Since its inception, the union has been responsible for key actions to unite industry representatives with its stakeholders and the government. Through technical trips and thematic meetings, the entity helped to promote São Paulo industries, among them Sherwin-Williams. An example of this was the visit of the federal government to the company's factory facilities, during the II Week of Studies on Maritime Transport and Naval Construction, in 1961, with the presence of representatives of the Brazilian Navy. The initiative was a way to show the advanced degree of development and the technologies that were inserted in the floor of the São Paulo industries at that time, reinforcing the technological importance of the companies for the development of the industry and the productive chain in the country.





THE FUTURE OF THE PAINT MARKET

In the current context, there are hundreds of paint manufacturers, large, medium and small, in all regions of Brazil, which produce paints for all types of applications, according to data from ABRAFATI. This was only possible thanks to the creation of projects to encourage the sector, the arrival of new companies in the national market and the emergence of associations. The sector's development in recent years has placed Brazil in a prominent role in the global market.

The top 10 manufacturers account for 75% of total sales. Real estate paints represent the largest sales volume in the segment, being 83.4%. Next are paints for industry, used in household appliances, furniture, auto parts, naval, aeronautics and maintenance, with 10.7% of the volume. Finally, with lower volume, appear the automotive refinish paints with 4.1% and automotive paints for automakers with 1.7%.

The presence of large suppliers of raw materials and inputs for paints in the country has contributed to the advancement as a whole. The number of companies operating in the market confirms the consolidation of the sector. And this set of factors places associations in a prominent role in the production chain. These entities are essential to enable dialogue and exchange of knowledge between all components that are part of the paint segment. In addition, they are essential to represent the sector before the government and other federal agencies, promoting the creation of laws and actions that regulate and bring benefits.

Partners such as SITIVESP promote the union of the sector towards a common goal and motivation. The entities, through dialogue, provide strategic actions to benefit the entire paint chain. Communication between all involved publics creates an environment of cooperation that promotes improvements in the sector. The promotion of events, forums, meetings and courses help to bring together all the actors that make up the paint segment, enhancing the healthy debate on relevant and interesting topics. Sectoral programs developed by the associations have provided important guidelines for achieving excellence in both products and services.

PSQ, by ABRAFATI, is one of the examples of actions that aim to bring continuous improvements and benefits that include a product with clear definitions and criteria, incentive to the production of more sustainable products, a better result for painters, ethical competition among manufacturers, quality and safety for consumers, more sales to resellers and raw material suppliers. It is worth remembering that Brazil is one of the main consumer markets for paints and coatings in the world.

The search for innovation and product differentiation using certain types of substances in the manufacture of paints and the creation of new technologies have happened through manufacturers with other sectors of society. The evolution of the chemical industry is also the result of innovations within the sector itself, which seek alternatives to achieve knowledge through partnerships with universities, institutes and innovation startups.

Another theme in the focus of actions by companies and associations is sustainability; a current and urgent issue for sectoral development. The environmental impact caused by paints has also been highlighted in the last decade, guiding standards, actions and initiatives inside and outside the industry. ABRAFATI's National Solid Waste Policy programs and the Coatings Care Program contribute, as well as other activities, to disseminate best practices to preserve the environment. In 2009, it was one of the first to introduce the concept of Paint of the Future, encouraging research and development of sustainable solutions.

The companies also started to invest in their own sustainability, sectorial or certification programs, in addition to sustainable products. Sherwin-Williams became a founding member of the Green Building Council of Brazil. The event is considered the main sustainable construction initiative in Brazil. As examples of this commitment, the company pioneered the development of Acrylic Paints in Brazil in the 70s and launched a line focused on sustainability, the Sherwin-Williams Eco line, which replaces the solvents in its formulas with water, thus reducing toxicity of the paints.

Our plants work within the best sustainability practices and respect for the environment, for example, with the reuse of cleaning water and the recovery of residues from the production process. Sherwin-Williams was the first industry in the world to be certified by OHSAS 18001 and the first in Latin America to obtain the ISO 14001 environmental certificate. To reduce environmental impacts on global operations, it has developed sustainability goals for the coming years. The company is committed to taking actions to combat climate





change, reducing greenhouse gas emissions by 30% by 2030, increasing the use of renewable energy to 50%, energy efficiency by 20% and reducing waste by 25%.

Standards and regulations play a fundamental role in guiding the sector, encouraging the creation of new solutions. In 2008, for example, a law was enacted limiting the use of lead in paints and varnishes. The presence of lead in paints poses risks to the environment and health. The law determined that architectural paints could not contain lead in a concentration equal to or greater than 0.06% by weight, thus prohibiting the manufacture, sale, distribution and import of these products with lead above the determined limit.

The Brazilian paint industry has been registering a significant advance in its production. This national market has changed, following the main world producing economies. Companies began to adopt new technologies and innovations as a way to meet the needs of consumers, who are increasingly connected and surrounded by product information. The companies' partnerships and investment in research and development have provided technological advances for the creation of new raw materials, used in the manufacture of paints. As a result, products of various types have appeared on the market with functions such as: thermal and acoustic reduction, present in our product Sherwin-Williams ECO thermal tile; reduction of water absorption, as in Metalatex Elastic; and Flexible Design, abrasion resistance, such as the Metalatex Super Washable product line; among other benefits that indicate new possibilities, markets and demands for the paint industry.

The evolution of the market with the development of new technologies, products and initiatives at the point of sale is a reflection of the synergy between paint manufacturers and associations and entities in the segment. The research carried out in conjunction with the sector, with consumers, raw material suppliers, resellers and professionals (such as painters and architects) provide information and knowledge to find solutions that meet the needs of the public who use paint directly and indirectly. The associations of ideas and the joint work between the different actors in the production chain in favor of innovation and excellence strengthened the entire sector unit. The promotion of good manufacturing practices with courses, manuals and meetings that spread the technical and practical knowledge offered by manufacturers and associations has become essential to provide updates and enable all links in the chain.

*Freddy Carrillo: he is the current president of Sherwin-Williams in Brazil.


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CHAPTER
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YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!



A STORY TO VALUE, A FUTURE TO PERFORM

BY MARCOS ALLEMANN*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

80 years is a powerful date. It bears the symbol of infinity and it is with this inspiration that we would like to start. BASF believes in dates as important milestones. In 2021, SITIVESP turns 80, Suvinil, 60 and BASF, 110 years. We recognize the importance of our trajectories, but we prefer to talk about the brands we are able to leave behind, our legacies.

In eight decades everything has changed. People, market, society and the world for all of us. Many layers were created, painted, varnished. Invented colors and told stories. There has never been so much talk about Revolution 4.0, ESG and Digital as it is nowadays. And, of course, this is just the beginning of what we're still going to invent. Who imagines how we will be? What will we want? Where will we go? How many colors will we have? Instigated by everything we know and, above all, by what we still don't know, we are here: listening, debating, evolving. With respect, transparency and ethics above all.



We are an association of people, brands and companies, each with their own knowledge and experience. Ink cartridges, no doubt. From those who carry their gallon of gold in their chest. Over time, we learn to put our common essence into practice, to create that solid foundation that gives us security and direction, because there is no limit when we work this way, united. This collective spirit is present even in sports, in our Olitints. BASF loves to participate and win! All kidding aside, this drive, this joy and this group character that we've developed here is really amazing.

BASF has always worked to improve people's lives. At SITIVESP, we were able to learn and contribute with each one of you. A privilege, we would say. And with it comes our responsibility. BASF has always been in line with best practices, as part of its DNA. And when we are together, consolidating our work, we feel even more fulfilled. To raise the bar for the entire market, we need ever higher standards of quality, joint policies, norms and codes, compliance.

We can act on behalf of everyone who is part of our ecosystem. New tones and new stories are there for us to tell together. When we talk about integration, we also think about ABRAFATI and the Brazilian Chemical Industry Association (Abiquim), because we see all associations as key elements in our representation, as a sector, as professionals and as individuals, in São Paulo, but also in Brazil. So, let's go, walk this journey, at the same time we walk it, on this path that is made by walking, painting and innovating, between yesterday's deeds, today's intensity and tomorrow's dreams.

PAINTS OF LIFE

Ink protects, coats and adds functionality to substrates, if we consider the more technical aspect. We add the emotion, with all the sensations it is capable of causing. In our work, reason and emotion provide unique meanings. There is a possible balance between being and feeling, protecting and welcoming in the sector's consumption. Technology and humanity, innovation and responsibility are complementary poles of our mission and purpose. There is no contradiction, but a possible and desired balance.

To understand what ink we are talking about is to understand our people. Those who choose us, those who work with us, our partners, our community. It is to land our differentials and our commitment to quality in all the products, services and experiences we share, because you can't talk about paint without thinking about its potential to transform the lives of each one of us who are impacted by it.

DIGITALLY MOTIVATED

BASF views 5G as a technology that has arrived. And it will quickly transform the way we operate in manufacturing, distribution and customer relations. 5G networks and those that will succeed them promise users ever more comprehensive and efficient coverage, greater data transfers, unparalleled speeds, and an exponential number of simultaneous connections. Not to mention the huge expansion of the Internet of Things (IoT) and sensations. Maybe the wall or vehicle itself will let you know that they need to be painted and, going further, order your custom paints? Think about everything and everyone at the same time now. It's not just an evolution, but a revolution.





We are ready? We can respond even better, working at SITIVESP, supporting our industry as a whole. More than just answering, how can we become a reference for acting in 5G, or better, in the digitization theme? Here, our ability to adapt to the new will make a huge difference to internalize the new technology and be able to innovate within it. It is not just about accepting and responding, but about proposing and instigating, improving each point of impact, removing friction, working on the experiences of our business partners and consumers so that they become even more fluid, friendly, accessible and close. We need to adapt and, while we mold ourselves, take the initiative to create future molds, as we navigate through so many new technologies or technologies that are yet to emerge. The change of mindset is more than necessary, it is a matter of survival.

INNOVATION, WHY NOT?

Access versus ownership, self-employed cars, sharing economy, life and work wherever you are, prosumers - professional consumers, well-being is needed, do it yourself, snapshot culture, social, personalization, plurality, of bestowal, of integral connection. Startup ecosystem, processes open to everyone. An increasingly collaborative, creative, affective and effective universe.

How do our people, business partners, products, services and experiences fit together here? How do we position ourselves? We try to listen a lot, to become increasingly oriented towards this multifaceted consumer, empowered, impatient, demanding, resilient, unstable, but also generous and sensitive to diversity and inclusion. Its complexity is our daily challenge, what moves us. And, many times, we are the ones who trigger some of the triggers that make up its modus operandi. We have this role of guiding and guiding, of showing, many times, what doesn't even exist. And, once discovered, it can become a part of all of our lives. That's why our codes of conduct need to be so debated, agreed upon and considered; our compliance followed. What as a group we advocate and implement is not just about us, but about many more.







ESG IN THE SOUL

ESG is not just an acronym, but a life choice, which combines profit and purpose, in favor of a fairer society. The ESG is added to the UN Sustainable Development Goals. You can't even imagine that it all started only in 2004, in a United Nations report1. At the time, the document said that the inclusion of these criteria could have a positive impact on society and financial markets, with greater returns in the long term. What is certain is that, from desirable, it became mandatory and decisive for all businesses, without exception. We are talking about looking at brands and companies holistically, including environmental, diversity and inclusion issues, as well as working conditions.

And it's not just us. But our consumers, who are increasingly voting with their wallets, choosing the brands they will consume. So, to sustain yourself over the long term, you need to be fully within the ESG, practicing and practicing. Sustainability is at the heart of what we do at BASF, firmly anchored in the organization's values, governance and our business model. We believe it is also vitally important to the future of all members of our ecosystem. Digital and ESG are, without a doubt, two great drivers of transformation in our industry for the coming years.

CONSUMERS: WE ARE ALL OF US

Consumers continue to be empowered, reinforcing their protagonist attitude and making their choice count, given thousands of options and portfolios. We will have to do more and do it better, with fewer resources. Act faster, more often and in multiple ways. Expectations are very high. I can, I want, I decide and it needs to be my way. Customization and customization with scale. How to fulfill so many yearnings?

On the other hand, it is a consumer who sees us as partners, who values brands in their renewal and transformation processes. And, for this reason, he is looking for brands with values similar to his own. A question of attunement and attitude. Therefore, our narratives must be true. Antibacterial paints, paints that cure, paints with functions we haven't even imagined yet. The health and wellness industry is increasingly present in our market. Functional, flexible, local, global. Brazilians and cosmopolitans. Plurals. We are a little bit of all that. Research, innovation, a restless mind, an entrepreneurial spirit, an open mind and a calm heart are essential for us to be side by side and, at times, even ahead of our consumers. They pull us and motivate us, but they also recognize us and fulfill us. We go on together.

[1] Fonte: The Global Compact, "Who Cares Wins", United Nations, Swiss Federal Department of Foreign Affairs, 2004.

SHARING VALUE

This is an aspect that evolves all the time and is part of good ESG practices. Sharing value through access to information and professionalism are directly related to the excellence and continuity of our results. We collaborate with actions, initiatives and training projects for brands, companies, business partners and employees, since they are fully aligned with BASF's purpose and will be increasingly present in the sector's agendas. BASF's "Pintar o Bem" Campaign received full support from SITIVESP. It is an example of an important collective project, launched in the pandemic, which supported painters with content and income, generating value for everyone.

SÃO PAULO CITIZENS AND BRAZILIANS

Brazil is one of the five largest markets in the world for paints. There are hundreds of manufacturers, large, medium and small, in São Paulo and throughout the country. According to ABRAFATI, in 2020, the country produced more than 1.6 billion liters of paint, growing in the midst of an economic recession associated with the pandemic. 2021 is still warmer than the Brazilian GDP, which is excellent news for all of us, manufacturers, dealers, distributors, professionals and consumers, because a heated market represents even more investment, improvements, renewal and confidence in a better future.

Despite all this scenario, Brazilians consume less ink than the world average. There is a huge per capita consumption potential. And how we are going to paint this new story is up to us. BASF sees an important role here. As one of the market leaders, it brings references and opportunities to all our players. At SITIVESP, we can share, co-create and implement various initiatives to further enhance our entire segment.

FUTURE IS OPTIMISTIC!

We value everything that has brought us here, but we need to do it differently up ahead. It is necessary to continue with a culture of risk taking and an even more intense form of constant learning. Unlearning and letting go of what no longer makes sense to absorb new trends, new meanings. BASF believes in the development of business and, above all, of our people. We will help the market make the transition to the future, with knowledge, creativity, collaboration, empathy and generosity as well. Thanks to all of you at BASF and SITIVESP for giving us the opportunity to be the best version of ourselves.

Onward to the next 80 years!

*Marcos Allemann is vice president of BASF Decorative Paints. Proud owner of a SITIVESP “Golden Gallon” brooch, for its first 25 years in the paint industry... And with the collaboration of several BASF executives.


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CHAPTER
80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!



THE HISTORY OF COLOR TRENDS IN OUR HABITAT

BY PAULA CSILLAG*

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP

Nowadays, in Brazil, we see a movement to work on color trends in the house paint industry that had a similar history to that which occurred in the United States, but with a few years of delay.

The analysis of painters' manuals, architectural brochures, brochures produced by painting manufacturers and industry magazines since the mid-19th century in the United States, as well as the histories of the house paint industry, reveal a clear change over the years, about the methods employed to influence popular taste in color. During the period of growth and industrialization in the United States, the specific groups and individuals who acted as taste makers changed, and the result is clear. By the late 1920s, the color preferences of American households were guided by sophisticated publications and predictions calculated by color prediction committees. Because of these publications, ink, as a commodity, has shifted in the public's mind from a product used to protect and maintain a real estate structure to a product that enhances and makes it more beautiful.

Throughout most of the nineteenth century, individuals advocating particular colors for home decor in the United States were promoting their own tastes and included architectural critics and builders such as Andrew Jackson Downing, Calvert Vaux, and Marriott Field. There were also popular magazines, such as Ladies' Home Journal, in which their authors and editors sought to influence color preferences. In addition to these resources, the middle-class American housewife had few guides for painting her house. However, by the end of the century, this situation had changed. The taste-forming role has shifted from individuals to paint manufacturers and their associations. Seeing that these groups sought to increase paint sales and control consumption habits, they became the main influencers of color taste for American housewives.

During the last quarter of the nineteenth century, the paint makers' preliminary attempts to influence taste were of two kinds: they manufactured books and pamphlets for homeowners, with harmonic schemes; and magazines and brochures for retailers. In the last two decades of that century, paint producers underwent a rapid expansion, with the increase of the North American population and, therefore, with an increase in promotional activities and competition. At this time, homeowners were having access to materials with chromatic information and professional prints.

An experimental advertising campaign had a major impact on the paint manufacturing industry in 1907 and 1908. The Bureau of Promotion and Development of the Paint Manufacturers' Association of the United States promoted such a campaign aimed at creating fashion trends within the paint industry. house paints and therefore convince homeowners of the importance of these trends. Two colors were chosen, named copper brown and copper green, by George Heckel, editor of Drugs, Oils and Paints magazine and secretary of the Paints Manufacturers' Association. This campaign was greatly impacted by the color prediction movement that was happening in the textile industry.

Until the end of the 19th century, Paris was known as the fashion leader, with the Parisian Haute Couture. In 1858, Charles Worth created an atelier in which he signed his clothes and ran shows with live models. With this, there is no longer a single relationship between client/tailor, as before. Worth and his family, in 1868, created the Le Chambre Syndicale de la Haute Couture Parisienne, to protect their copyrighted creations. Thus creating interest in the market, French fabric factories began to produce color cards with fabrics and ribbons. These color cards were not for prediction but to show what was in vogue among Parisian couturiers and exerted great influence on North American fabric and yarn producers that already had a ready-to-wear, or ready-to-wear, fashion market.

By the end of the Belle Époque, fashion development cycles were already established with shows scheduled to cater to the elite and business buyers in the US. Editors and journalists also attended these shows helping to spread the latest trends in style, fabrics and colors, as decided by the haute couture designers. As the North American industry grew, its makers visited Parisian fashion shows regularly, bringing accessories, fabric samples and color cards. Some even hired Parisians to report on Parisian trends, being a germ of marketing and fashion intelligence that continues until the present days.

Since the 18th century, fashion magazines have played an important role in promoting fashion. Magazines, such as Vogue or Harper's Bazaar, not only disseminated information, but with their editorials, they influenced the success or not of many designers and trends. Fashion magazines have predicted and promoted fashion and color trends.

Paris continues to be an influencer in fashion until the present days, attracting forecasters from around the world. The shows have moved on to the biannual Fashion Weeks to date, which take place six months before the season. These shows are watched closely by fashionistas around the world for trends and are commented on by magazine and media editors who can ratify or destroy a trend. Fashion Week shows can be seen live streaming since 2010.

Until the beginning of the 20th century, 90% of the pigments used in the textile industry were produced in Germany, by chemical companies such as BASF and Bayer. With World War I, the US could no longer rely on Parisian fashion trends or German pigments. Thus, as a reaction of the North American apparel industry to the effects of the world conflict, the color forecasting industry emerged.





Photo by Maureen Sgro on Unsplash.

The first Color Trend Forecast (Color Trend Forecast) was in 1917 produced by the TCCA, Textile Color Card Association of America. This was conducted by Margaret Rorke, who went annually to Paris; and Bettina Bedwell, journalist for the Paris-based Chicago Tribune. This association was focused on women's apparel and accessories, with the objective of coordinating colors for an entire production chain. In 1955, it became CAUS, Color Association of the United States.

The effectiveness of the established color prediction system in the fashion industry, therefore heavily influenced by CAUS, had a great impact on the experimental advertising campaign of the paint manufacturers industry. This campaign, from 1907 and 1908 and which was promoted by the Bureau of Promotion and Development of the Paint Manufacturers' Association of the United States, was aimed at creating fashion trends within the architectural paint industry and, therefore, convincing homeowners about the importance of these trends.



Photo by Clay Banks on Unsplash.



In the 1960s and 1970s, yarn and fabric companies exerted great influence on Color Trends, but their color cards often conflicted. Then came the need for independent groups, not focused on sales of yarns and fabrics. Some groups created were: Intercolor | International Commission for Fashion and Textile Colors (Paris); Color Marketing Group (Virginia, USA); British Textile Group; Deutsches Mode Institute; and Committee Français de la Couleur.

Therefore, ways of working color trends for the architectural paint industry, which nowadays we see have similarities in Brazil, were consolidated.



Experts in the field nowadays work with even more sophisticated thoughts. To effectively produce a trending color palette, the color forecaster must have several factors in mind, going far beyond fashion shows. It has to take into account consumer behavior and market intelligence, with several tools currently available. It is known that the diffusion of innovations to consumers follows patterns known to marketers, and it is possible to predict what will happen from strategic market niches. It is also known that there are cyclical and directional changes in fashion; the zeitgeist, or spirit of an age, influences consumers' color choices; local cultures must be taken into account, as well as the identities and niches of each brand.



*Paula Csillag: she is a RTP university professor of the Design Course at ESPM, in addition to the Continuing Education Course on Communication and Color Trends, also at ESPM. She has a degree in Fine Arts from ECA-USP, Master's and Doctorate in Business Administration from EAESP-FGV. She is the author of the book COMUNICAÇÃO COM CORES, that was published by SENAI SP Book Publisher and ESPM, in 2015, among other works.


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CHAPTER
80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!

80 YEARS OF HISTORIES AND PARTNERSHIPS

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP



Alexandre Cenacchi, Director of the Instância Santa Maria and former Renner Sayerlack.

“My first contact with SITIVESP took place over 50 years ago. I had just started Renner Sayerlack. I went to meet and met the late Roberto Ferraiuolo. He was the body and soul of SITIVESP. These were times of great difficulty, especially for new companies. Difficulty in raw materials, both domestic and imported; price control by the Interministerial Price Council (CIP); working conditions and laborious salary negotiations. Everything surpassed by Roberto. SITIVESP was fundamental in the evolution of the paint and varnish sector. It was the beginning of the organization and representation of the entity. Despite being the union of São Paulo, it had national representation. It joined ABRAFATI and created a fruitful action with the governments and a close relationship with all entities linked to the paint and varnish sector. The inkwell friend Douver, after a valuable participation in ABRAFATI, will certainly continue SITIVESP’s mission. Congratulations, happy birthday and a prosperous future!”



Antônio Carlos Lacerda, BASF senior vice president of Chemicals, Performance Products and Sustainability for South America.

“With great happiness I received an invitation from Douver Martinho to contribute to the book celebrating SITIVESP’s 80th anniversary. I start by emphasizing the union’s great legacy, so far, in the Brazilian paint market. Its wide coverage, both territorial and representative, in number and quality of member companies, means that technological advances, aspects related to legislation, safety and sustainability are quickly disseminated in the sector, bringing benefits to consumers and society. I am very proud to have further strengthened the relationship between SITIVESP and ABRAFATI during the four years that I held the presidency of the Board of Directors of ABRAFATI. We promote the continuous improvement of paint quality through the PSQ, we work strongly with all companies, from both institutions, in order to promote sustainability, safety at work and alignment of agendas to join our efforts in relevant claims in the paint industry with the government. Furthermore, we implemented the National Solid Waste Policy (PNRS) and jointly positioned ourselves, on several occasions, as representatives of the paint industry with government authorities.

We motivaded many of the SITIVESP directors to also participate in the ABRAFATI board, and vice versa, thus creating an environment where transparency, trust and mutual respect would lead us to the creation of a purposeful and collaborative work agenda. I am sure that this joint, coordinated work has further strengthened the union’s image with civil society, being an important foundation in the construction of the road that will lead the entity to a successful trajectory, also in the future. We are living in a world in constant transformation, I am sure that SITIVESP had, has and will have great relevance in the sustainable growth of the paint market, bringing prosperity to its members and great benefits to paint consumers. I thank you for the trust you have placed in me and it is with great honor to say that I participated in this successful trajectory.”



Carlos Abreu, CEO of COLORMIX/Bandeirante Brazmo.

“The paints and varnishes sector represents a meaningful part of the Brazilian GDP and is present in our daily lives through the colors, protection and countless jobs generated. SITIVESP, over the past 30 years, has brought together the best professionals dedicated to the development, innovation and regulation of the paint industry.

A segment of great importance in our country’s economy would never have developed internationally without the presence of an entity dedicated and committed to all stages of the production chain. Working strongly with suppliers, regulatory bodies, fiscal/tax area and especially with the consumer market, SITIVESP has built and guarantees a quality standard for our sector that makes us all proud, consumers and agents.

The best brands in the world are present in Brazil, whether from suppliers or manufacturers and, certainly, the performance of SITIVESP and its professionals, over the years, ensure the successful future of the sector, generating jobs and happiness for our people. As a supplier, customer and agent in the paint and varnish production chain, I want to thank everything I have learned over the years, paying homage to the different generations of dedicated leaders who created and transformed SITIVESP into an essential house for the pride of professionals and their families.
Times change and so do demands, but the colors will always bring well-being and excellence remains a challenge for the current management to ratify the relevance of this entity in the commitment to sustainability, innovation and social development in the country.”



Carlos Augusto Alves, SINTIRJ President.

“Dear friend Douver Martinho, on behalf of the Union of Paints and Varnishes and Preparation of Vegetable and Animal Oils of the City of Rio de Janeiro (SINTIRJ), I would like to congratulate you on the 80th anniversary of the foundation of SITIVESP on the last 15th of May 2021. I must emphasize your relevant contribution to the development of our sector, with the appreciation of quality, sustainability, innovation and training. This performance is present not only in São Paulo, but in Brazil.

I always say that with each passing year we are survivors of past crises. With the current pandemic that affects our country, we must have synergy not only between two entities that we preside, but also spread our actions and concepts to other paint unions in Brazil. Our role in the paint segment is important, as we generate jobs and promote technological, economic and social development, contributing to the improvement of our market’s qualifications.

It is not enough to work only for the sustainability of our unions, it is necessary to want more, to achieve more. We must always ask ourselves what our purpose is. When we work hard for something we believe in, we generate proposals. Our real purpose is not to wait for opportunities to appear, but to be the generating factor for being able to create them. It is with this thought in mind that we must act to face future challenges and the speed of change.”



Ciro Mattos Marino, CEO of Abiquim.

“As the chemical industry is an integral part of several other industrial chains and sectors, it is necessary to raise our voice to celebrate those who are on our side, facing challenges and developing solutions in order to contribute to an increasingly sustainable, egalitarian and promising society. In this sense, the Brazilian Chemical Industry Association (Abiquim) congratulates SITIVESP which, in May 2021, celebrated its 80th anniversary. It has been more than eight decades actively contributing to the evolution of the paint and varnish market, whose applications are as present in our daily lives as everything that is supplied by the chemical industry.

SITIVESP’s diligence over all these years meets the prisms of responsible action so dear to the chemical industry. More than merely supporting the demands of companies belonging to the union, there is a true consonance of actions aimed at professional training, development of sustainable and innovative solutions, as well as broad support for the demands of government spheres and the whole of society, respecting and caring for by all its stakeholders.

We believe that the main issues for an industry entity to remain active and aligned with the expectations of its supporters are the possibility of dialogue, transparency in activities and the supreme belief in the transforming power of joint action. Since its foundation, in 1941, SITIVESP has been a great partner of the Brazilian chemical industry, contributing to discussion forums, fairs, awards and campaigns, showing itself to be attentive to changes in the scenario and striving to maintain assertiveness in daily work.

It is an honor for Abiquim to celebrate this milestone in the history of SITIVESP, knowing that this is another step towards the continuous construction of a partnership that essentially seeks to promote collective well-being. Congratulations and success!”



Francisco Fortunato, Oswaldo Cruz representative.

“SITIVESP, throughout its 80 years of operation, has had and is playing a fundamental role in the entire process of evolution, growth, creation of behaviors and improvement of the paint and varnish sector in the country. The entity’s entire history is based on achievements and achievements, which guide the production chain in the market, and today are recognized in the national territory, thanks to the relevance and magnitude of its actions.

Since its creation, SITIVESP has been essential in negotiations for the supply of raw materials and in price control, and today continues to be the main ally of the entire sector, encouraging cooperation between companies towards development, with strong principles and values and well established.

We saw the entity grow and evolve, together with our market. We saw, with an active voice, the union develop actions in favor not only of its members, but in defense of the paint market as a whole, aiming at the integration of the production chain, technological development in raw materials and products, encouraging sustainability, ethics and transparency, in addition to stimulating labor qualification programs, which strengthen and directly affect the consumption of paints. This is the greatest legacy of this important entity that has evolved over the years and helps us to evolve every day, overcoming the challenges imposed by the market.

We at Oswaldo Cruz Química are proud to be part of the history of an entity, based on ethics and respect, which is marked by achievements, respect and many contributions to the paint and varnish chain in Brazil. We appreciate all your dedication in promoting the advances we are experiencing today. Its history, values and principles inspire us to continue improving and innovating to promote the development of one of the largest economic sectors in the country. Congratulations, SITIVESP, for your eight decades of great achievements!”



J. Ricardo Santáguita, ARTESP President.

“SITIVESP fundamentally contributed to the development of the paint and varnish sector in the state of São Paulo. With its pioneering spirit and representativeness, it built its history defending the sector’s interests with government agencies, federations and confederations. In these 80 years, SITIVESP has always stood out as an active voice in the sector, accumulating a significant history of achievements and achievements, a reference for the paint production chain and for the market as a whole.

Always focused on improving the quality of products and services offered, we take as an example its constant search for the qualification of professional painters, through education and training projects. Actively contributing for the production chain to have significant importance for the national economy and seeking the integration of industry and retail, in this sense, SITIVESP and ARTESP have always been partner entities, working together to defend and promote the paint industry.

Actions such as ‘Color Day’ and the ‘More Color for Your Life’ campaign show the dynamism of this entity, which seeks to promote the paint and disseminate its attributes, encouraging its consumption for various purposes. Upon completing 80 years, SITIVESP combines its pioneering spirit with a modern performance connected to the current and future demands of the sector. Congratulations SITIVESP for its 80 years of essential contribution to the paint and varnish sector.

ARTESP is proud to be part of its history!”



Josué Gomes da Silva, owner of Coteminas and new president of Fiesp for the 2022-2025 triennium.

“Paints and varnishes are industrial products present in everyone’s daily life. In all the items we use, from the simplest to the most sophisticated, paints and varnishes protect and guarantee good aesthetics.

Happily, this industry, which is so important for individuals and society, in the state of São Paulo, counts on the work and mobilization of SITIVESP, a class entity acting in its defense, promoting quality, valuing products and respecting consumers, people physical and legal. The union’s performance, in its 80 years, through campaigns, events, seminars and partnerships, is notable, achieving significant achievements.

The company has an exemplary Code of Ethics, produces consistent data to support the strategies of the production chain and works for its integration. In this sense, it is worth emphasizing the great Feitintas event and the International Forum of Paints and Varnishes, references in information, knowledge and interaction of all the links in the market.

Another issue that stands out is the way in which the union knows how to value the partners in the industry it represents, as expressed in the Supplier of the Year Award. of career, in a demonstration that, in all organizations, the most important thing is the human talent.

At SENAI-SP, the partnership with SITIVESP materializes in important courses: Training for Painters, Real Estate Painting, Decorative Painting and Paint Laboratories. Together, the institutions thus fulfill, at a level of excellence, the responsibility for the training and qualification of human resources. In this sense, the union also produces numerous publications and manuals.

SITIVESP has represented an icon, in its eight-decade trajectory, of the importance of class entities for the defense and development of the sector and the improvement of products, the market, free competition and the adoption of correct public policies for the economy and the parents. It is affiliated to Fiesp and we are very proud and honored with its protagonism and performance. Therefore, we embrace its current directors and employees and all those who, over time, built and maintained this exemplary union.”



Luiz Cornacchioni, CEO of ABRAFATI.

“SITIVESP has, throughout its first eight decades of existence, a very relevant history of achievements and contributions to the sector. There were numerous actions and initiatives developed by the union that resulted in advances, contributing significantly to the Brazilian paint industry becoming one of the most important in the world and keeping itself updated from a marketing and technological point of view. Even though it is a statewide organization, its performance has always been broader, with positive effects throughout the national territory. The priority given to training and dissemination of technical information - involving the partnership with SENAI-SP, courses, manuals, booklets, forums and several other activities - is a clear example of this line followed by SITIVESP, benefiting professionals and companies from all over the country.

Although I’ve only been in the paint industry for a while, I’ve heard a huge amount of reports about the important role played by SITIVESP. And I was able to experience, in direct and frequent contact with the main union leaders – Douver Martinho, Paulo Cesar de Aguiar and Antônio Carlos de Oliveira –, the great value of the partnership maintained between the two entities, which grows stronger every day. The basis of this union and convergence of efforts are our common objectives, among which the encouragement of sectorial development, with the valuing of quality, sustainability, training and innovation, stands out. United, we have been better able to assess the challenges and demands for our sector, as well as to plan and execute the necessary actions.

Likewise, we have greater weight, density and influence to discuss and negotiate, with the government and other stakeholders, the necessary improvements for the continuous evolution of the paint industry. During the pandemic, this partnership was extremely important to take our positions and our demands to the various levels of government and also to develop actions in favor of the paint industry, such as the Suggestion Guide for Maintenance and Resuming Activities in the Paint Industries during and after quarantine, produced jointly.

For all this and much more, on behalf of ABRAFATI, I want to thank SITIVESP for the firm defense of the sector’s interests and for the set of achievements in these first 80 years of history. I wish the entity a long life!”



Maria Cristina Potomati Fiuza, Lukscolor Tintas President.

“I believe that SITIVESP played a very relevant role in the development of the paint and varnish sector, as it was a catalyst for the demands of industries and the production chain, as well as a proactive agent in regulatory matters. We need to celebrate SITIVESP’s history, congratulating it on 80 years of a legacy of achievements that promoted the paint and varnish industry and for its constant support work. May more and more decades of success and achievements come.”



Milton José Killing, CEO of Killing.

“SITIVESP is extremely important for the development of the national paint and varnish sector. The organization’s effort and dedication in representing the sector and defending the collective interests of the paint industries is, without a doubt, an important growth driver and maintainer of this segment. In addition, the union works with excellence in the promotion and dissemination of training and assistance to workers in the sector. Congratulations, SITIVESP, for 80 years of history. Nominating the illustrious president Douver Gomes Martinho, I extend my greetings to the other members of the board and to all employees who are or have been part of this trajectory. I wish the organization prosperity and success, so that it can continue to operate with excellence and contribute more and more to the paint and varnish sector.”



Nelson Pereira dos Reis, President of the Union of Chemical Products for Industrial and Petrochemical Industries in the State of São Paulo (Sinproquim).

“It is impossible to imagine an industry without the paint and varnish segment. In fact, they are present in practically all branches of industry in São Paulo and Brazil. In factories, they contribute to the protection of equipment and materials, in the identification of process elements, in signage and in written and visual communication. In the products, they are incorporated to them, they act in their protection, identification, finishing and decoration. SITIVESP, throughout its existence, has been a protagonist of the corporate interests of the São Paulo industry, in defense of harmony in labor relations, and of its legitimate interests. SITIVESP’s leadership in promoting and disseminating the sector’s technological development is highlighted, with more efficient and more sustainable products.

Sinproquim, as the representative of the chemical industry for industrial and petrochemical purposes in the state of São Paulo, as a partner throughout this journey, congratulates SITIVESP for its eighty years, urging all its members to continue supporting this entity, which is an example in the struggle for a national agenda for a more competitive, more sustainable and fairer brazil.
Congratulations SITIVESP!”



Crédito: Ayrton Vignola/Fiesp.

Rafael Cervone, vice president of Fiesp and Ciesp.

“Throughout the history of civilization, paints were tools by which humanity externalized its feelings. Such records, whether in characters, symbols or figures, gave posterity to what was previously transmitted only orally. By covering a surface in a monochromatic or multicolored form, thoughts could be eternalized over time or, at least, for as long as the weather didn’t erase them.

This perpetuity is directly related to the type of substance used in the composition, together with the adhesion to the material on which the paints are applied. In addition to the aesthetic issue, they also ensure various protections, which have been improved over time with the technological development of the chemical industry.

Varnish has been used since the 18th century, with ingredients ranging from egg white to different types of wax. Together with the paints, they guarantee beauty and functionality to the myriad of objects that today are even difficult to list: household utensils, furniture, walls, automobiles, works of art, electronic devices, etc.

Currently, this sector is an important engine for many economies, including Brazil, the fifth largest producer in the world. In 2020 alone, 1.6 billion liters of paint were sold in the country and 56.3 thousand tons of paints and varnishes were exported. These numbers were only achieved thanks to vigorous investments in cutting-edge technology and sustainability made by the industries in the sector, meeting the market demand for more innovation.

The State of São Paulo concentrates most of the small and large manufacturers. In addition, major suppliers of raw materials and inputs are in Brazil, strengthening the production chain, increasing the sector’s capillarity and placing the country in a relevant position on the world stage. It is in this context that SITIVESP strengthens, guides and contributes to the progress of the paint and varnish industry in the State of São Paulo. 80 years have been dedicated to the sector, offering tools and processes that raise the quality standard of products and services. Its member companies, which cover 80% of the Brazilian market, add even more competitiveness.

Therefore, the Federation of Industries of the State of São Paulo (Fiesp) and the Center of Industries of the State of São Paulo (Ciesp) thank SITIVESP for its dedication to the São Paulo industry and congratulate it for yet another achievement. We hope that this important voice in representing the interests of the sector remains active and strengthened in the search for the achievements of its members and for the development of Brazil.”



Reinaldo Pedro Correa, Sincomavi's President.

"To have SITIVESP as a partner in the most different demands of the ink sector is a source of pride for me, both at the head of the São Paulo Machinery, Hardware, Paints, Crockery and Glass Trade Union (Sincomavi), currently, and at the presidency ARTESP, in the past. This is because this entity has always demonstrated, in its long history, a genuine concern for the development of the sector and for the defense of the interests of the sector's entrepreneurs.

In its 80 years of existence, SITIVESP has had several opportunities to exercise leadership in the sector in the search for solutions due to problems created by mistaken measures in the most different spheres of power. How can we forget the countless economic plans that mortally affected both the industry and the paint trade? The best example: Plano Cruzado, in 1986, which, in the name of fighting inflation, promoted the freezing of product prices and created chaos in the production, supply and supply of paints. Something totally unthinkable these days.

Nowadays, SITIVESP, as well as Sincomavi, is able to take advantage of this long experience to assist member companies in their most basic needs. But that doesn't mean the entities stopped in time. On the contrary, the modernization of processes and forms of relationship is a continuous concern. This vision of the future is part of SITIVESP's DNA, because its members are fully aware of the real value of union representation as a true safe haven for the category. Only in organizations recognized for their seriousness, capacity and tradition is it possible to discuss the real national problems without strings attached at critical moments and seek solutions that meet all companies in the sector, without distinction or prejudice.

Sincomavi, which turns 87 in October, for its part, will always be alongside SITIVESP on common agendas, incessantly seeking to make the business environment in Brazil healthier and fairer, as this is what motivates its leaders. Congratulations SITIVESP! I sincerely appreciate the opportunity to be present on this important date for the ink sector."



Ricardo Figueiredo Terra, regional director of SENAI-SP.

“SITIVESP is an entity that, by nature, represents the paint manufacturing companies in the state of São Paulo. It operates in various segments of paints, varnishes and complements, from the market for real estate, silkscreen, industrial paints, automotive refinish, original paint and even road marking paint. However, its workforce, transparency and communication make the recognition of its activities and its name transcend the state, positively impacting the paint market in Brazil. On its 80th anniversary, it can be proud, as around 80% of the volume of paints manufactured in the country belong to its associates.

Through the relationship and action with government agencies and raw material suppliers and joint actions with unions and related associations, the entity makes a difference in the sector. There are several training programs that prepare teams from the transport and security area, to the paint manufacturing teams and courses on the application of real estate and automotive paints. After all, paints fulfill their function of protecting and beautifying, only after being well applied to properly prepared surfaces!

SENAI-SP is proud to be a partner of SITIVESP since 1996 and recognizes the importance of SITIVESP’s work in acting with the paint chain. An example of a relevant action was the joint work in the creation of the ABNT NBR 15927: 2011 standard on the qualification of people in the construction process of buildings – professional profile of real estate works. This work ensures the quality of application services provided by certified painters, guaranteeing the quality perceived by the end consumer, ensures learning to do more in less time within the standards of technical adequacy, develops professionals who follow the technological advances of products and construction processes. At the same time, it recovers the lack of formal, regular education and professional training, developing human capital to improve the quality of life of professionals and their families.

Finally, the certified painters by the work of the SENAI-SP and SITIVESP partnership have the ability to analyze, plan to successfully carry out the painting of real estate works! Congratulations, SITIVESP for 80 years of determination, focus, determination at work and resilience! May the centenary come with this same energy.”



Rodrigo Navarro, Executive president of ABRAMAT.

“The performance of SITIVESP is of great relevance throughout Brazil, as it brings together a very significant portion of companies in the country’s paint and varnish sector, which have units and headquarters in the state of São Paulo. The entity’s long trajectory is admirable and remarkable for its comprehensive performance on different topics of interest to the development of the sector, generating and disseminating knowledge, providing legal support for labor, environmental and other issues and generating sectorial economic indicators. On behalf of ABRAMAT, we congratulate SITIVESP for eight decades of relevant performance for the development of the paint and varnish sector in the country and we wish a long-lasting future and great achievements.”



Rubens Medrano, ASSOCIQUIM/SINCOQUIM President.

“The paint and varnish sector, due to the plurality of production chains in which it operates, is of paramount importance in the economic and social life of Brazil. As one of the first industrial activities to be established in the country and, mainly, in our state, it was the precursor of a series of other industrial activities.

It was a great source of employment and use of labor, contributing to the social and economic development of the Brazilian population. The pioneering entrepreneurs of this activity, imbued with the noblest spirit of association and entrepreneurship, decided to found an entity that would represent their interests before society and government entities. Thus was born SITIVESP, which this year we celebrate its 80th anniversary.

By reason of the celebrations of this important date, we would like to congratulate the entire board, associates and employees for the work carried out throughout this period in favor of the category, as well as the Brazilian nation. ASSOCIQUIM and SINCOQUIM are honored to be able to participate and share in this very important and significant moment, when SITIVESP celebrates its 80 years of existence.”



Tiago Heleno Forte, superintendent director of Brasilata S/A Embalagens Metálicas.

“Since its foundation, SITIVESP has had in its DNA the mission of being the spokesperson for the paint and varnish sector. And the entity has taken on this mission with enormous mastery and efficiency. It is the reference entity for all members who participate in the paint and varnish chain and is reaching its 80th anniversary with a lot of history to tell and many battles won in defense of this important industrial sector in our country. Congratulations SITIVESP, many, many years of life!”



Waldir Abreu, ANAMACO President.

“There is no denying SITIVESP’s enormous contribution throughout its trajectory to the paints and varnishes sector, going beyond the limits of the state of São Paulo to cover the entire country. The importance of this union was made by the engagement of competent professionals and entrepreneurs in the sector operating throughout the country, who dedicated themselves to implementing the best industrial practices in favor not only of the industry, but above all the professional qualification of its employees and many connected people to the real estate painting system. If we realize today that we have evolved a lot in the techniques for applying paints and varnishes, this is due to SITIVESP’s dedication to guiding and leading this evolution. The expanded vision of its leaders has always been, and continues to be, to satisfy and delight stakeholders in the colorful world of paints and varnishes. After all, COLOR is fundamental for human beings and its absence would submit us to a world without light.

On behalf of my friend and paint and varnish trader, Geraldo Defalco, who chairs the deliberative council and is director of the National Association of Construction Material Traders (ANAMACO) for the 2020/2021 biennium, I would like to thank and congratulate all the friends of SITIVESP for the excellent work carried out in these 80 years in favor of sectorial development. The technical and commercial evolution developed in the relationships with construction material traders, always aiming to improve the service to the needs of the final consumers who use this immense retail network in the country, expresses the legacy of SITIVESP.

ANAMACO, which through advocacy, represents the 131,000 construction material retailers in Brazil, is inspired by SITIVESP’s achievements and is honored to work in harmony in institutional and governmental relations for the development of this sector. Let another 80 years of evolution come through SITIVESP.”


9
CHAPTER
80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!

BOARD OF DIRECTORS

SITIVESP

BOARD OF DIRECTORS
TRHREE YEAR TERM 1952/54

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TRHREE YEAR TERM 1954/56

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TRHREE YEAR TERM 1956/58

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TRHREE YEAR TERM 1958/60

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TRHREE YEAR TERM 1960/62

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TRHREE YEAR TERM 1962/64

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TRHREE YEAR TERM 1964/66

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TRHREE YEAR TERM 1966/68

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TRHREE YEAR TERM 1968/70

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TRHREE YEAR TERM 1971/74

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TRHREE YEAR TERM 1974/77

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TRHREE YEAR TERM 1977/80

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TRHREE YEAR TERM 1980/83

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Inês C.P. de van der Graaff
Nely Azarian Patinskas

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Nely Azarian Patinskas

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Celia Aparecida Bazan De Girolamo Queiroz

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Eurípedes de Almeida
Inés Ch. P. de Van der Graaff

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Américo Shunloku Ishizaki - Natrielli Química Ltda.

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CHAPTER

80

YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!

PRESIDENTS' GALLERY

SITIVESP



Romeu Andreolli
1940 to 1942



Constabile Matarazzo
1942 to 1944



Arthur Cortines Laxe
1944 to 1954



Orlando Laviero Ferraiuolo
1954 to 1964

"Tintas & Vernizes magazine appeared in 1959 as the official department of SITIVESP. The idea of creating a specific magazine for the sector came from the then-president of the Super Industrial Company of Paints, Varnishes and Resins and director of SITIVESP, Homero Bellintani. He motivated the journalist Francis Louis Morrell, founder of Morrell Editora, to participate in the project. As a result, in October of that year, the 1st edition of the Tintas & Vernizes Magazine was released, with Bellintani in the general direction and Morrell as superintendent director, with the collaboration of Orlando Lavieiro Ferraiuolo, then president of the union. Over the years, the magazine has published memorable facts in the sector, including he has been responsible for painting the paintings of the first presidents of SITIVESP; a work that was done by the artist Zelinda Scigliano Alves at the request of Morrell, her cousin. Some years later, SITIVESP, through Bellintani, assigned all the rights of the Tintas & Vernizes Magazine to Morrell and his publisher."

Francely Morrell



Homero Bellintani

1964 to 1970



Roberto Ferraiuolo

1970 to 2010



Paulo Cesar Abrantes de Aguiar

2008 to 2010



Ricardo Stiepcich

2010 to 2013



Narciso Moreira Preto

2013 to 2019



Douver Gomes Martinho

2019 to 2022


80
YEARS OF GREAT FULFILLMENT AND ACHIEVEMENTS!

TECHNICAL FILES

SITIVESP

Sindicato da Ind. de Tintas e Vernizes do ESP



AkzoNobel






DIRETORIA

DANIEL GEIGER CAMPOS
Presidente da AkzoNobel para a América do Sul

ELAINE POÇO
Diretora de Sustentabilidade e Pesquisa & Desenvolvimento da AkzoNobel para a América do Sul

HISTÓRICO

Somos pioneiros em um mundo de possibilidades para dar vida às superfícies há mais de 200 anos. Há uma grande chance de você estar perto de um de nossos produtos, pois somos especialistas em cor e proteção. Nosso portfólio de marcas globais tem a confiança de clientes em todo o mundo. Atuamos em mais de 150 países e buscamos ser líderes da indústria. Afinal, é o que você esperaria da empresa mais sustentável e inovadora de tintas e revestimentos que inventa o futuro há mais de dois séculos.

ÁREAS DE NEGÓCIOS

Tintas decorativas; revestimentos automotivos e aeroespaciais; revestimentos industriais; revestimentos marítimos, de proteção e para iates; e revestimentos em pó.

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Alabastine

HAMMERITE

Sparlack Cetol

Coral











PRODUTOS

A Sherwin-Williams investe constantemente em pesquisa e desenvolvimento, sendo responsável por diversos produtos, que se tornaram referência no mercado com as marcas reconhecidas como a tinta Aquacryl®, Super Paint®, Metalatex®, Design®, Total Care®, Novacor®, Kem Tone® e Colorgin®.

COR E DESIGN

A Sherwin-Williams possui uma equipe de especialistas globais focados no estudo de cores e design. Os profissionais se reúnem anualmente para pesquisar e identificar as principais tendências do mercado, para desenvolver o estudo anual de cores de tinta, Colormix e a Cor do Ano. O departamento de Cor e Design da SW no país também promove palestras, workshops e treinamentos para arquitetos e decoradores sobre tendências de cores, círculo cromático, entre outros.

REVENDA MASTER

A Sherwin-Williams oferece suporte para empreendedores e lojistas que buscam investir no mercado de tintas. O formato Revenda Master é um modelo de negócio próprio da companhia, que proporciona a clientes e investidores apoio financeiro para montagem de sua loja em todo território nacional com portfólio completo da SW. A empresa disponibiliza para os parceiros máster treinamentos sem custos, suporte em comunicação e ações de marketing, ferramentas de atendimento exclusivo com o portal de informações para os revendedores, manual de RM, além de lançamentos exclusivos de produtos e serviços nas lojas como a consultoria de cor "A Sua Cor".

CÓDIGO DE PRINCÍPIOS

1 - Vencer com base nos nossos méritos. 2 - Ser o melhor e o maior negócio da categoria do mundo. 3 - Ser uma empresa ampla e liberal, além de agressivo em nossa política e nossos métodos. 4 - Ter orgulho da instituição. 5 - Ser fiel à empresa e uns aos outros. 6 - Incentivar o bom companheirismo entre nós, obter prazer e lucro com o nosso trabalho. 7 - Lutar constantemente pela melhoria e pelo progresso da empresa e de nós mesmos. 8 - Ser atencioso, educado e cortês em todas as negociações dentro e fora da empresa. 9 - Ser superior em tudo, em todos os lugares. 10 - Crescer em conhecimento, caráter e tamanho.

DIRETORIA

FREDDY CARRILLO
Presidente e Gerente Geral do Grupo Américas/Divisão América Latina

MARCO FLORES
Diretor Financeiro

CRISTINA PICCOLOTTO
Diretora de Recursos Humanos

MARCOS CORREIA
Diretor de Vendas Arquitetura

LUIZ PIVA
Diretor de Marketing

0800 702 4037
SWHELP@SHERWIN.COM.BR
WWW.SHERWIN-WILLIAMS.COM.BR



SITIVESP
Sindicato da Ind. de Tintas e Vernizes do ESP

Obrigado por representar tão bem as nossas cores.

Nesses 80 anos, o **SITIVESP - Sindicato da Indústria de Tintas e Vernizes** - tem representado um papel fundamental no desenvolvimento e competitividade do nosso setor. **Parabéns, e obrigado por valorizar e defender as cores da indústria brasileira.**



Suvinil



DIRETORIA

RENATO FIRMIANO
Diretor de Marketing

RENATO ROCHA
Diretor de Vendas

RICARDO GAZMENGA
Diretor de Operações

HISTÓRICO

Nós somos a Suvinil, a marca de tintas decorativas da BASF mais presente na casa dos brasileiros. Desde 1961 acompanhamos histórias e ajudamos a transformar os lugares onde as pessoas moram, vivem e se expressam.
Temos como premissa o relacionamento próximo com os consumidores e parceiros, e o nosso objetivo é fazer parte dos momentos mais especiais da vida das pessoas. Para isso, oferecemos uma linha completa de produtos para pintar paredes, pisos, tetos, azulejos, madeiras, metais, entre outras superfícies.

MISSÃO

Inspirar pessoas e transformar ambientes!

PRODUTOS

Suvinil Fosco Completo, Suvinil Esmalte Seca Rápido, Suvinil Cimento Queimado e Suvinil Piso Cimento Queimado.

0800 011 7558
SUVINIL@BASF.COM
WWW.SUVINIL.COM.BR

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em forma de arte.

Chegou **Suvinil Máximo Desempenho**
A nova tinta super premium com:

- Acabamento **Impecável**
- Rendimento **Imbatível**
- Máxima **Cobertura**



Siga Tintas Suvinil nas **redes sociais.**

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Suvinil

suvinil.com.br



BRASILATA






DIRETORIA

TIAGO HELENO FORTE
DSU – Diretor Superintendente

ALEXANDRE GONÇALVES
DDC – Diretor da Divisão Corporativa

ALEXANDRE AMARAL PIAZZA
DCM – Diretor Comercial

JOÃO VICENTE DE MASI TUMA
DTE – Diretor Técnico

LUIZ CLÁUDIO SIQUEIRA
DIN – Diretor Industrial

HISTÓRICO

Inovação e tecnologia caminham juntas aqui na Brasilata para fornecer embalagens sustentáveis e de alta performance técnica aos mercados de tintas, produtos químicos, cosméticos, higiene e limpeza, alimentos e embalagens promocionais.

CÓDIGO DE PRINCÍPIOS

Aumentar o valor da empresa através da excelência do retorno sobre os investimentos. Estimular a criação de conhecimento e atuar globalmente na sua comercialização. Desenvolver novas soluções de embalagens, predominantemente de aço.

PRODUTOS

Galão, Lata 1/4, Lata 18L/16L, Baldes 18L/20L, Lata 5L RT/1L RT/0,5L RT, Lata 1/16 e 1/32, Lata TOP e toda linha de Aerossóis.

+ 55 11 3871-8500
INSTAGRAM: @BRASILATAOFICIAL - FACEBOOK: @BRASILATA - LINKEDIN: BRASILATA OFICIAL
WWW.BRASILATA.COM.BR

Uma empresa que transpira inovação



Somos a empresa **parceira** que estimula o **crescimento** de seus **negócios** por meio de desenvolvimentos **inovadores.** Em nossa jornada, de mais de **65 anos** na produção de **embalagens** de **aço,** aprendemos a fazer diferente, e é por isso que nossos produtos são **reconhecidos mundialmente.** Trabalhamos **comprometidos** com o **sucesso** dos nossos **clientes** e esse é o reflexo de nossas conquistas. Somos uma **empresa que transpira inovação** e temos o "Plus" para sua empresa oferecer o melhor ao mercado.

BRASILATA
100% RECICLÁVEL
SUSTENTÁVEL
CIRCULAR

EXISTE UMA LATA PERFEITA PARA O SEU PRODUTO

A Brasilata apoia estas ações:

pro lata

O AÇO RETORNA

movimento o aço retorna

ABEAÇO

MATERIAL INTEGRADO



GMP INDUSTRIAIS






DIRETORIA

JUNIOR MACHADO
Diretor Executivo

ALESSANDRO MACHADO
Diretor Industrial

HISTÓRICO

O grande diferencial da GMP INDUSTRIAIS é o capital intelectual. Um time multidisciplinar de especialistas agrega valor aos projetos e serviços de engenharia mediante a aplicação da inteligência. Com foco na eficiência, valendo-se de um "*Know-how*" invejável, fornecemos projetos e serviços diferenciados e inovadores.

MISSÃO

Reduzir custo fixo de nossos clientes através de melhorias de processos, máquinas de alta perfomance e baixa manutenção.

PRODUTOS

Máquinas;
Projetos;
Consultoria;
Serviços de engenharia;
Instalações; e
Automação industrial.

+55 11 4513-9570 / WHATSAPP: +55 11 99351-5046
CONTATO@GMP.IND.BR
WWW.GMP.IND.BR

FÁBRICA INTELIGENTE

Sua vantagem competitiva!

Aumento da produtividade e da qualidade com a eliminação de riscos e a minimização de perdas.



Projetamos, implantamos e entregamos sua fábrica PRONTA!

Líder no Mercosul na fabricação de equipamentos para moagem, dispersão, mistura, transformação, homogeneização e transferência, a **GMP** destaca suas competências no fornecimento de plantas em regime **Turn Key**, oferecendo soluções de alta tecnologia e performance na automação de sólidos e líquidos.

GMP INDUSTRIAIS

2 ANOS DE GARANTIA www.gmp.ind.br contato@gmp.ind.br +55 (11) 4555-3099 +55 (11) 9 9351-5046



MIRACEMA-NUODEX






HISTÓRICO

A Miracema-Nuodex atua no mercado desde 1954 produzindo especialidades químicas para uma vasta gama de aplicações industriais.
Nossos produtos são desenvolvidos para aditivar, melhorar a performance, otimizar os processos, prover estabilidade, conservar, e para inúmeras outras características concebidas para tornar mais eficazes os produtos e processos das empresas clientes.
Nosso foco é a total confiabilidade, proporcionada pela expertise no atendimento das necessidades mais simples às mais complexas, e pela filosofia de trabalhar em estreita parceria com os clientes.
É o compromisso gerando soluções, trazendo excelência, resultados e sustentabilidade. Miracema-Nuodex, química para um mundo em transformação.

MISSÃO

Desenvolver, fabricar e comercializar produtos químicos e serviços associados com qualidade, sustentabilidade e segurança, de forma a gerar valor aos nossos clientes, fornecedores, colaboradores, comunidade e sócios.

PRODUTOS

Ácidos graxos, Aditivos para lubrificantes, Aditivos para Petróleo, Aditivos para tintas, Agentes de Flotação, Antiespumantes, Biocidas, Catalisadores, Ésteres, Líquidos geradores de espuma.

DIRETORIA

ANDRÉ ROHR
Diretor

STEFAN ROHR
Diretor

+55 19 3728-1000
VENDAS@MIRACEMA.IND.BR
WWW.MIRACEMA-NUODEX.COM.BR

Um mundo em transformação.

*Soluções **Miracema-Nuodex** para **Tintas e Vernizes**.*

BASE ÁGUA

Alcalinizante
Antiespumante
Dispersante
Umectante
Bactericida
Fungicida
Algicida

BASE SOLVENTE

Ácido Graxo
Catalisador
Poliemulsificante
Dispersante
Secante
Antipele
Fungicida
Algicida





OSWALDO CRUZ QUÍMICA






DIRETORIA

FRANCISCO FORTUNATO
Diretor

DOMINGOS FORTUNATO
Diretor

MARCOS FORTUNATO
Diretor

JULIO FORTUNATO
Diretor

FILIPPO FORTUNATO
Diretor

HISTÓRICO

A OSWALDO CRUZ QUÍMICA, fundada em 1984, é uma empresa nacional, especializada no desenvolvimento e produção de resinas para os segmentos de tintas e vernizes, construção civil, adesivos, têxtil, entre outros. Com amplo portfólio e expertise, aliado à alta tecnologia, a OCQ oferece produtos que atendem às mais variadas necessidades de seus clientes, com responsabilidade, comprometimento, qualidade e visando a minimização de impactos ambientais.
O mundo desafia, nós criamos! Enxergamos oportunidades onde ninguém vê!

MISSÃO

Ser uma organização global que se antecipe às mudanças, a fim de atender às necessidades de clientes e parceiros.

PRODUTOS

Resinas vinílicas, acrílicas, estirênicas e alquídicas, plastificantes, entre outros produtos.

+55 11 5464-3000
OSWALDOCRUZ@OCQ.COM.BR
WWW.OCQ.COM.BR

80 ANOS SITIVESP

Homenagem da OCQ para o Sitivesp

Nós temos orgulho de fazer parte da história de uma entidade que é marcada por conquistas, respeito e muitas contribuições para a cadeia de tintas e vernizes do Brasil.

OSWALDO CRUZ QUÍMICA

(11) 5464-3000
www.ocq.com.br












DIRETORIA

MARCIO GROSSMANN
Diretor-presidente PPG América do Sul e diretor de negócios de revestimentos de embalagens

CHRISTIAAN VAN RAIJ
Diretor financeiro

GUSTAVO BECKEDORFF
Diretor jurídico

PATRÍCIA PIRES
Diretora de recursos humanos

MARCELO ZANETE
Diretor de negócios automotivos OEM

FABRÍCIO VIEIRA
Diretor de revestimentos de repintura automotiva e tintas protetivas e marítimas

LUCA PEREIRA
Diretor comercial de revestimentos de embalagens

PAULO TEIXEIRA
Diretor de tintas industriais

GUILHERME MENDES
Diretor de tintas arquitetônicas

MARCELO CARNEIRO
Diretor comercial de tintas arquitetônicas

RICHARD HASSELBACH
Diretor de revestimentos aeroespaciais

HISTÓRICO

Há mais de 135 anos no mercado, a PPG é fornecedora global de tintas, revestimentos e materiais especiais para milhares de indústrias e lares em todo o mundo. No Brasil, a PPG está presente há mais de 45 anos, com atuação nos mercados de revestimentos automotivos para montadoras e para repintura dos carros, tintas arquitetônicas, industriais, aeroespaciais, protetivas & marítimas e também para embalagens. Com muita inovação, sustentabilidade e sua expertise em cores e tendências, a PPG ajuda a realçar e proteger as mais diversas superfícies como nenhuma outra empresa faz, além de buscar soluções para os maiores desafios do futuro como a mobilidade urbana e a sustentabilidade.

VISÃO

Ser a empresa de revestimentos de liderança mundial, oferecendo, de forma consistente, soluções de alta qualidade, inovadoras e sustentáveis, nas quais os clientes confiam para proteger e embelezar seus produtos e ambientes.

PRODUTOS

Tintas, revestimentos e materiais especiais para os setores automotivo OEM, arquitetônico, repintura automotiva, aeroespacial, industrial, protetivo & marítimo e de embalagens.

0800 721 99 90
DL-COMERCIAL@PPG.COM
WWW.BRAZIL.PPG.COM

Colorir e proteger o mundo é a nossa missão

Há mais de 135 anos, a PPG torna o mundo um lugar mais bonito, seguro e sustentável por meio de nosso amplo portfólio de tintas e revestimentos para as mais diversas superfícies. Buscamos crescer e inovar constantemente em nossos processos, seguindo com nosso compromisso de trazer cada vez mais cor e proteção para a vida dos brasileiros.





PPG

ppgbr ppgbr ppgbr



Skylack

Especializada em Repintura Automotiva






DIRETORIA

WALDEMAR SAMUEL LAZZURI
Presidente

LUIZ FERNANDO FRUET
Diretor Comercial

CLAUDIO SCONTRE
Diretor Financeiro

JUAREZ MUNHOZ CORREA
Diretor de Vendas

HISTÓRICO

Com 16 anos de história, a Skylack é uma empresa especializada na produção de tintas, vernizes e complementos para o mercado de repintura automotiva.
Formada por profissionais com vasta experiência no setor, a Skylack possui uma moderna infraestrutura que, atualmente, está sendo expandida para melhor atender à crescente demanda nos mercados nacional e internacional.
Por tudo isso, além da alta tecnologia empregada em seus produtos, a Skylack é reconhecida e premiada por sua qualidade.

MISSÃO

Oferecer aos seus clientes produtos de alta qualidade a custos competitivos, priorizando o respeito ao cliente.

PRODUTOS

Sistema Skymix, Tinta Pronta, Base Poliéster, Base PU, Esmalte Sintético, Laca Nitro e Complementos.

0800 770 99 55
FERNANDO@SKYLACK.COM.BR
WWW.SKYLACK.COM.BR

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DIRETORIA

DOUVER G. MARTINHO
Presidente

ALEX MARTINHO
Diretor Qualidade e P&D

ARY MACHADO
Diretor Relações Institucionais e Governamentais

HISTÓRICO

Com mais de 78 anos na fabricação de tintas e vernizes no mercado nacional e internacional da construção civil e decoração, a Universo Tintas e Vernizes é uma indústria química 100% nacional com foco na qualidade e melhoria dos seus produtos. Nosso compromisso é fabricar produtos que agregam tecnologia e qualidade comprovada, que vai além de atender as normas vigentes do país, onde o respeito ao meio ambiente, saúde ocupacional e segurança, fazem parte dos nossos produtos.

MISSÃO

Fabricar e comercializar tintas e vernizes de qualidade e oferecer ao mercado, respeitando o consumidor e meio ambiente.

PRODUTOS

Linha completa de tintas acrílicas, esmaltes, vernizes, resinas, sprays, corantes, massas e texturas.

+55 11 4072-5655
UNIVERSOTINTAS@UNIVERSOTINTAS.COM.BR
WWW.UNIVERSOTINTAS.COM.BR

UNIVERSO
TINTAS

Inspire-se!



Uma linha completa de produtos e soluções para sua casa

Qualidade comprovada:

PBQP H

EMPRESA CERTIFICADA ISO 9001

Tinta de qualidade

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www.universotintas.com.br


80
ANOS DE GRANDES REALIZAÇÕES E CONQUISTAS!



BRANCOTEX
INDÚSTRIAS QUÍMICAS LTDA.






DIRETORIA

JAIRO SIMOES PEIXEIRO JR
Diretor Financeiro

ADÃO CLAUDINEI CHELI
Diretor Comercial

HISTÓRICO

Fundada em agosto de 1971, em Barueri/SP, a Brancotex é uma empresa 100% nacional. Atua nos segmentos: têxtil, papel e embalagem, construção civil, auto-adesivos, tintas e pigmentos. Referência nacional na produção de resinas em emulsão e em solução. Hoje, a Brancotex é uma das maiores e mais capacitadas indústrias químicas do país.
O permanente investimento em seu Departamento de Pesquisa e Qualidade torna a Brancotex uma indústria em constante modernização. Empresa certificado pela ISO 9001.

MISSÃO

Apresentar diferenciais que atendam demandas específicas para o mercado de resinas, adesivos e aditivos.

PRODUTOS

Resinas acrílicas, Vinílicas, Umectantes, Dispersantes, Alcalinizantes, Antiespumantes e Espessantes.

+55 11 4199-5469
VENDAS@BRANCOTEX.COM.BR
WWW.BRANCOTEX.COM.BR



carbomix
minerais






DIRETORIA

DANIELA ZANETTE MOREIRA
Diretora Executiva

RAFAEL ZANETTE MOREIRA
Diretor Jurídico

JULIETE CALABREZ ANDRADE
Diretora de Operações

HISTÓRICO

Com equipamentos de última geração instalados em um parque industrial de 12 hectares e jazida própria, a Carbomix é uma empresa atuante no segmento de cargas minerais, fornecendo carbonatos de cálcio (calcita) e magnésio (dolomita) naturais, materiais usados na fabricação de inúmeros produtos que estão presentes no dia a dia das pessoas, como tinta, textura, elastômero, EVA, vidro, mármore sintético, entre muitos outros. É por isso que a Carbomix está o tempo todo ao seu redor.

MISSÃO

Fornecer cargas minerais que performem de forma positiva em produtos da indústria química e na agricultura.

PRODUTOS

Cargas minerais naturais (GCC) em diversas granulometrias, desde a malha 08 até a malha 3000.

+55 28 3539-1058 / +55 28 99933-5372
VENDAS@CARBOMIX.IND.BR
WWW.CARBOMIX.IND.BR



CMP - COMPANHIA METALGRAPHICA PAULISTA
DESDE 1924






DIRETORIA

JOSÉ VILLELA NETO
Presidente

JOSÉ VILLELA ANDRADE
Vice-Presidente

ADRIANO MARSON
Diretor Comercial

RUBENS CAGNIN
Diretor de Recursos Humanos

JUAREZ CASTRO
Diretor Industrial

ALEXSANDRO AQUINO
Diretor de Controladoria

HISTÓRICO

A CMP – Companhia Metalgraphica Paulista é a mais tradicional fabricante de embalagens de aço no Brasil para o acondicionamento de produtos químicos e alimentícios. A CMP conta com um amplo portfólio de produtos, com grande variedade de alturas, diâmetros, revestimentos e fechamentos. Em constante renovação nos processos e tecnologias de ponta, a CMP conta com serviços de alta qualidade, foco no cliente e eficiência logística, gerando alta produtividade e valor agregado aos seus parceiros.

MISSÃO

Prover soluções em embalagens de aço para os segmentos químicos e alimentício, agregando serviços e assegurando resultados que permitam a expansão e o aprimoramento das atividades.

+55 11 4447-7250
COMERCIAL@CMP.IND.BR
WWW.CMP.IND.BR



Colortrade









HISTÓRICO

A Colortrade é uma empresa fundada por experientes empresários do setor de distribuição de matérias-primas à indústria brasileira.
Nosso compromisso é ir além da distribuição pura e simples de produtos. Para isso, além de garantirmos soluções de alta performance para o mercado, dispomos de corpo técnico e comercial para atuar no desenvolvimento de novos projetos.

MISSÃO

Fornecer produtos de elevado padrão de qualidade aliado a um suporte técnico altamente eficiente, dentro dos princípios éticos.

PRODUTOS

- Aditivos UV
- Aditivos para Polímeros
- Antioxidantes
- Dióxido de Titânio (TiO_2)
- Pigmentos de Alumínio
- Pigmentos Perolados
- Pigmentos Orgânicos e Pigmentos Inorgânicos
- Óxido de Ferro (Fe_2O_3)
- Sulfato de Bário ($BaSO_4$)

DIRETORIA

EVANDRO LOBO
Sócio-diretor Administrativo

JOSÉ CARLOS BARTHOLI
CEO

+55 11 3031-7903
CONTATO@COLORTRADE.COM.BR
WWW.COLORTRADE.COM.BR











HISTÓRICO

O grupo foi fundado em 1949 por Domingos Potomati. A marca Lukscolor, lançada em 1989, conquistou a confiança do mercado pelo respeito ao consumidor investindo continuamente em pesquisas de novas tecnologias, priorizando a excelência em suas atividades e produtos. Em 2018, com a marca Autoluks, o grupo trouxe ao segmento de repintura automotiva sua expertise com produtos e serviços inovadores. Luksnova é reconhecida como a marca de alta qualidade em *thinners*, solventes e especialidades químicas.

MISSÃO

Produzir qualidade com respeito ao ser humano e ao meio ambiente, razão de nosso sucesso há mais de meio século.

PRODUTOS

Acrílicos, Vernizes, Esmaltes, Massas, Fundos, Resinas. Acabamentos e complementos automotivos.

DIRETORIA

MARIA CRISTINA POTOMATI FIUZA
Diretora

MARIA ANGÉLICA POTOMATI
R. ALBUQUERQUE
Diretora

+55 11 4344-3800
FALE.CONOSCO@LUKSCOLOR.COM.BR
WWW.LUKSCOLOR.COM.BR / WWW.AUTOLUKS.COM.BR / WWW.LUKSNOVA.COM.BR



eureciclo






HISTÓRICO

Somos uma empresa de tecnologia e impacto socioambiental para desenvolver o setor de reciclagem. Trouxemos para a América Latina o conceito de compensação ambiental de embalagens, bem-sucedido há mais de 20 anos na Europa, e somos hoje a maior certificadora de logística reversa do Brasil. Atuamos em todas as regiões do país, e contamos com a validação de órgãos reguladores oficiais. Em 2017, iniciamos as operações no Chile com o selo todosreciclamos. Somos uma empresa B e auditada pela EY.

MISSÃO

Nossa missão é elevar as taxas de reciclagem, gerando incentivos e estruturação para todos os agentes envolvidos.

PRODUTOS

Certificação de destinação adequada e reciclagem de embalagens pós-consumo.

DIRETORIA

MARCOS GEORGE MARTINS DE MATOS
Diretor de Vendas e Marketing

JESSICA DOUMIT
Diretora Jurídica

THIAGO ASCENÇÃO CARVALHO PINTO
Cofundador e CEO

LINKEDIN @SELOEURECICLO
CONTATO@EURECICLO.COM.BR
WWW.EURECICLO.COM.BR



Futura tintas






DIRETORIA

RICARDO STIEPCICH
CEO

HISTÓRICO

Somos um fabricante de tintas. Mas não somos apenas um fabricante de tintas. Tem muito mais do que tinta nas nossas latas!
Tem Amor pelos nossos Parceiros, Lojistas e Pintores.
Tem Respeito pelo nosso Mercado.
E FÉ no Brasil.
Desde 1981 somos movidos por uma preciosa equipe de colaboradores, com uma visão arrojada e humana, engajada em servir, acolher, pesquisar, contribuir para que todo o processo, da fabricação ao resultado da pintura nos ambientes, seja o melhor.

MISSÃO

Vivemos um propósito coletivo: Colorir Vidas.

PRODUTOS

Tintas, esmaltes, massas, vernizes e texturas.

WWW.LINKEDIN.COM/COMPANY/FUTURA-TINTAS
WWW.FUTURATINTAS.COM.BR



Hydronorth 40 anos









HISTÓRICO

A Hydronorth é o resultado do esforço incansável de um empreendedor arrojado, o Sr. Amado Góis. A empresa foi fundada em 1981, em Londrina-PR, e, após o lançamento de um produto inovador para conservação de telhados, a Resina Acrílica Hydronorth, a empresa desponta no mercado, iniciando sua trajetória de sucesso.
Na década de 90, inaugura um parque fabril em Cambé-PR, de 20 mil m², onde permanece até hoje. Com 40 anos, e sob o comando de Matheus Góis, a segunda geração da família, a Hydronorth segue sua história, sem perder de vista seu DNA de empresa inovadora, que valoriza suas raízes para construir seu futuro.

MISSÃO

Prover soluções inovadoras, no embelezamento e preservação de superfícies, proporcionando bem-estar.

PRODUTOS

Resinas Acrílicas, tintas para paredes, pisos, metais, madeiras e gesso, texturas e efeitos decorativos, tintas impermeabilizantes e complementos.

DIRETORIA

MATHEUS GÓIS
CEO

MARCELO LEAL
Diretor de Negócios

+55 43 2101-2000
MARCIA.MARCHI@HYDRONORTH.COM.BR
WWW.HYDRONORTH.COM.BR



indutil
tintas






HISTÓRICO

Fundada em 1959, a Indutil reafirma sua liderança no desenvolvimento de materiais para sinalização viária e pisos, sendo seus produtos referência no Brasil, Mercosul e no mundo.
Pioneira no avanço tecnológico devido a sua constante dedicação em pesquisa de novos produtos, a empresa garante qualidade na malha viária nacional e internacional e segurança aos seus usuários.

MISSÃO

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DIRETORIA

LUIZ CARLOS MARTIRE
Presidente

+55 11 2799-9299
MARKETING1@INDUTIL.COM.BR
WWW.INDUTIL.COM.BR











DIRETORIA

MARCELO CENACCHI
Diretor Geral

ISABELLA MARINI VARGAS
Diretora Técnica

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0800 702 6666
MARKETING@SAYERLACK.COM.BR
WWW.SAYERLACK.COM.BR

EXPEDIENTE SITIVESP

PAULO CESAR ABRANTES DE AGUIAR
PRESIDENTE EXECUTIVO
paulocesar@sitivesp.org.br

ANTONIO CARLOS DE OLIVEIRA
DIRETOR EXECUTIVO
antonio-carlos.oliveira@sitivesp.org.br

AIRTON A. SICOLIN
ASSESSOR DE DIRETORIA
airton@sitivesp.org.br

GILBERTO CUSTÓDIO
ASSESSOR JURÍDICO
gilberto@sitivesp.org.br

ÂNGELA DE NEGREIROS
GESTÃO DE MARKETING, COMUNICAÇÃO E EVENTOS
angela.negreiros@sitivesp.org.br

LUIZ FILIPE NEGREIROS DE OLIVEIRA
COORDENADOR DE MARKETING E COMUNICAÇÃO
filipe@sitivesp.org.br

RODRIGO M. SARAMBELLI
ASSISTENTE ADMINISTRATIVO E COMUNICAÇÃO
rodrigo@sitivesp.org.br

ROSANA FERNANDES
COORDENADORA DE EVENTOS
rosana@sitivesp.org.br

LUCIANA RAMOS RIBEIRO
GERENTE FINANCEIRA
luciana@sitivesp.org.br

Sindicato da Indústria de Tintas e Vernizes do Estado de São Paulo
Av. Paulista, 1313 - 9º andar - CJ.
903 - São Paulo - SP
sitivesp@sitivesp.org.br
+ 55 11 3262-4566
www.sitivesp.org.br

R. Barão do Triunfo, 88
12º andar – Campo Belo
São Paulo – SP
CEP 04602-000
Tel/Phone (+55 11) 5054-7757

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Edição
BB Editora

Diretora Geral
Eliane Alonso

Diretora Comercial
Renata Hernandes

Redação
Andréa Mota

Criação
Rafael Sanches

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Antonio Alonso


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