

# KZN INDUSTRIAL & BUSINESS NEWS

Aug/Sep 2016

## SAPMA to introduce own paint quality label

**T**HE SA Paint Manufacturing Association (SAPMA) is planning to introduce a multi-tiered "Quality Band" packaging system to guide consumers and specifiers regarding the quality of various paints for both domestic and commercial projects.

Deryck Spence, executive director of SAPMA, said the move was prompted by a "total lack of cooperation from the SA Bureau of Standards (SABS)".

He said the SABS paint section had – despite repeated approaches by SAPMA – been unable to provide an acceptable service to the paint industry and consumers when it came to recognising established international paint specifications in the form of an SABS approval or 'Mark'.

"Applications for such Marks are exorbitantly expensive and the laboratory testing for these products can take as long as a year to complete," Spence said.

"When one considers that each paint manufacturer produces at least 10 products for which SABS Marks are available, it is not surprising that few manufacturers can afford the luxury of an SABS Mark, relying instead on their own branding and advertising."

Making the situation even worse, he said, was the fact that consumers are unable to readily identify the various qualities of paint in the market, which can range, in prices from R1500 to as little as R150 per 20 litre for paint bearing the same labelled description such as 'Exterior PVA' paint.

This leads to dissatisfied consumers who justifiably feel that they have been misled when the quality of the paint bought is not what they had expected.

"The development of a SAPMA Multi-tiered Quality Band system will resolve this dilemma in that it will classify standards in a 'minimum', 'medium' and 'upper level' Quality Bands which would be depicted on the packaging by a descriptive shield, and supported by promotional material in-store to enlighten consumers."

He said the SAPMA Technical Committee would establish the standards under which the Quality Band system would be launched.

The organisation plans to develop an independent SAPMA laboratory to which paint manufacturers can send samples for compliance-testing of products.

*Enquiry no: 56*

