

Member Interview Q&A

Huzaifa Matawala, President of Regent Paints USA Inc. and The Paint Foundation Inc

By Peter Funnell, LTSC



Tell us about yourself.

My name is Huzaifa Matawala, President of Regent Paints USA Inc. and The Paint Foundation Inc (501c3), I am passionate about paint recycling.

How did you get involved in the paint industry?

We are the third generation paint manufacturers, Paint is our family business, it is, in fact, a part of the family now. We have seen all the phases of the industry. Times when glue and starch were resins, lime coats and powders were cooked with oils and thinned down with kerosene. From times when linseed oils, turpentine, varnishes were used extensively. Then the phase of water-based acrylic emulsions took over. Then the phase of short oils, 2 packs, metal-based high-performance coatings. Finally biobased and recycled paints as the latest trend.

We have produced all of the above kinds of paints and their resins. The industry has traveled time in certain parts of the globe, but we have all phases of paints co-existing.

How did you discover to paint recycling?

Coming from a background in a non-oil rich nation, where the paint is a result of combinations of petrochemical, scarcity was a prime motivation for our inventions. Even when environmental awareness was not so spread, we reused, recycled, and had an upper hand competing in our markets. Teaming up with the R&D professionals, scientists, plant managers, and production supervisors, the effortless recycling concept became a natural format for producing quality products. Production formulations, presence of mind, applying chemical knowledge in everyday batches brought us closer to perfection.

What purposes can these recycled paints be used for?

We produce several coatings, paint raw materials, and recycled intermediary items. We have mastered the art of paint production to the highest quality of purity. We are able to produce recycled paints for almost all of several items we have created, we have patents in process with USPTO for our processes and formulations for 13 recycled paints formulas. We produce about 53 recycled items that are useful for interior/exterior walls, steel construction coatings, different types of putties, waterproofing chemicals, wood coatings, high-performance industrial coatings, texture paints, and road/bitumen products.

Tell us about your recycling process, the materials you are extracting, and how you do it?

The process consists of 4 stages: Sorting, Bulking, Filtering, Blending.

However, in each stage, we create proprietary features that are directed towards the motive of the organization. The program for a paint collecting recycling company would be different from the paint factory. For the paint recycling business, we would design a totally different format of processing. We undertake a total project from designing, to recycling to receiving the items recycled and putting them back into the economy.

What is the purpose of recycling paint?

Our work reduces pollution by diverting 'waste' paints from landfill or burning. Fuel incineration burns valuable ingredients, recycling reutilizes it. Paints stay alive for use again.

Problem-solving

Paint Factories, paint raw-material industries, contractors, homeowners, counties, municipalities, and recycling companies all accumulate a variety of paints. Our programs are so accurate and practical that they can keep millions of gallons of paints out of waste.

Value Creation

Recycling paints is possible only with a detailed study of ingredients, chemistries, and properties. We set up processes based on expertise and a program of reuse. We create products of use and bring them back into the market that is used at affordable prices. We create quality products that can be used just like virgin paints.

Sustainable Circular Economies

We work on the goal of circular economics and maximum sustainability within the paint industry developing new programs and platforms helping industries, associations, corporations, and governments.

What are some of the challenges you face?

We make mistakes, a lot of them, in every possible stage of business, but *we try to never repeat the same mistake again*. We had paint batches solidifying, separations, gelled type formations, thinning, thickening, settling, losing properties and so much more.

Paint recycling comes with innumerable challenges and improvisations. Dealing with huge variables within a wider spectrum of imperfections is an unavoidable routine.

continued page 23

Member Interview Q&A: Huzaiifa Matawala, President of Regent Paints USA Inc. and The Paint Foundation Inc*continued from page 19*

Some challenges with the safe handling of flammable materials require careful manufacturing processes.

What makes your way unique or valuable?

Diverse and multi structural programs. We have collaborated with several paint/raw material industries, recycling companies, and corporations. We influence over 21 million kilograms of paint away from land burials and fuel blending back into the circular economy annually.

We take a social leap moving forward with this business forming a non-profit charity Foundation. This accelerates value, several times to the industry by now providing them tax-benefits as a donation for giving nonusables to use for reworking to the foundation. "Disposal becomes Donations." Such recreated/ recycled paints will benefit communities of need.

Creating new avenues and possibilities. Reducing raw materials inputs and end-use disposal issues. Creating employment, economic, climatic, and social advantages in the process.

We give opportunities to paint industry personnel to join the foundation and contribute experience, expertise, knowledge, time, and guidance for future growth, opening a wider spectrum to serve.

This one-time one-man one-company passion now becomes a common endeavor for several industry patriots.

What should people know about recycling or disposing of paint?

When we dispose of, we either burn or bury the 'waste' product. By doing so the paint gets in contact with nature and can pollute the soil for future generations. When we remanufacture these 'waste' paints we safely create a valuable product with a low carbon footprint. Now with the social cause and benefits of donations, the option to make a change towards the industry is the pathbreaking revolutionary best step forward.

What do you see as the future of paint recycling initiatives such as yours?

As mentioned earlier paint recycling is the most significant chapter of sustainability in the paint industry. In the era of abundance where the procurement of new raw materials is so easy, where access to resources and exploitation of nature is an all-time high. Recycling will save us from deforestation, reduction in carbon footprint, and get us cleaner air, water, and land. A systematic approach by firstly creating awareness, then educating and finally collaborating by offering a total package that includes setting up recycling operations and picking the material continually from locations.

Australia already has an environmentally responsible paint disposal program with Paintback, how do you see your techniques benefiting our market?

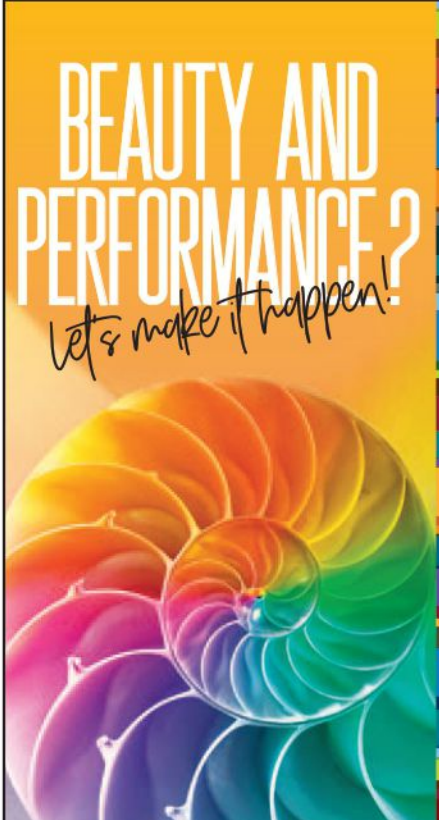
It is a great achievement in a short time. Working with these models goes hand in hand with the efforts of Australian paint manufacturers and

Paintback. The creation of collections points is an important first step, however, reusing the collections into the circular economy is a significant aspect that completes the complex circle. I would be able to collaborate with Paintback and create reuse solutions. We could create depots and locations of semi-recycling operations, from where we would categorize and process the collected items into channels of utility.

I am aware of the diversity of the project and could be a solution provider on multiple dimensions. We as a group could create a platform, provide equipment, set up a team, where we can take 100% of the paints collected by paintback into a circular economy with ease. With our non-profit foundation, our purpose of collaboration will be as a solution provider to the community. Raise value to paint corporations and give back to local communities would be our priority. With our formulations, markets, and expertise we could successfully add value to Paintback. Creating job opportunities, affordable paint items, and avoiding paints from going into land burials or burning into the fire.

Are you planning on coming to Australia to further your recycling efforts?

I would be traveling to Australia for the Australian Coating show, presenting my papers on Maximum Sustainability. Once the International travel opens, there could be an earlier visit planned to discuss potential possibilities suiting to the Australian coating industry at the factory level and Paintback encouraging workings with sustainable circular economics. ■



The true beauty of a pigment is the result of combining appearance and properties; achieving exceptional color that delivers innovative performance.

INNOVATION POSSIBILITIES
Innovation is transforming pigment into the best version of itself - providing it with color and resistance to high temperature, light and weather - to meet customers' high application demands.

We are celebrating 100 years of creating innovation at Ferro.
LET'S MAKE IT HAPPEN!

Discover more at www.ferro.com/pigments-and-dispersions

FERRO
100 YEARS AHEAD