CEPE publishes proposals to simplify regulations, boost sector competitiveness

Brussels, 8 May 2025 – CEPE, the European Council of the Paint, Printing Ink, and Artists' Colours Industry, has published a simplification initiative aimed at reducing EU regulatory complexity and supporting industrial competitiveness. CEPE, which represents a sector that employs 100,000 people, warns that a growing regulatory burden is holding back innovation and investment.

"Excessive and fast-changing rules are making it harder for our industry to stay competitive," said CEPE Managing Director Christel Davidson. "We fully support Europe's high standards and policy goals —but achieving them requires smarter, more streamlined legislation. Our proposal would be a key contributor to the European Commission's commitment to cut administrative burdens by at least 25%".

[The CEPE proposals](#) include calls for more simplified processes, better use of digital tools, and a more proportionate and pragmatic approach. According to CEPE, these changes would contribute to a more innovative, agile, and sustainable European industry while maintaining the highest standards for health and the environment.

The 19-point document includes detailed proposals on sector-specific legislation such as REACH and CLP. These include adjusting implementation deadlines for downstream users reliant on supplier information, digitalising the import of Safety Data Sheets and allowing QR-code distribution, and simplifying Poison Centre Notification processes. Further proposals target the Biocidal Products Regulation (BPR) to address the regulatory barriers for innovation of new biocides.

"Our message is clear: We're not asking for deregulation, we're asking for smart, efficient regulation," said Ms. Davidson. "The future of the paints, printing inks sector, its supply-chain, and Europe's broader industrial competitiveness, depends on it."