



NEWS RELEASE

April 2014

Cromax® returns to Automechanika

Cromax® will be exhibiting at Automechanika Frankfurt in September 2014 after a twelve-year absence.

Hartmut Krause, Cromax® Germany marketing manager, Five Star and approval coordinator, says, “Automechanika is a fantastic opportunity to give the Cromax® brand tremendous exposure, especially to the German market. We will be showcasing on our stand new, innovative products and services to help our bodyshops improve their productivity, including our next generation web- and cloud-based colour management technology. This will be extremely helpful and a great addition to the colour matching process for every refinisher.”

The new technology on show at Automechanika will complement the ever-popular spectrophotometer ChromaVision® and the second-generation ChromaVision® Pro from Cromax®. They are the most highly-productive digital colour matching tools on the market. First introduced 20 years ago, they ensure refinishers achieve the perfect colour match quickly, reliably and efficiently. Cromax® makes these high-tech, cutting-edge spectrophotometers available to their bodyshop as part of their extensive colour tool ranges.

“Most bodyshops and refinishers who use Cromax® products systems rely entirely on our digital colour matching tools because the measurements and the formulas are so accurate. And we continuously incorporate feedback from our customers into the development of the technology behind our spectrophotometers,” says Krause.



Automechanika Frankfurt, which takes place from 16 to 20 September 2014, is the world's biggest automotive aftermarket trade fair. It welcomes 4,600 exhibitors from 74 countries. The Cromax[®] brand will also be present at Automechanika Dubai in June 2014.

For more information about Cromax[®], please visit www.cromax.com.

###

253 words

Cromax[®], one of the global refinish coating brands from Axalta Coating Systems, delivers increased productivity from the front of the bodyshop to the back with coatings systems engineered for easy, quick and accurate application. Localised business and marketing support solutions and pragmatic innovations simplify and expedite the refinish process. Cromax[®] helps bodyshops drive their business forward.

**For further press information
please contact:**

Lizzie Wastell
DA Public Relations
78 York Street
London W1H 1DP
Tel: +44 (0)845 095 2800

Email: lizzie@dapr.com

**For further product information please
contact:**

Silke Friesen
Marketing Communications Refinish
Systems EMEA
Axalta Coating Systems Germany GmbH
Horbeller Str. 17
D-50858 Köln, Germany
Tel: +49 (0)2234 6019 4240

Email: Silke.Friesen@axaltacs.com