



## Rust-Oleum

### Rust-Oleum Europe Addresses EU Compliance Deadlines with Standardized Safety Data Sheets & Labels

Rust-Oleum Europe is part of RPM International Inc., one of the world's largest paint manufacturers. RPM employs approximately 10,000 workers in 94 plants across 22 countries and sells its products in 150 countries worldwide. As a multi-national business unit, Rust-Oleum Europe is committed to complying with all of the different laws and regulations of the European Union countries where its 2,000 dealers are located.

"The greatest challenge for our department, is meeting the requirements of new and increasingly complex environmental, health and safety (EHS) regulations across the EU," said Els Peeters, Regulatory and Product Stewardship for Rust-Oleum Europe. "We are also always trying to go beyond compliance and promote standardization – to make our operations more efficient and help us drive."

The company has been able to accomplish all of these goals by automating the production and management of its Data Safety Sheet information (SDS) and label texts with *Sphera* Intelligent Authoring™ and Sphera Datalink™ software – which are both part of the Sphera Product Stewardship Solution.

"Safety Data Sheets are the cornerstone of compliance for a number of standards in Europe and around the world," Peeters explained. "They have also become key documents through the supply chain. They convey information on the manufacture, composition, health and physical hazards, safe handling procedures, transport, storage and disposal of chemicals to downstream users and emergency responders. Unfortunately, SDSs are so rich in data that it must be manually mined and put into a useful format, which can be a time-consuming task."

Rust-Oleum Europe has been successfully using Sphera software to author and manage SDSs at some of its facilities since 2007. In 2012, however, the company raced to clear a major new compliance hurdle by reformatting all of the SDSs for all of its mixtures – as required under Annex II Regulation 1907/2006/EC of REACH – EU's regulation for Registration, Evaluation, Authorization and Restriction of Chemicals. REACH requires companies in the EU to provide information on the risks posed by their substances and how they should be handled throughout the production chain. If companies cannot comply with the regulation, they cannot ship their materials anywhere in the EU.

Peeters' team met its December 1, 2012 deadline by reformatting more than 1,500 individual SDSs in 16 languages in a matter of months.

#### CHALLENGE

- Maintain right to sell products to target markets by ensuring compliance with EU regulations
- Provide SDS information in multiple languages

#### SOLUTION

Product Stewardship

- SDS Authoring
- Managed Regulatory Content

#### RESULTS

- Reformatted more than 1,500 SDSs
- Translated SDSs and labels into 16 languages
- Met 2012 deadline for compliance with EU REACH Annex II
- Began reclassifying products for compliance with 2015 EU CLP deadline
- Improved customer service and support with ability to turn around SDSs quickly

## Rust-Oleum Europe Addresses REACH Compliance

“Intelligent Authoring is complete and easy to use so we were able to perform this huge task in a limited time and on schedule. Its broad selection of languages was especially important,” Peeters recalled. “Our previous system only offered 3 languages. If we did not have all of 16 languages in this system, we’d have to get our SDSs translated, which takes time and money.”

Now Rust-Oleum Europe’s Regulatory and Product Stewardship team is working on another important deadline related to Safety Data Sheets and product labels coming June 1, 2015.

This is the date by which formulators placing mixtures on the European market must classify or reclassify their product data to comply with the EU’s Classification, Labelling and Packaging (CLP) regulation. CLP aligns previous EU legislation with the Globally Harmonized System of Classification and Labelling of Chemicals (GHS), a United Nations system designed to easily identify hazardous chemicals and inform users. Under the CLP regulation, SDS language must be standardized, new terms replace old ones and red-framed pictograms replace the familiar orange danger symbols.

“This is a transformative regulatory change because it requires us to reclassify all of our mixtures using the CLP criteria, then produce and ship safety data sheets and products with updated labels to our customers,” Peeters states. “At the moment we are recalculating every one of our products to see if its classification has changed due to CLP. That’s a big job. Next we have to make sure that product is still saleable. A product that was fine before can now end up in a toxic category. And then we have to go to the lab and tell them to reformulate so we can keep the product on the market. That’s one of the great challenges for us now. Sphera Intelligent Authoring™ is the right choice to help us build a successful CLP compliance strategy.”

In addition, Peeters says, Rust-Oleum Europe is also depending on the *Sphera Datalink-Product Safety*™ application which automatically updates substance information, which is then incorporated into the correct SDS for each product.

“Up-to-date information is crucial to us because we can easily spot substances of concern, or those under review, and reformulate them as needed for timely compliance,” Peeters adds.

The Rust-Oleum Europe’s Regulatory and Product Stewardship team is also managing its SDSs and label information more efficiently with Sphera solutions. Last year, for example, the company determined that employees at one of its United Kingdom locations no longer need to help manage their SDS data because it can now be handled by the team in Belgium, who are using the centralized Sphera system. The employees in the UK are now able to take on other higher value responsibilities.

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Regulatory and Product Stewardship  
Rust-Oleum Europe

With the Sphera solutions, Rust-Oleum Europe can even respond more quickly if there is a problem. On one occasion, someone in one of the company’s other departments inadvertently sent a German SDS to a customer in Austria. As soon as they heard about it, the Regulatory and Product Stewardship team used Sphera Intelligent Authoring to generate the Austrian SDS and sent it to the customer immediately.

In general, however, the Rust-Oleum Europe team is able to use Sphera tools to proactively address potential issues and continuously improve its SDS and labeling processes. Standardizing their SDS format in the system makes data quality control easier and more effective. It has also helped when Rust-Oleum Europe made corporate acquisitions – providing a consistent company-wide framework for SDS and labels that can be readily adopted by newly acquired entities that join Rust-Oleum Europe.

In conclusion, Peeters said simply, “I am confident that we will be able to conquer any obstacle we may come across in the future by using Sphera solutions.”