



NEWS RELEASE

April 2014

Cromax[®] launches nine new-size mixing colour cans

Cromax[®] has introduced nine limited-use mixing colour tints (LUT) in 250ml cans. Available for both Cromax[®] Basecoat and Cromax[®] Pro Basecoat qualities, the new 250ml cans will replace the existing 500ml cans for these nine colours. They will be available to all EMEA Cromax[®] bodyshops from Q3 2014.

Inge De Jonge, Cromax[®] EMEA training leader, says, “these new can sizes are a true pragmatic innovation in response to our customer’s request to provide a productive solution for those tints which are important to have, but used on an infrequent basis. The new 250ml cans enable bodyshops to carry less inventory and the smaller cans are much more convenient. ”

As well as offering added-value to any bodyshop’s stock control, the new 250ml cans are as user friendly as the 500ml cans.

“All nine LUT 250ml cans come with a new dosing lid without a paddle. All refinishers should do is gently shake the can before use. It couldn’t be easier for our bodyshops to create these uncommon colours,” De Jonge adds.

The addition of these new-size cans adds to the 11 special effect tint 250ml cans Cromax[®] introduced in October 2013. For more information, please visit www.cromax.com/eu or contact the local representative.

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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.

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