



CURRENT ISSUE

November 2024

PUBLICATION DATE

November 15, 2024

## Content

### Editor's Note

#### The Importance of Being in Sync with the Industry

— Prof. Long Lin

As a researcher focusing on applied science, I try my best to keep industrial trends under my radar, as the creation of innovative technologies aimed at addressing emerging/future industrial needs is the bread and butter of my professional activities. This isn't without any professional 'hazards' though. The frustrations come from the realisation of the lack of innovations that successfully address the industrial needs derived from the industrial trends.

### Market Watch

#### China and the Global Paint and Coatings Industry 2023-2025f: Sound Economic Underpinnings but Unspectacular Results

— George R. Pilcher, Vice President, The ChemQuest Group, Inc., USA

The global paint and coatings industry had little about which it could complain in 2023, and 2024e (estimated) to date and 2025f (forecast) are expected to be solid if unspectacular. While the volume growth appears to be tracking GDP or slightly better, the growth in value of coatings products continues to outpace volume.

### Binder

#### The Stability of Organosilicate Paints with Various Binders

— Dr. Simon Aben and Jörg Rüger, Clariant

Paints with high pH values like organosilicate paints can destabilise binders that can influence the wet scrub resistance depending on storage time and temperature. The suitability of vinyl acetate ethylene (VAE) binders for decorative organosilicate paints is often discussed.

### Colour Measurement

#### GonioViewer Experimental — Visual Observation Simplified

— Werner Rudolf Cramer, Germany; Mr. Wolf Moritz Cramer, Germany

Nowadays, colour measurement is integral to paint or plastic analysis in industrial laboratories. One measurement geometry is sufficient for absorbent colours and pigments, either illuminated directly at 45° and measured at 0° in the normal or measured with diffuse illumination using a sphere. The situation is different for effect pigments, especially interference pigments. The colour, brilliance and brightness can change with different viewing angles. For this reason, special challenges are placed on the corresponding measuring devices.

### Regular Columns

#### Global Trade Shows, Conferences & Forums

#### Advertisers' Index



SINOSTAR-ITE INT'L LTD.

2101-2, 21/F., Jubilee Centre, 42-46 Gloucester Road, Wanchai, Hong Kong

Email : [info@sinostar-intl.com.hk](mailto:info@sinostar-intl.com.hk)

Tel : (852) 2865 0062

Fax : (852) 2804 2256