

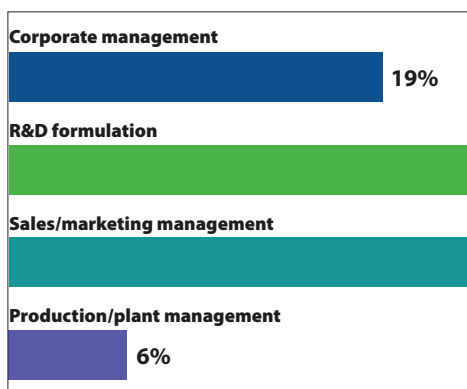
COATINGS WORLD

The Resource for the
Global Coatings Industry





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GDB Paint & Coatings Turns Recycling Paint into an Art

The company provides a cradle-to-cradle approach for all paint and raw material manufacturers, saving over a billion dollars for the paint industry globally.

David Savastano, *Contributing Editor*

In today's world, the need to reduce and reuse resources is more critical than ever, especially in the paint and coatings industry, where a large portion of paint goes unused and ends up in landfills and incinerators. Recognizing this challenge, GDB Paint & Coatings has pioneered paint recycling, turning surplus paint into high-quality, eco-friendly products while making a positive environmental impact.

GDB's Operations: Leading The Way in Paint Recycling

Founded in 1994, GDB has become a global leader in the production of recycled latex paints. With a recycling capacity of 150 million pounds, GDB efficiently processes large volumes of post-consumer waste paint, as well as distressed, obsolete, and non-productive inventories from major paint and chemical companies. The company operates a network of facilities worldwide, including its central paint recycling plant in Nashville, Illinois, and additional locations in South Brunswick (NJ), Las Vegas (NV), Mt. Vernon (IL), Seattle (WA), McAllen (TX), Monterrey (Mexico), Achimota (Ghana), India, Dubai (UAE), Strijbeek (Netherlands), Australia, New Zealand, and China. GDB boasts over 2 million square feet of space and a dedicated team of more than 450 employees worldwide focused on paint recycling.



GDB's conveyor system at its Nashville HQ for inbound paint segregation prior to recycling.

Creating Recycled Paints: A Complex and Innovative Process

At GDB, the recycling process involves thorough testing and precise formulation to ensure the production of top-quality recycled paints. By collaborating with major paint producers, GDB receives off-spec and discontinued paints, which are reutilized, reprocessed, repackaged, and marketed globally. This comprehensive approach helps GDB protect brands and build trust within the industry.

In addition to recycling post-consumer waste, GDB also utilizes other valuable recycling streams, such as paint washwater and powder coatings. Recognizing the potential of these materials, the company invests in innovative processes to optimize their recycling, bringing it closer to zero waste. Through years of research and development, GDB has developed a process that incorporates millions of gallons of washwater—a byproduct of the paint production process—into its paint recycling efforts. This groundbreaking approach not only reduces water consumption but also minimizes waste. Additionally, GDB has successfully recycled millions of pounds of distressed powder coatings, wood stains, and aerosols, each of which requires specialized recycling processes.

GDB's commitment to sustainability goes beyond just recycling paint. The company adopts eco-friendly practices in its packaging by using recycled plastic and metal for paint cans, promoting a greener manufacturing process. Additionally, GDB's Technical team revitalizes old machinery and equipment by recycling and repurposing them. These refurbished machines are then provided to GDB's customers with manufacturing capabilities, helping them boost production efficiency.

The Evolve Brand: Redefining Sustainable Paint Solutions

One of the standout examples of GDB's commitment to sustainable paint solutions is their Evolve brand. Designed for both interior and exterior applications, Evolve offers a variety



The lifecycle of paint with GDB Paint and Coatings.

of base colors, custom blends, deck and wood stains, porch & floor finishes, and primers. Every batch undergoes strict quality control to ensure it meets the highest standards.

GDB's focus on color variety and quality ensures that customers can find the perfect shade for their projects while supporting sustainable practices. By choosing Evolve, customers support the circular economy by opting for recycled paint that delivers outstanding performance.

GDB's Contribution: Paint is their Passion.

GDB's recycling efforts have made an extraordinary impact. Over the past 25+ years, they have recycled an astounding 1.5 billion pounds of paint and raw materials. This dedicated effort has saved the paint industry millions of dollars. The scale of their recycling operations is evident in the thousands of shipments they process each year, which would otherwise end up in landfills. GDB's commitment to waste reduction has delivered significant environmental benefits, including less landfill waste and a reduced dependence on virgin resources.

Furthermore, GDB's dedication to sustainability has garnered widespread recognition. They have received several prestigious awards, including the SEAL Innovation Award for Sustainable Product of the Year 2023, which highlights the groundbreaking nature of their recycling process. These accolades serve as a testament to GDB's leadership and innovation within the coatings industry.

A Quote from Sanjeev Bagaria, CEO of GDB Paint & Coatings

Sanjeev Bagaria, Founder and CEO of GDB Paint & Coatings, emphasizes the importance of paint recycling and its impact on the environment, stating, "Paint recycling is not just about saving costs for the paint industry; it's about making a positive impact on the environment. By recycling paint, we are reducing waste, conserving resources, and creating a more sustainable future."

With their commitment to research and development, GDB has established the world's first post-consumer R&D Center, equipped with a team of dedicated professionals, including chemists who have years of real-time experience. This investment in innovation and expertise ensures that GDB continues to lead the way in developing sustainable paint solutions.

In Conclusion: A Sustainable Future with GDB Paint & Coatings

GDB Paint & Coatings is revolutionizing the coatings industry through their unwavering commitment to recycling and sustainability. By turning discarded paint into new high-quality products, they are not only reducing waste but also creating a more sustainable future for generations to come.

GDB's extensive operations, innovative recycling processes, and the success of their Evolve brand are clear evidences of their commitment to the circular economy and environmental stewardship. With numerous awards and accolades for their efforts, GDB stands at the forefront of paint recycling,



Founder and CEO Sanjeev Bagaria addressing IL state congressman and industry stalwarts at a recent tour of GDB's facilities by the IRF.



GDB's Team executing end of lifecycle management of paint at their Nashville HQ.



Members of GDB's chemist team creating a formulation for Evolve's new 54-color line at the world's first post-consumer PaintLab.

leading the way toward a greener and more sustainable coatings industry.

As the world continues to prioritize sustainability, GDB Paint & Coatings will continue to be a trusted partner, providing eco-friendly paint solutions and spearheading the movement toward a more environmentally conscious future. With GDB Paint & Coatings, a cleaner paint industry and greener future are possible. **CW**

Coatings World Survey Details 'State of the Industry'

Respondents help identify the most pertinent trends and challenges throughout the industry.

By David Savastano, *Contributing Editor*

As we proceed through 2025, the paint and coatings industry continues to be a fascinating industry to watch. Without a doubt, paint and coatings play a major role in our lives, whether it is the color of our homes and our vehicles, or the performance of all that we use in our everyday lives.

The paint and coatings industry literally covers many different applications, from architectural and decorative paints to automotive coatings, industrial coatings, wood coatings, powder coatings, marine and automotive coatings, and much more.

Coatings World's "State of the Industry" survey sought to identify the most pertinent trends and challenges throughout the industry and the supply chain. We surveyed more than 600 industry professionals, from paint and coatings manufacturers to suppliers and distributors. These findings have allowed us to gain a greater understanding of where the industry has been over the past few years, and where we expect it to go in the future.

In terms of job functions, we had a wide variety of responders, with more than 33% in R&D formulation, 28% in sales and marketing, and 19% in corporate management. From a company size standpoint, those surveyed run the gamut from the smallest to the largest companies in the industry. The greatest percentage of respondents (34%) work at companies with more than 500 employees, while 27% work at companies with fewer than 25 employees.

Corporate management



R&D formulation



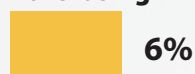
Sales/marketing management



Production/plant management



Purchasing



From there, we broke it down into two separate groupings: Coatings professionals and Suppliers and Distributors. First, we asked if our responders saw growth in sales and in profitability during the past year. The answers are fairly similar, with some slight differences. Here are the questions and the results, which you will see in the following pages:

Did Your Company See Sales Growth Compared to Last Year?

For the coatings side, 77% of our responders said there was growth last year, and another 12% saw zero growth. For suppliers and distributors, 63% was growth and another 10% said there sales numbers were flat compared to last year. The major difference here is in the responses to a decline of greater than 5%, with 4% of coatings responders and 20% of suppliers and distributors selecting that option.

Did Your Company See Any Improvement in Profitability Compared to Last Year?

For the coatings side, 77% of our responders again said there was growth last year, and another 13% saw zero growth. Only 2% saw a decline of greater than 5% in profitability. That differs from suppliers and distributors, where 64% reported growth, 15% zero growth, and 13% noted a decline of more than 5%.

How Confident are You about Future Growth in the Paint and Coatings Industry in the Next Two Years?

The coatings industry professionals we surveyed were very optimistic, with 50% very confident and another 45% somewhat confident. As for suppliers and distributors, 44% were very confident, 41% somewhat confident and 15% not very confident.

Is Your Company Having Issues Hiring and/or Retaining Staff?

This has become increasingly more of a challenge in recent years, and 41% of both coatings and suppliers/distributors reported that they are having challenges there.

The next question concerned supply issues:

What's the State of Your Supply Chain?

We were also interested in the state of the supply chain, and the results were very similar. . We found that more than 52% of our coatings responders had faced supply chain issues that have been resolved, while 27% still have some issues and 21% never faced any issues. As for suppliers and distributors, 51% of our responders had faced supply chain issues that have been resolved, while 29% still have some issues and 20% never faced any issues.

The next questions focused on decision-making when it comes to buying products and what customers look for when they buy products:

What is Most Concerning and/or Important when Purchasing Products?

Not surprisingly, coatings professionals pointed to quality (45%) and pricing (25%) as their biggest concerns, while suppliers and distributors also noted quality (36%) and pricing (28%).

What is Most Concerning and/or Important to Your Customers?

Coatings producers picked the same two options again, although pricing (37%) was much closer to quality (39%) when it came to customers' interest. Suppliers and distributors, on the other hand, report that coatings companies value pricing (41%) over quality (31%).

Who Has the Final Say When Purchasing Products?

In both cases, it appears to be a three-way split between corporate management, the purchasing department and R&D/technical leaders.

The final two questions centered on growth areas.

What Region Do You Predict Will Spur Your Growth Over the Next Two Years?

When asked what region will see the most growth over the next two years, North America received roughly half of the votes from both coatings and suppliers/distributors, with Asia the next largest segment, Only 9% of both groups selected Europe as the top growth area.

Which Technologies Do You Predict Will Spur the Most Growth Over the Next Two Years?

In this answer, responders could choose more than one answer. Coatings professionals opted for waterborne (52%), functional (47%) and smart coatings (36%) as their top three choices, while suppliers and distributors selected functional (54%), waterborne (53%) and bio-based coatings (42%).

We greatly appreciate the people who offered their time and thoughts – in their own words – on the state of the coatings industry. In addition to anecdotes on industry growth and optimism, several respondents had thoughts on a wide range of topics.

For example:

- “We are seeing significant interest in sustainable coatings. Customers are looking for energy savings and switching from solvents and waterborne coatings to powder coatings.”
- “The coatings industry should grow at 3-5% for the next 3-5 years.”
- “Interest rates and price inflation are the main concerns.”
- “The coating industry is moving faster than predicted; that means we have to be attentive to the day-to-day variations.”
- “Automotive and aerospace is driving some of our coating development for functional films.”
- “I guess that industrial functional coating would be the main objective to achieve that would ensure long-lasting revenue for coating companies.”
- “The pressure of price reduction in the marketplace is high and persistent.”
- “It’s a strange period with enforced climate goal changes that will not work at all in some cases, whilst in other cases will not achieve what they are set out to achieve. Some people are going at like there’s no tomorrow, others doing the tick box exercise, whilst others haven’t bothered at all.”
- “Major concern is government regulations will constrain investment in new coatings technology.”
- “Paints and coatings are what makes buildings, homes and other structures come alive. Imagine the Golden Gate Bridge without the attractive orange color.”

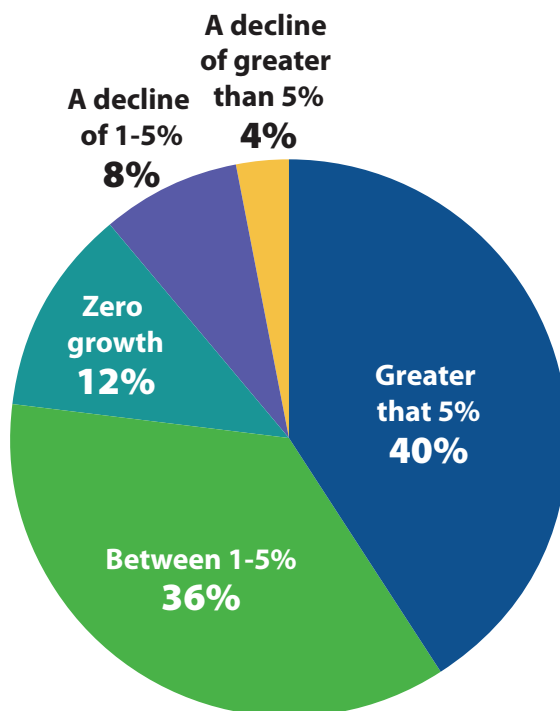


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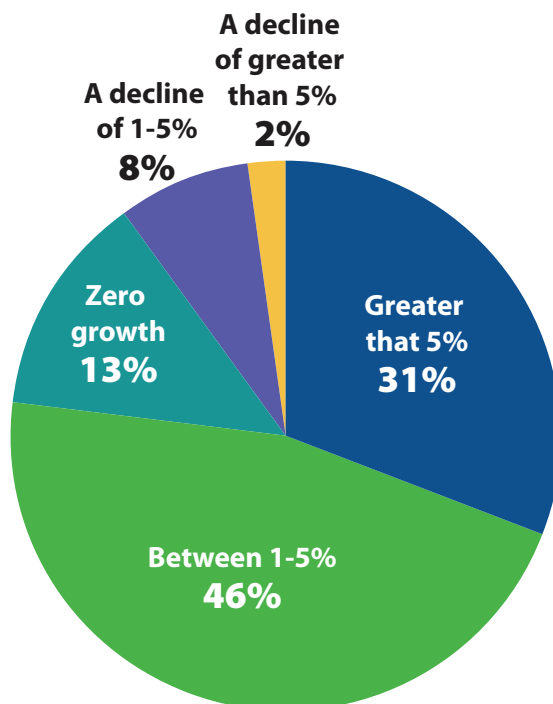
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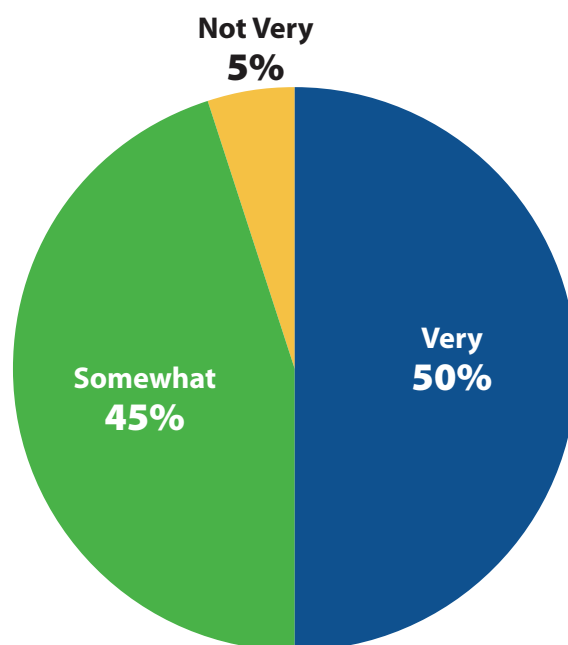
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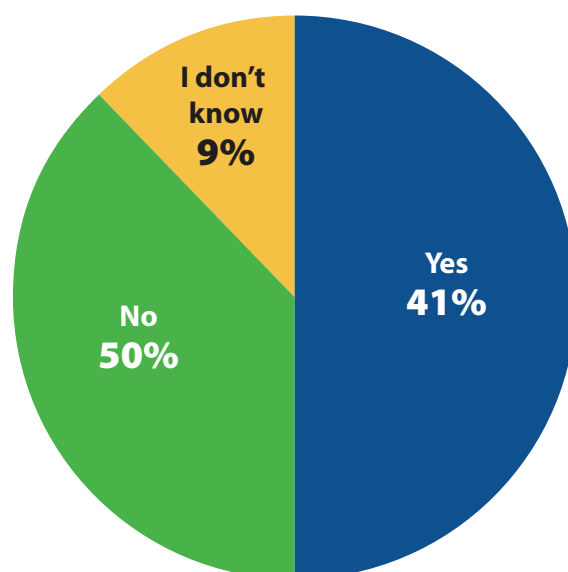
Did your company see any improvement in profitability compared to last year?



How confident are you about future growth in the paint and coatings industry in the next two years?



Is your company having issues hiring and/or retaining staff?



What's the state of your company's supply chains?

We have not encountered supply chain issues



We had some issues that have been resolved



We have some issues



What is most concerning and/or important when purchasing products?

Supply chain



Quality



Regulatory support/sustainability



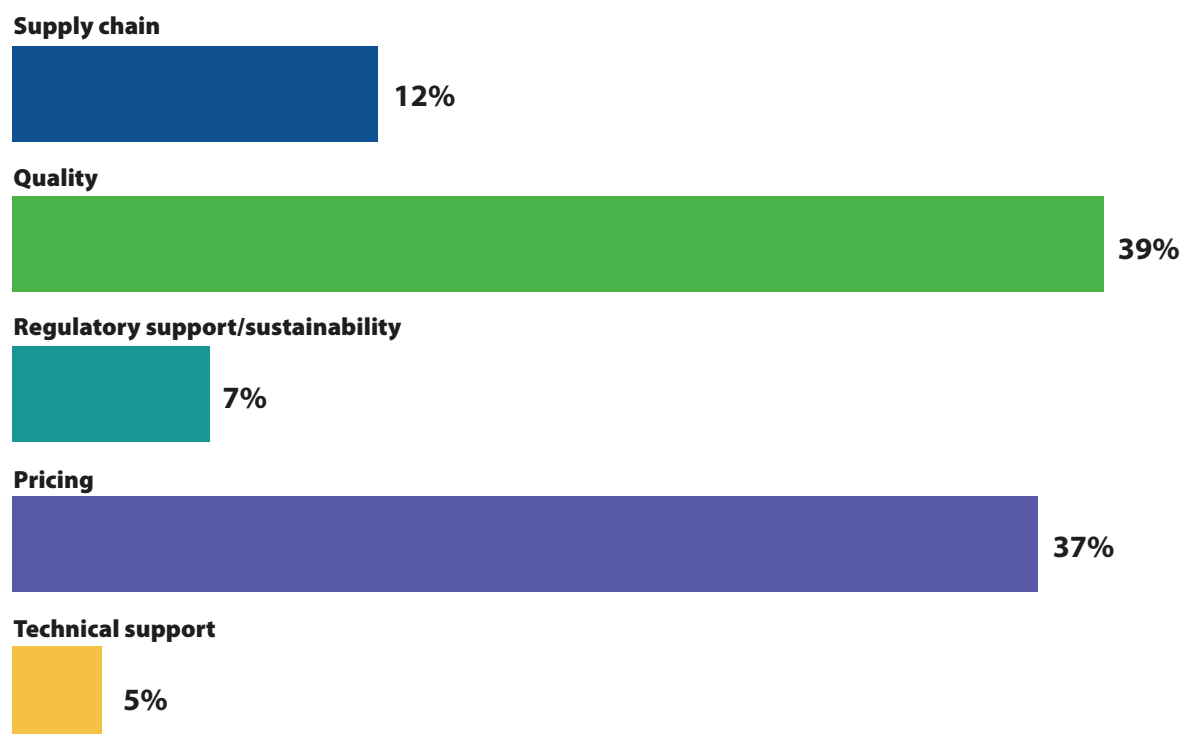
Pricing



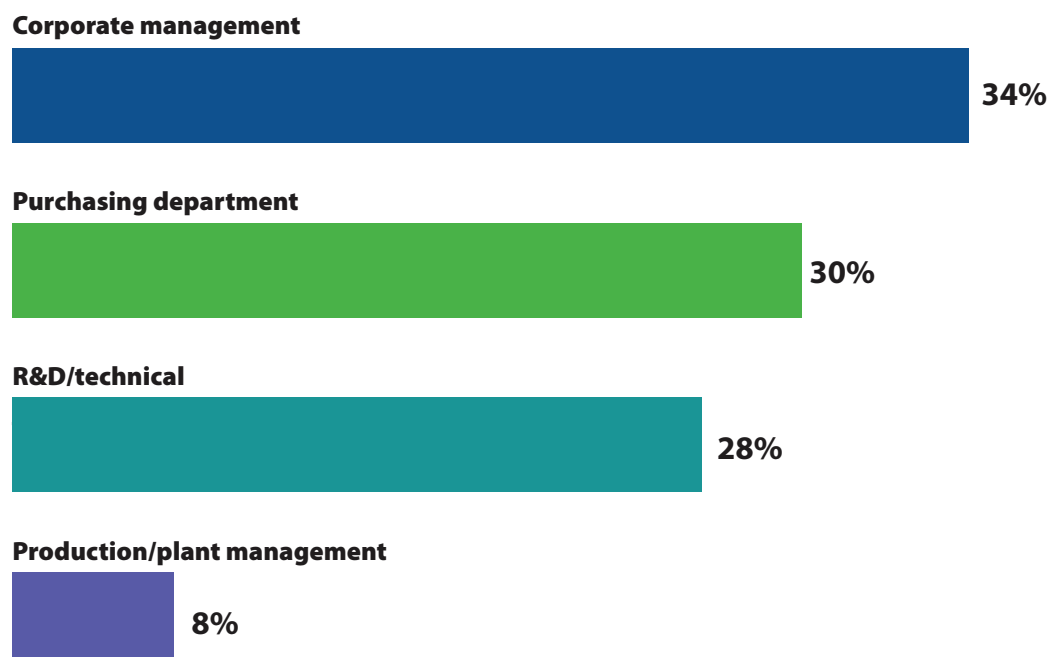
Technical support



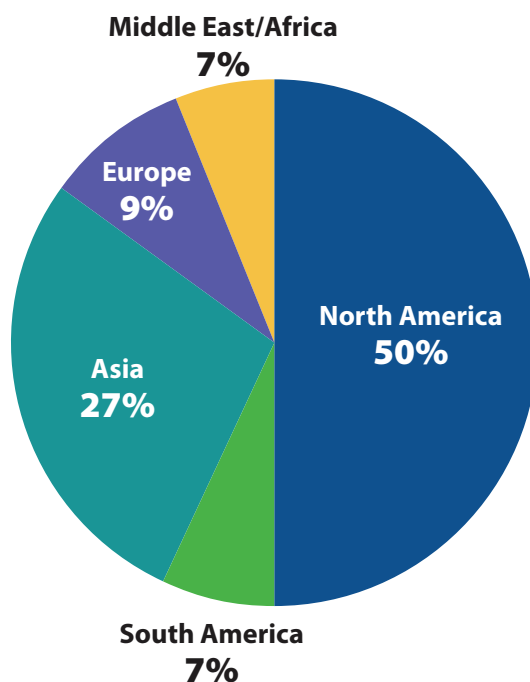
What is most concerning and/or important to your customers?



Who has the final say when purchasing products?



What region do you predict will spur your growth over the next two years?



Which technologies do you predict will spur the most growth over the next two years? (You can select more than one)

Anti-microbial coatings



Nano coatings



Smart coatings



Bio-based coatings



Functional coatings



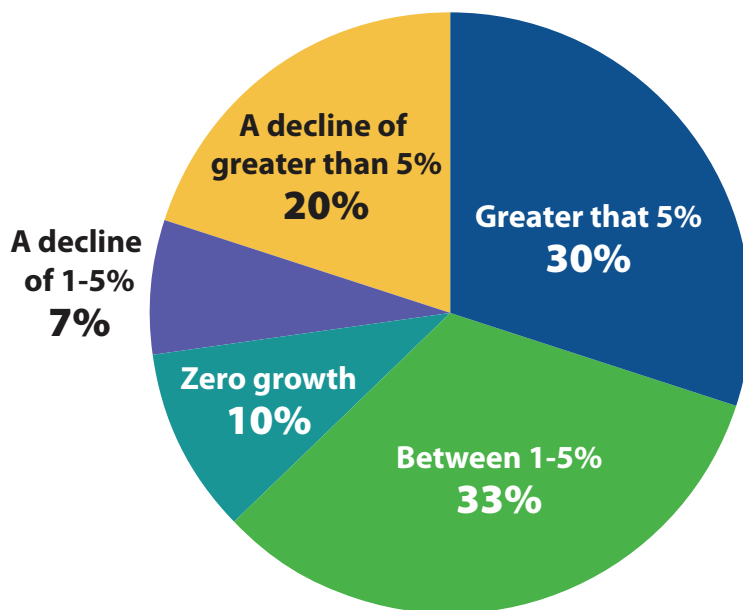
Waterborne coatings



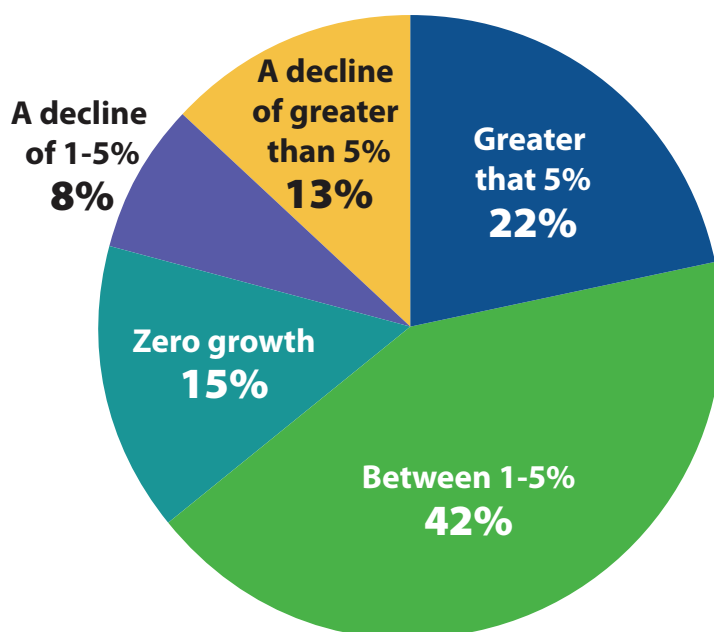
SUPPLIERS/ DISTRIBUTORS



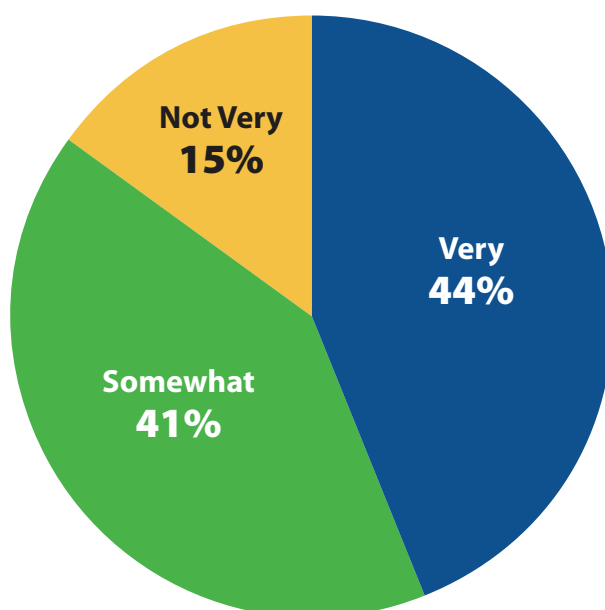
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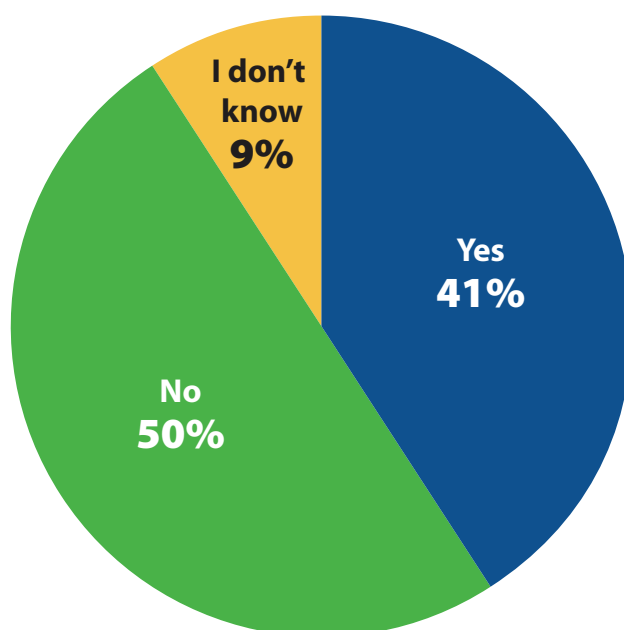
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Supply chain



Quality



Regulatory support/sustainability



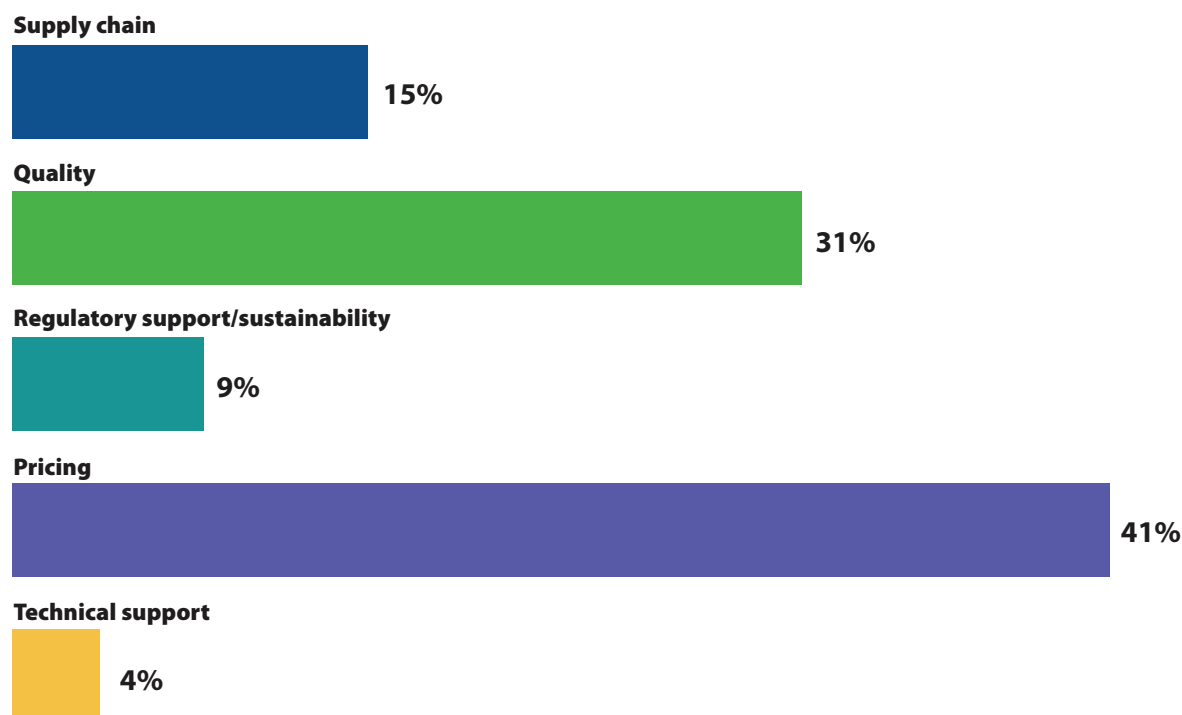
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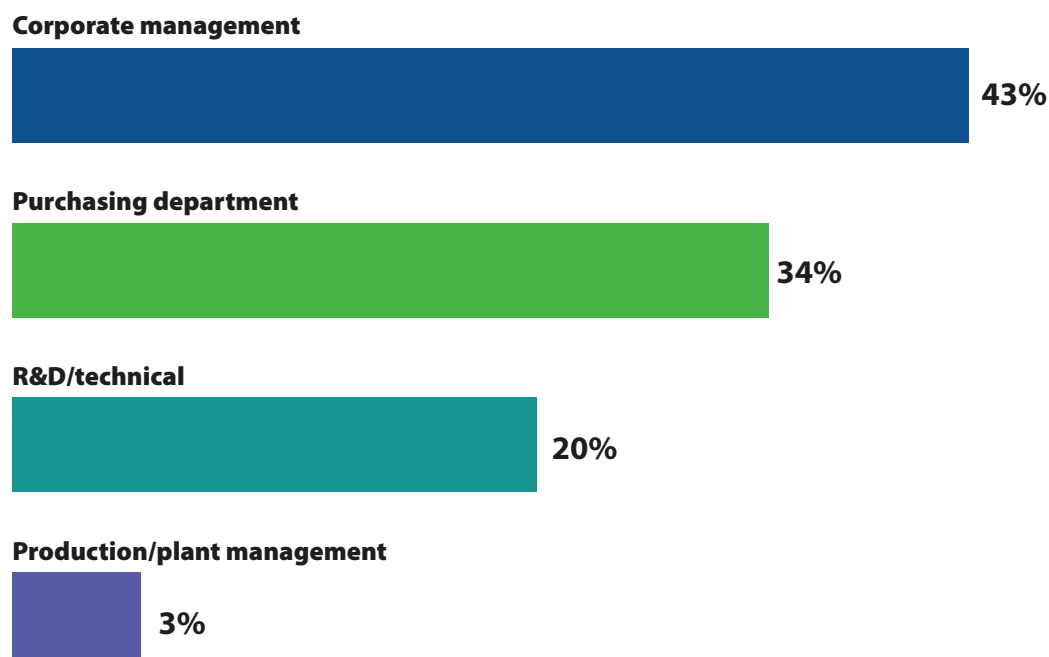
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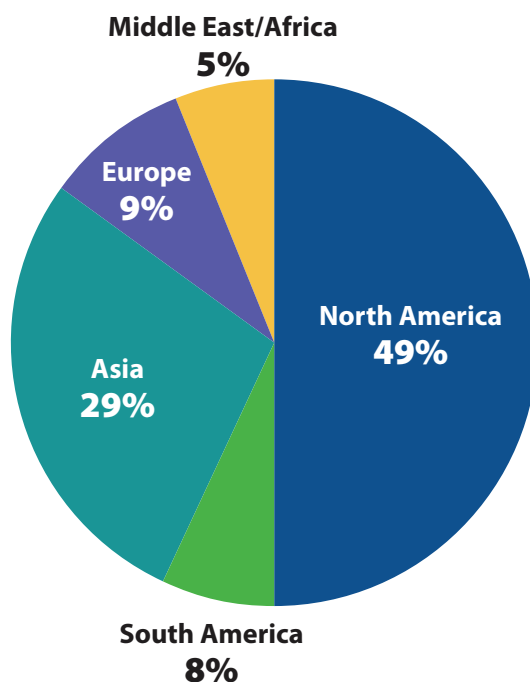
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Bio-based coatings



Functional coatings



Waterborne coatings



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