

World Paint and Coatings Week Launches at the 2025 European Coatings Show

The inaugural World Paint and Coatings Week officially launched at the 2025 European Coatings Show (ECS2025) today in a ceremony hosted by Tom Bowtell, president of the World Coatings Council (WCC). The Week has been organised through the WCC in co-operation and partnership with its various national coatings association members from around the globe.

Running from March 24-28, World Paint and Coatings Week focuses on engaging with the public through social media, although other engagement events may also be being organised in some countries. The week follows five themes, one for each day: essential coatings; sustainable coatings; innovative coatings; valuable coatings; and careers in coatings. The national coatings associations have been posting about how coatings' collective contributions in these areas, while individual companies have shared case studies about how their own products help make the world a better place. This effort is intended to create a critical mass of posts to increase the reach of the key messages and ensure more people learn about the importance of coatings than individual organisations working on their own could achieve.

The launch backdrop of ECS2025 in Nuremberg, Germany – which this year has over 1,000 exhibitors and tens of thousands of delegates in attendance – served to demonstrate the strength of the coatings sector globally. But Bowtell explained that the rationale of World Paint and Coatings Week was to reach beyond the people attending the convention this week and explain to – the general public and policy- and decision-makers – just how important coatings are to the global economy and society.

Speaking at the launch, Tom Bowtell said: "I am thrilled to be launching the first World Paint and Coatings Week here at the European Coatings Show in front of so many friends and colleagues. All of us who work in the industry know just how important coatings are to the economy and to everyday life. Almost every solid object will have a coating that is designed to make it look better, work better, or last longer – or a combination of all three. However, too often this crucial contribution is overlooked, or not understood, by the general public. World Paint and Coatings Week sets out to rectify that."

"So, I encourage everyone involved in the sector to follow the World Coatings Council on social media, share their posts, and to join in with your own company case studies explaining how they are crucial to society. Whether it is through job creation or helping in the drive towards greater sustainability, working at the cutting edge of innovation or providing essential coatings that enable other parts of industry to function. The Week is already a success, and I look forward to it growing in scale and scope in future years."

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/>.

The hashtag used to follow all the posts is **#WorldPaintandCoatingsWeek**.

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.