



PRESS RELEASE

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World Coatings Council Announces Inaugural World Paint and Coatings Week: March 24-28, 2025

March 12, 2025 — The World Coatings Council is delighted to announce the first ever World Paint and Coatings Week will take place over March 24-28, 2025. This new initiative kicks off an annual celebration of the value and benefits the coatings industry brings to its customers, societies, and economies all over the world.

National coatings associations, together with individual paints and coatings companies, will all be taking part in this exciting global initiative in various ways and through different social channels. From sharing information about the essentiality and sustainability of coatings, to highlighting the industry's economic contributions and diverse career offerings. By sharing case studies and stories over the same week, the goal is to help raise the profile of the coatings industry through a critical mass of visibility – with governments, thought leaders, and the general public – in a way not previously approached.

The week will focus on five key themes, with a new one highlighted each day. The themes are: essential coatings, sustainable coatings, innovative coatings, valuable coatings, and careers in coatings. You can keep up to date with the activities on social media by following the hashtag **#WorldPaintAndCoatingsWeek**.

The week also coincides with the 2025 European Coatings Show (ECS) in Nuremberg, Germany, where it will be promoted and with a dedicated campaign launch activity. More information about campaign activities at ECS will follow in due course.

Commenting on the initiative, World Coatings Council President and British Coatings Federation CEO Tom Bowtell, said:

"I am delighted the World Coatings Council has decided to inaugurate a World Paint and Coatings Week. We have so much to shout about as an industry, with coatings such an essential part of everyday life. Coatings companies around the world help make products safer, more effective, and better looking. They create wonderful spaces, help us communicate and express ourselves, as well as delivering functional gains such as protecting and prolonging the life of goods, foodstuffs and critical infrastructure. I look forward to seeing the whole coatings industry, from right across the world, join us in a celebration of all we offer. I hope this new initiative means many more people will learn about just how important coatings are to the world, and maybe even inspire the next generation of talent to take the first step towards a rewarding career in coatings."

Learn more about World Paint and Coatings Week and where to follow the World Coatings Council and its members at <https://worldcoatingscouncil.org/world-paint-coatings-week/>.

About World Coatings Council: The World Coatings Council is comprised of members representing associations from Australia, Brazil, Canada, China, EU, France, Germany, Japan, Malaysia, Mexico, New Zealand, South Africa, Spain, Turkey, United Kingdom, and the United States. The Secretariat for the World Coatings Council is the American Coatings Association. The council provides a forum for information exchange and cooperation on the major issues and priorities facing the paint and coatings industries worldwide. For information about the World Coatings Council and the activities it is involved in on behalf of the global paint and coatings industry, visit www.worldcoatingscouncil.org.

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