



CURRENT ISSUE

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Content

Editor's Note

Navigating Governance Diversity in Global Trade

— Prof. Long Lin

As highlighted in this issue of China Coatings Journal, one of the most significant influences on trade reliability is the diversity of governance structures worldwide. Whilst these differences are not inherently obstacles, they do shape how countries regulate, negotiate, and respond to global challenges.

Insider Views

How Innovation and Sustainability are Redefining Thailand's Paint Industry

— Interview with Mr. Papichat Tangcaravakoon, President of Thai Paint Manufacturers Association (TPMA)

In a rapidly evolving global landscape, Thailand's paint industry is experiencing a transformative journey driven by infrastructure expansion, digital innovation, and a renewed commitment to environmental sustainability.

Market Watch

Geopolitics and the Global Coatings Community: Re-thinking Supply Chain Decisions

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

Following The Great Supply Chain Crisis of 2021-2023, a lot of action was taken to prevent such an event in the future — action by businesses, both small and large; local and state governments; governments of countries around the globe; cooperative organisations, such as the World Bank; and global non-profit organisations, such as the Red Cross.

Effect Pigments

Sparkle and Flop — Two Perceptions

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

Effect pigments are widely used in automotive coatings, typically in the form of aluminium or interference pigments. These pigments change their visual appearance depending on the angles of illumination and observation.

Additives

Global Additives Market Surges, Led by Asia-Pacific Innovation

— Sally Yick, Managing Editor, China Coatings Journal

The increasing need for multifunctional additives is further enhancing market momentum. However, the landscape remains highly competitive, with companies facing mounting environmental regulations. In response, manufacturers are investing in advanced technologies and alternative raw materials to develop higher-quality, ecofriendly additives.

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