

Industry News

Kline: no growth for paint industry

There will be "essentially no growth" in the paints and coatings industry over the next five years, according to the sixth edition of the *Kline Guide to the Paint Industry*. This no-growth pattern stems both from depressed market conditions caused by a decrease in housing starts and rising costs of raw materials, and from the maturity of the paint industry, says the guide.

While paint industry dollar sales in 1981 were up 9.2% from 1980, unit sales grew 2%, down from the 2.3% per year growth rate experienced since 1976. *Kline* foresees dollar shipments of product finishes decreasing 7.8% annually between 1981-86.

Hard-hit are solvent-based product finishes, which are losing markets to water-based, high-solids grades, and to powder coatings. *Kline* predicts that architectural coatings can expect the most substantial unit growth—3% annually—

due to continued growth in do-it-yourself paints.

The *Kline Guide to the Paint Industry*, which provides marketing data on production, end-uses, major suppliers and price trends in addition to its economic analysis of the industry, is available at \$97 a copy from Charles H. Kline & Co., 330 Passaic Ave., Fairfield, NJ 07006.

Davy McKee locates Takeda plant site

Davy McKee Corporation's Berkeley Heights, NJ, office performed the site location study for the 1,500-acre Wilmington, NC, plant site purchased by Takeda Chemical Industries for large-scale pharmaceutical manufacturing.

Davy McKee Corp. is a member of Davy Corp. Ltd., an international engineering and construction company serving the process, minerals, metals, and energy industries. Takeda is Japan's largest pharmaceutical company, with annual sales in excess of \$2 billion.



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