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FEBRUARY 2014

NEWSROUND



Dear Readers

It's been an exciting year for our brand. Not only did we see our parent company become Axalta Coating

Systems, but also I took on the role of the EMEA brand manager.

But the biggest landmark of 2013 was the launch, in September, of the Cromax[®] brand – the new name for DuPont Refinish. These changes, particularly the introduction of the Cromax[®] brand, have been widely embraced in the market. This issue of the newly redesigned Newsround will bring you right up to date with what's happening with the brand right now.

Enjoy, and all the best for a prosperous 2014.

Kim Clarke
Brand manager Europe,
Middle East & Africa

CROMAX[®] TESTS DAISY WHEEL

We always try to help you be as productive as possible. With this in mind Cromax[®] is currently testing a new automated Daisy Wheel dosing system from Fillon Technologies. It is designed to mix, to store and to dose paint with complete accuracy. Only once the in-depth testing has been completed, and our strict criteria met, will we offer the new system to interested bodyshops, as well as to distributors who offer ready-mixed colours. Our bodyshops and technicians put their trust in our brand, in our products and in our services because we ensure new technologies and application techniques meet their requirements before we make anything commercially available. The Daisy Wheel is no different. When used with Cromax[®] colour matching tools, the Daisy Wheel could ensure the perfect colour match every time, reaping fantastic productivity benefits for bodyshops.

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WELCOME TO THE CROMAX® BRAND



September 2013 marked an exciting event in our company – the global launch of the Cromax® brand. It was always going to be a difficult task to fill the shoes of a brand as iconic as DuPont Refinish, but Cromax® has more than lived up to the challenge.

The independence of our parent company, Axalta Coating Systems, was the driver behind the re-brand. Cromax® - a very well-established, well-known name with an incredibly positive reputation – was the clear choice for the new brand name.

And with the new name came an exciting, dynamic logo and fresh visual identity to set the brand apart from competitors and to bring our brand to life. But while the look and feel of the brand has changed, so many things have not. We are still the same people who champion productivity from the front to the back of the bodyshop.

The technologies behind the Cromax® brand's products that you know and trust haven't changed – what's inside of the can remains the same. And the names of the product families – Cromax® Pro, Cromax® Basecoat, Centari®, Imron® Fleet Line - stay the same.

What our brand stands for

We are so much more than a logo. We are a true, globally-relevant brand that still focuses on improving productivity. Our values – the fundamental pillars on which our brand is built – include innovation, localised solutions, putting customers first and driving business forward. The personality of our brand – the distinctive tone and style in which we communicate with each other and with our customers – sees us always moving forward.

We have an active, inspiring style that conveys our enthusiasm. Everything about the new branding that has been created illustrates that we are engaging and approachable; we stand out.

New Cromax® signage

At every touch point the new signage – internal and external - conveys the Cromax® brand's personality. At the most basic level it provides identification, both of the brand and of the area or item the signage represents. On a deeper level, the new Cromax® signage is dedicated to clear communication and productivity.

Our new signage is based on a modular concept. Its universally applicable design has a distinctive flat panel look and feel that can be seen throughout the new visual identity. It has been designed for maximum flexibility; it is deliverable in various ways and in various materials.

External fascia with one- or two-sided lightboxes will contain not only the bodyshop's name but also the icons of the programmes offered in clean circular treatments. Entrance signs and totems mirror the style and feel of the Cromax® brand.

There is a choice of background colours: Cromax® red with white lettering, grey with red lettering or white with red lettering.

The internal signage has also been designed to be clean and modern. The Cromax® brand is represented through the use of strong, iconic images, pictograms, numbers and wording.

Every conceivable sign you might need from us has been developed. Even the different zones of the bodyshop process, or the journey through a training centre, can be indicated with the new signage.

And because we know how important it is, we have made the new signage as future-proof as possible. We have already considered how it would be integrated into video screens and applications.

What now?

The transition to Cromax® continues. Things we have been able to change quickly, have been done. But other things take a little more time. The labels on our cans are a good example of this - see the article opposite for more information.

Signage is another. It is ready, but it will take a period of time to roll it out to everyone. You may still have questions about the new brand, and we would encourage you to speak to your local Cromax® representative.

Change is good and this change has shown that Cromax® is a brand that is ready to meet the challenges of tomorrow.



03

NEW-LOOK CANS FOR A NEW BRAND

The Cromax® brand has a completely new, fresh and strong logo and visual identity. So it is only right that all of the product lines receive a fresh label design too.

With our new labels for the products of the Cromax® brand, we've set out to make your life easier, so you can move on to other things more quickly. The new-look labels have been designed in such a way that it is now quick and easy to identify the product families.



Cromax® Pro Basecoat, Cromax® Basecoat, Centari® and Imron® Fleet Line each have their own design, but all four label treatments work in harmony; they are immediately identifiable as coming from the same brand.

But our new look goes even further than that.

In addition to the product families each having their own design, the bright, fresh-looking labels are now conveniently colour-coded by product type.

It's easy to distinguish binders (dark red) from clearcoats (blue-grey), undercoats (green) from tints (rainbow), degreasers (turquoise) from activators (ochre), and thinners (blue) from additives (grey) at a glance.

Each can will now also have a wide, coloured band across the front that clearly shows the product code in large, bold type. The main product descriptor and, if a tint the colour name, will also appear in this ribbon.



The can will also detail additional information such as storage advice and the respective ValueShade® number. ValueShade® provides the optimal undercoat for every topcoat colour.

For maximum flexibility, the new labels have also been designed to be suitable for a selection of auxiliary products that go across all product families. And although the can may look different, you will find the same formulation, quality, reliability and productivity inside.

New label cans will start to be shipped in early 2014.

Cromax® keeps PistenBully looking good

When a PistenBully 600 Polar, made by German manufacturer Kässbohrer, prepares ski slopes and cross-country ski-trails, it faces extreme conditions.

Below-freezing temperatures, ice crystals, loose snow chips, sharp fir needles, and strong UV radiation assault the finish.

Family-run bodyshop Autolackiererei Franz Grassl in Germany is well aware of the damage these conditions can cause. Owner Franz Grassl praises Cromax®. He says, "Imron® Fleet Line paint system for commercial vehicles from Cromax® lasts twice as long as others!"

And he knows what he's talking about; the bodyshop deals with as many as 10

complete resprays of PistenBullys every year.

The refinishing process comprises one coat of the Cromax® multi-function polyester putty 779R, followed by the VOC Spray Putty 799R which has fast drying properties. Then one coat of a mixture of the Cromax® Low Emission Primer LE2002 and LE 2004 to create ValueShade® 2 is applied and sanded.

Finally, the brilliant, shiny topcoat Imron® Elite HDC RAL 3020 is applied.

The result is a first-class and durable Cromax® finish, which is as robust as the hard-working PistenBully itself. And that is just extremely good!



04

FIVE STAR IS THE STAR

The introduction of the Cromax® brand and its new visual identity has given us the perfect opportunity to upgrade the look and feel of Five Star.

Feedback told us that the old Five Star logo, while very recognisable, was a little too busy – Five Star should be the main message conveyed. With this in mind, we have not included the Cromax® brand name or any other visual in the new logo; Five Star is the star.

Five Star members are committed to delivering exceptional service. Each member has highly-trained staff and the highest levels of paint technology from the Cromax® brand to repair vehicles accurately and quickly.

We believe the entire new look and feel reflects these traits. It is much stronger, more modern and accurately represents the high quality Five Star stands for. But it still retains its distinctive and eye-catching appearance.

And we have worked to ensure the logo fits seamlessly with the Cromax® look and feel.

But we haven't stopped there. It's important that our customer marketing programmes also reflect the new design approach, so they have had their looks updated too. Lifetime Warranty, Eco Pro and Fast Repair all have new, cleaner, more streamlined icons.

And pulling everything together is the new Five Star signage. It too boasts cleaner lines and more use of white space, echoing the modern style we're adopting. We have designed the signage to be flexible so you can adapt it to include your own name and logo, or simply to add the Five Star elements onto your own branding.

Five Star continues to go from strength to strength and with its new look and feel, it is ready to meet the challenges of tomorrow, and beyond.



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