



**DRAFT PRESS RELEASE**

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***The Future of the Coating Industry: How Current Trends Are Driving Change is Focus of Eastern Coatings Show Keynote Address on May 14***

Clinton, NJ, (March 2019) -- The Eastern Coatings Federation today announced that Kevin D. Braun, vice president, PPG Industries, will deliver the keynote address at its Eastern Coatings Show (ECS), which will be held May 13-15 at Harrah's Resort in Atlantic City. The presentation, set for 8:00 a.m. on May 14, will explore digital transformation and emerging technologies to meet new demand for products that integrate mobility and environmental protection. The latest advancements in functional coatings will be highlighted, and new solutions for traditional coatings industry challenges will be addressed.

The goal of the Eastern Coatings Show is to further the advancement of coatings technology and offer educational and technical presentations to create a profound understanding of the theory, science, manufacturing and marketing of coatings to highlight the improvement of coatings performance and functionality beyond traditional expectations. The conference features panel discussions, three tracks of technical sessions presenting over 40 technical papers, and an industry showcase of exhibitor booths.

"The Eastern Coating Show is the largest coatings show on the east coast, and we are delighted to present Kevin Braun as our keynote speaker," said Dave White, ECS president. "I know Braun's expertise and inspiration will set the tone for a dynamic, forward-looking conference that will leave us all with new energy and ideas for our industry."

Braun was named Vice President, Industrial Coatings, Americas of PPG in 2013. Throughout his 28 years with the company he has held various positions including production engineer in the coatings manufacturing facility, industrial coatings market manager, sales director, architectural



coatings business, general manager, silica products, and vice president, global raw materials. He earned a bachelor's degree in industrial engineering from the University of Pittsburgh and a holds a Master of Business Administration degree from Capital University.

Braun's keynote address, titled "The Future of the Coating Industry: How Current Trends Are Driving Change" will review the convergence of two megatrends which are creating new demand for products that integrate mobility and environmental protection, and the challenges and opportunities they present to the coatings industry. Specifically, his speech will examine how coatings manufacturers can leverage the latest advancements in functional coatings and explore possibilities for multi-purpose coatings that layer more than one functionality into a single formulation.

"Strategic innovation is the key to success in today's business climate," maintains Dave White. "The ECS is an ideal platform to meet with raw material, packaging or equipment suppliers and attend technical presentations and panel discussions on the latest trends, technologies and services in the coatings industry."

The Eastern Coating Show will be held at Harrah's Resort, Atlantic City, NJ, from May 13-15, 2019. For more information on ECS, please visit [www.easterncoatingsshow.com](http://www.easterncoatingsshow.com).

#### **About the Eastern Coatings Federation**

The Eastern Coatings Federation, Inc. is a corporation founded by the Metropolitan New York Coatings Association (MNYCA), the Philadelphia Society of Coatings Technology (PSCT) and the New England Society of Coatings Technology (NESCT) to serve the coatings industry on a broader national basis exceeding their regional orientations. The Metropolitan New York Coatings Association serves coatings and allied industries in the New York Metropolitan area. Their website is [www.mnyca.org](http://www.mnyca.org). The Philadelphia Society of Coatings Technology serves the coatings and allied industries in the metropolitan Philadelphia area. Their website is [www.psct.org](http://www.psct.org). The New England Society of Coatings Technology serves the coatings industry in the New England states. Their website is [www.nesct.org](http://www.nesct.org). For more information about the Eastern Coating Show, please visit [www.easterncoatingsshow.com](http://www.easterncoatingsshow.com).

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