



paintsociety.org

# PITTSBURGH SOCIETY FOR COATINGS TECHNOLOGY



## MEETING LOCATION:

Roland's Seafood Grille  
1904 Penn Ave  
Pittsburgh, PA 15222

## Board Meeting:

4:30-5:30PM

## Social Time:

5:30-6:00PM

## Presentation:

6:00-7:00PM

## DINNER MEETING:

\$40 with reservation

\$45 at Door / \$10 Students

\$20 Retired

## RESERVATIONS:

RSVP by NOV. 7 to

psct1927@paintsociety.org

or

Reserve and pay on-line at

www.paintsociety.org



## NOVEMBER MEETING

**Jana Shafer, Vibrantz Technologies**

### TOPIC: Sustainable Innovation Revolutionizes Colorant Tinting

Sustainable innovation is transforming colorant tinting in the architectural waterborne coatings industry. Increasing demand for sustainability, driven by regulations and customer preferences, challenges traditional colorants to eliminate biocides, VOCs, and additives without compromising performance.

Vibrantz Technologies introduces a groundbreaking solution: the industry's first volumetrically dosed system of solid colorants. This innovation simplifies tinting, reduces machinery complexity and maintenance, eliminates purging cycles, and enhances tinting accuracy. With fewer mistints and minimal impact on paint properties like viscosity and blocking resistance, Vibrantz's solution delivers superior sustainability, efficiency, and performance.

A comprehensive Life Cycle Analysis (LCA) confirms that this technology achieves a negative carbon footprint, making it one of the most environmentally responsible advancements in colorant tinting. By reducing waste, energy consumption, and emissions, it outperforms traditional liquid colorants in sustainability metrics.

Integrated cloud technology further revolutionizes the industry, ensuring precise tinting control and streamlined operations. By addressing sustainability concerns and enhancing efficiency, this innovation sets a new standard for eco-friendly, high-performance tinting solutions.

### SPEAKER BIO:

Jana Shafer is the Product Manager for Pearls and Architectural Coatings for Americas at Vibrantz Technologies, the leading global supplier of colorants and tinting concepts for architectural and industrial coatings and plastics. With more than a decade of coatings experience, Shafer joined Vibrantz in 2024. Prior to Vibrantz, she worked as an R&D Chemist for Automotive Refinish at PPG, as well as a Technical Director and Product Manager for Chem-Masters. She has two bachelor's degrees in chemistry and biology from Baldwin Wallace University, and a Master of Business Administration from Baldwin Wallace University.



OFFICIAL CORPORATE GOLD MEMBER

psct1927@paintsociety.org



AmericanCoatings  
ASSOCIATION

## PRESIDENT'S MESSAGE

### Dear PSCT Members,

Gary Orosz from PPG joined us at Roland's Seafood Grille and educated us on the Anatomy of Electrocoat. Thank you, Gary, for making it a fun and informative discussion.

Membership is open and you can sign up by completing a PSCT Membership Application Form which can be found on our website at <https://paintsociety.com>. We would like to welcome back previous members and encourage new members to join.

Our next meeting will be at Roland's Seafood Grille November 10th and will include a presentation by Jana Shafer of Vibrantz Technologies. Please plan on attending.

We are working on our December social event, with more details to follow.

**Kim Wilson, PSCT President 2025 - 2026**

## ADVERTISE IN THE PSCT NEWSLETTER

We would like to thank all of the companies who have advertised with us in the past and hope we can count on your continued support. Contact Jim Wasik at [psct1927@paintsociety.org](mailto:psct1927@paintsociety.org) to add your company's advertisement to the Newsletter. Advertisements will begin with the September newsletter and continue through the May 2026 newsletter. We can also do special announcements for one or two newsletters (prices vary by size and scope).

### AD RATES

|                      |              |                                  |
|----------------------|--------------|----------------------------------|
| <b>Business Card</b> | <b>\$200</b> | <b>3.625" wide x 2" high</b>     |
| <b>Quarter Page</b>  | <b>\$300</b> | <b>3.625" wide x 4.875" high</b> |
| <b>Half Page</b>     | <b>\$500</b> | <b>7.5" wide x 4.875" high</b>   |
| <b>Full Page</b>     | <b>\$750</b> | <b>7.5" wide x 10" high</b>      |

## MEMBERSHIP

Join or renew your PSCT membership for the 2025-26 year. You can use the membership form at the end of this newsletter or online at [www.paintsociety.org](http://www.paintsociety.org). This year is the 99th Anniversary of the PSCT which was founded in 1927 as the "Pittsburgh Paint and Varnish Club". The prime objectives of the PSCT are to promote discussion and exchange of information on new and existing coatings technologies. The PSCT offers educational assistance by awarding annual Hiram P. Ball Scholarships.

## 2025 - 26 PSCT OFFICERS & COMMITTEES:

President: **Kim Wilson**

PPG

[kim.wilson@ppg.com](mailto:kim.wilson@ppg.com)

Vice President: **Deb Longhini**

[dmlonghini@gmail.com](mailto:dmlonghini@gmail.com)

Secretary: **Don Hart**

Atomized Materials, Inc.

[donhart1066@gmail.com](mailto:donhart1066@gmail.com)

Treasurer: **Jim Wasik**

412-967-9541

[PSCT1927@paintsociety.com](mailto:PSCT1927@paintsociety.com)

Director at Large: **Matt Lamanti**

Palmer Holland

[mlamanti@palmerholland.com](mailto:mlamanti@palmerholland.com)

Past President: **Greg Stewart**

Shore Corporation

[gstewart@shorecorporation.com](mailto:gstewart@shorecorporation.com)

Rep. to ACA Society Liaison Committee: **Jeff Scherm**

Lanxess Corporation

[jeffrey.scherm@lanxess.com](mailto:jeffrey.scherm@lanxess.com)

### COMMITTEES:

Membership: **Mark DePasquale**

Matthews Marking Systems

[membership@paintsociety.org](mailto:membership@paintsociety.org)

Events: **John D'Amico**

[events@paintsociety.org](mailto:events@paintsociety.org)

Scholarship: **Valerie Sherbondy**

KTA Tator

[scholarship@paintsociety.org](mailto:scholarship@paintsociety.org)

Communications: **Deb Longhini**

[communications@paintsociety.org](mailto:communications@paintsociety.org)

## WEBSITE

Please visit <http://www.paintsociety.org> to get more up-to-date PSCT information including the current newsletter, President's message, upcoming events and more. On the Home Page, you can RSVP and pay for the upcoming dinner meeting and events. New membership and renewals can also be paid directly online.

## CALL FOR SPEAKERS

We have opportunities available in 2026 for meeting presentations. If you are interested in speaking, please contact Deb Longhini at [dmlonghini@gmail.com](mailto:dmlonghini@gmail.com).





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# PSCT MEMBERSHIP APPLICATION AND DUES RENEWAL FORM

☐ INDIVIDUAL MEMBERSHIP   ☐ CORPORATE MEMBERSHIP

## MAILING ADDRESS/ CONTACT INFORMATION:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address : \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## PSCT MEMBERSHIP DUES

☐ Full Society Membership \$40

☐ Student / Educator \$10

☐ Retired Members \$10

## PAYMENT INFORMATION:

☐ Check payable to PSCT. Amount enclosed: \$ \_\_\_\_\_

## SIGNATURE AND DATE: (Required)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## RETURN APPLICATION & CHECK TO:

Mark DePasquale, Matthews Marking Systems  
3159 Unionville Road, Suite 500  
Cranberry Twp, PA 16066  
412-365-2347  
membership@paintsociety.org

## OFFICIAL USE ONLY:

Certified by Society Membership \_\_\_\_\_ Date \_\_\_\_\_