

# Rust-Oleum Europe Addresses Compliance

## OVERVIEW

Rust-Oleum is part of RPM International Inc, one of the world's largest paint manufacturers with a presence in 150 companies worldwide. Ensuring compliance with regional regulations and maintaining the right to sell in markets is paramount for the business.

"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."

## RUST-OLEUM



Founded in: 1921



Paint Manufacturing



Worldwide, Europe

**10,000+**  
Employees worldwide

## CHALLENGES



**Maintain right to sell products to target markets by ensuring compliance with regulations.**



**Provide SDS information in multiple languages.**

## SOLUTION

*“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.”*

— Els Peeters  
Regulatory and Product Stewardship  
Rust-Oleum Europe

## SPHERA'S PRODUCT COMPLIANCE SOFTWARE

Rust-Oleum Europe has been able to accomplish their compliance related goals by automating the production and management of Safety Data Sheet information (SDS) and label texts with Sphera Intelligent Authoring™ and Sphera Managed Regulatory Content – which are both part of the Sphera Product Stewardship Solution.

They have 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 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.

“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.”

## RESULTS

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.



**Reformatted  
more than  
1500 SDSs**



**Translated SDSs  
and labels into  
16 languages**



**Met deadline for  
compliance**  
with EU REACH Annex II  
and began reclassifying  
for future compliance  
deadlines



**Improved  
customer service  
and support**  
with ability to turn around  
SDSs quickly

Contact us to learn more about Sphera’s Product Compliance software.

[sphera.com/contact-us](https://sphera.com/contact-us)