

JULY 2014

# NEWSROUND



Dear Readers

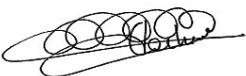
Halfway through the year already and we have lots of news to share with you.

This summer edition of NewsRound will give you the

latest on some of the exciting new developments from Cromax® that are in the pipeline.

And as you would expect from our brand, all of those developments are aimed at helping you to simplify and to expedite every step in the repair process - because productivity is our business.

Shine on!



Kim Clarke  
Cromax® Brand Manager  
Europe, Middle East & Africa

## RENOVATION STARTS ON CROMAX® EMEA TRAINING HQ

The Cromax® Training Centre (CTC) in Mechelen, Belgium, is being completely overhauled. Once completed, the Europe, Middle East and Africa training headquarters for Cromax® will be the jewel-in-the-crown of the CTCs in the region, as well as inspiration for our bodyshops. But above all, the CTC strives to be the state-of-the-art destination for EMEA refinishers, and, as such, a welcoming and comfortable place to meet and to learn. The extensive scope of the renovation even includes some general cosmetic refits. Work has already started outside. The new Cromax® totem and signage for the on-site bodyshop were installed in March 2014. These not only reflect the Cromax® visual identity, but also serve a very functional purpose of identifying the CTC, just as they would at a Cromax® bodyshop. A full structural upgrade to the entrance is planned for early 2015.

Internally the work is no less comprehensive. From an open, light and flexible reception area with a mini Cromax® museum, to spacious classrooms and meeting rooms with the latest audio/visual equipment, the functional space will be completely

optimised. In the bodyshop, the different work zones will have their own signage to ensure a smooth workflow and maximum productivity during training. And lastly, the cafeteria – now known as the Cromax Cafe – with its calming colour scheme, will provide the perfect area for relaxing during training breaks. Scheduled for completion during the course of 2015, the CTC is still taking bookings.

Please contact Pascale Geeraerts on [pascale-c.e.geeraerts@axaltacs.com](mailto:pascale-c.e.geeraerts@axaltacs.com) or visit [www.cromax.com/eu](http://www.cromax.com/eu) for more information.



# 02

## NEW EMEA WEBSITE

Cromax® launched its new website - [www.cromax.com/eu](http://www.cromax.com/eu) - for Europe, Middle East and Africa on 28 March 2014. The site, with its improved functionality, design and navigation, reflects our visual identity and offers an enhanced and complete browsing experience.

The new site will serve as a one-stop resource for all our bodyshops. The homepage design, content layout and intuitive and consistent site architecture lead the changes, which have been created with productivity in mind. And visitors can view the content



regardless of how they access it; the layout is completely responsive so it adapts whether the website is browsed from a laptop, desktop, a tablet or a mobile phone.

From the landing page, visitors to the site will be able to navigate, via a newly-introduced country selector option, to specific countries' web pages, in the local language.

Special attention has been paid to the areas bodyshops use most, with easy access to products, services, colour and training. The product section of the website now offers three different ways to access information: by product type, by mixing system or by repair system.

From each one of these options, you can access everything, from information on a single product to a product range for specific repair types.

We've also kept the content from areas of our old website on which we had good feedback, such as the quicklinks on the homepage to Colour Retrieval,



Technical Data Sheets and Safety Data Sheets. The new website also seamlessly links to Five Star. A tab on the homepage takes visitors to the Five Star website.

Whether entering Five Star through [www.cromaxfivestar.com](http://www.cromaxfivestar.com) or via the Cromax® website, you can navigate between the sites via the banner and tabs at the top of the landing page.

The new website provides you with many of the tools you need to increase your productivity and profitability.

## NEW COLOUR RETRIEVAL SOFTWARE IN DEVELOPMENT

There's a new colour retrieval software in the pipeline. With a launch date envisaged for late 2014, ChromaWeb™ will be the successor to ColorNet® Pro.

The new system will have a completely new user interface and will be even more user-friendly.

As its name suggests, it is a web-based software package that will include all the modules our ColorNet® Pro users currently enjoy.

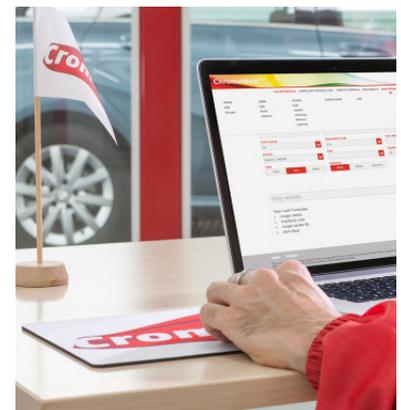
But ChromaWeb™ will have some noticeable new benefits. The first is that colour, product and software updates will be immediate. They will be implemented with

just one click when connected to the internet; no more waiting for DVDs to arrive with the latest colour formulas.

The second key benefit is that the ChromaWeb™ will be fully accessible from any device including tablets and smartphones.

Lastly, all customer data will be backed-up in the Cloud, ensuring security and personal data restoration should local PCs crash.

ChromaWeb™ will take your productivity to the next level, so watch this space for more launch information.



## NEW ULTRA PERFORMANCE ENERGY CLEAR CC6700

The introduction of CC6700, the new Ultra Performance Energy Clear from Cromax® means bodyshops can re-think work processes and optimise their work-flow.

The combination of a flawless, high-gloss finish and the cure speed of the new CC6700 clear has never been available before. Quite simply, CC6700 is the most productive clear available. And its appearance, depth, gloss, hardness, flow and application are unparalleled.



Based on a new resin technology, CC6700 can be used over activated Cromax® Pro Basecoat and Centari® Basecoats.

It dries in just five minutes so not only does it take the pressure off the usual bodyshop bottlenecks and maximise output without any extra investment, but it also saves energy.

Parts can be assembled after only 15 minutes, and to add to its energy-saving properties, CC6700 also dries at room temperature, so bodyshops need very little energy to work with it.

This high performance clear is ideally suited to Fast Repairs but works just as well for total re-sprays.

Cromax® carried out extensive European field tests of Ultra Performance Energy Clear CC6700. These demonstrated the product's high productivity and its exceptional, mirror-like finish.

The bodyshops also noted that not only did throughput increase substantially using Ultra Performance Energy Clear CC6700, but also significant energy savings were made.



The new Ultra Performance Energy Clear CC6700 is easy to apply in conjunction with the AR7701 Energy Activator Fast or the AR7702 Energy Activator Standard from Cromax®.

Refinishers can rely on Ultra Performance Energy Clear CC6700 to deliver speed without compromising on quality.

## NEW NON-SANDING PRIMER-SURFACERS

NS2602 (off-white) and NS2607 (black) from Cromax® are 2K low emission, non-sanding direct-to-metal primer-surfacers.

They have been designed to reduce bodyshop process times compared to conventional primer-surfacers.

As part of the ValueShade® concept, NS2602 and NS2607, mixed together to form one of a series of grey shades, deliver the optimal undercoat for every topcoat colour - a perfect combination that requires less paint.

They are compatible with a wide range of substrates including steel, zinc and aluminium, as well as OEM e-coats or cured repair finishes.



But the flexibility of NS2602 and NS2607 doesn't stop there; with the addition of AZ9600 and with no adhesion promoter, they can be used over composite substrates and exterior plastic vehicle components.

For refinishers they are easy to work with; wet-on-wet application is quick. And they are suitable for coating with all basecoats and topcoats from Cromax®.

# 04

## 25<sup>TH</sup> ANNIVERSARY OF FIVE STAR

In 1989 Tim Berners-Lee developed the first World Wide Web server and browser, the Dalai Lama was awarded the Nobel Peace Prize and the first unofficial text message was sent.

It was also the year we launched the Five Star network.

### Better than ever

Today, Five Star is a well-established, reputable and highly-respected European network of more than 1,000 top-quality bodyshops. Since its beginnings in the UK and in the Netherlands, Five Star is now active in Austria, Belgium, Denmark, France, Germany, Italy, Portugal, Spain and Switzerland. Each member is vetted stringently before joining the network and is fully committed to meeting the high standards we demand from them. Five Star members are passionate about truly excellent service and perfect repairs.

### The obvious choice

With a reputation for outstanding quality and unbeatable customer service, Five Star is the

partner of choice not only for private vehicle owners but also for fleet, lease and insurance companies. That's because they recognise the strength of innovation behind Five Star. Members work exclusively with the cutting-edge Cromax<sup>®</sup> paint system technologies as well as having access to the management and marketing support modules.

These are designed to support member bodyshops from the reception area to the spray booth and to bolster their competitive position.

### The future

In an increasingly competitive climate, bodyshops need to stand out to attract new work providers. Five Star is greater than the sum of its parts so it is helping its members face the challenges of the future.

By sharing information on upcoming legislation, advising on bodyshop management and promoting national and international best practices, Five Star works to ensure members maintain a profitable and productive business.

## KWIK COLOR<sup>®</sup>

As a car owner, what could be more useful to receive from your bodyshop than a temporary patch to cover up any future small paint scratches?

For nearly 20 years, Cromax<sup>®</sup> has provided its Five Star members with just that. Kwik Color<sup>®</sup> is a temporary paint repair solution for vehicle owners that covers small paint scratches and chips until the car can be professionally repaired at the bodyshop. Kwik Color<sup>®</sup> is an easy add-on for our Five Star members. The flexible, plastic Kwik Color<sup>®</sup> film is sprayed while the refinishers repair a car; they spray the same basecoat colour and clearcoat onto it.



This ensures an exact colour match with the vehicle. Owners are then given the handy Kwik Color<sup>®</sup> film holder when they collect their car. If they should scuff their paintwork at a later date, they can use the Kwik Color<sup>®</sup> patch to cover small defects until they can take their car back to the bodyshop.

Applying the film is very simple. First, select one of the shapes shown on the reverse of the Kwik Color<sup>®</sup> film or simply cut a shape that will cover the defect. Remove the pre-painted film from the backing sheet and finally, carefully press it onto the paintwork, rubbing it to fix it into place.

A perfect cover-up in three easy steps. What could be better?



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