

What does paint give you? A lot more than you might think

Christel Davidson, *Managing Director, European Council of the Paint, Printing Ink, and Artist's Colours Industry (CEPE)*

Paint is so commonplace in our lives, that we can easily overlook its many benefits. You already know how paints can brighten and energise your home and workspaces and provide fuel for self-expression and creativity. Every time you pick a colour for your wall, read a magazine, or admire a painting, you are experiencing the products of the paint, printing inks and artists' colours industry.

But beyond that, paint also protects the things that are valuable to you – everything from cars to smartphones – and helps them to last longer. In doing that, paint is also an important contributor to one of the key sustainability goals of the EU Green Deal to reduce waste and pollution.

Traffic markings and special coatings for electric vehicles also contribute to another Green Deal goal of enabling smarter, more sustainable transportation. Special coatings for road markings and autonomous vehicles are also playing a crucial role in road safety.

The latest generation of coatings can even cut your bills and improve your health and well-being, with reflective coatings reducing energy use for heating and cooling.

Our goal at CEPE is to make people more aware of the positive benefits of paints and the hard work being done by the industry to make them easier to use. That's why we're launching a social media campaign highlighting the benefits of paints for consumers, called **#paintgivesyou**.

It features a series of eye-catching posts demonstrating the value of paints in uses ranging from bringing colour to people's homes and workspaces to making products more sustainable.

We are working hard to continuously improve our paints to make them longer-lasting, increase service life and reduce maintenance. We are making them easier to use, contributing not only to a more beautiful world, but also to our health and well-being.

We do all this to make sure that future generations can enjoy the benefits that paints can give you.