



## **NEWS RELEASE**

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### **Cromax appoints Kevin Torfs new EMEA Brand Manager**

Effective 01 October 2018, Kevin Torfs becomes the Cromax® Brand Manager for Europe, Middle East and Africa (EMEA). The announcement coincides with the brand celebrating its fifth year in its incarnation as Cromax.

“At Cromax, we advocate productivity in everything we do. We have an esteemed history that dates back nearly 100 years. And, over the last five years, Cromax has gone from strength to strength thanks to the hard work and determination of everyone across the region. I look forward to continuing this momentum, ensuring that Cromax is a brand that drives productivity for its end users at all stages of the paint repair. Our next chapter will be nothing but exciting,” he says.

Torfs has held various roles in Cromax for over 13 years, including, most recently, Digital Marketing Specialist. He is also a Certified Six Sigma Black Belt for Axalta, the company behind the global refinish brand and a leading global supplier of liquid and powder coatings.

The brand is focused on continuing to bring innovative products and services to its bodyshops, especially energy saving processes, which help bodyshop's with their overall energy costs. Torfs explains, “Our attention is also squarely on everything digital. From the most advanced tools and processes, to value-adding services our bodyshops can achieve improved productivity and optimised workflows.”

Training is another area Torfs is passionate about. “Continuous professional development is vital, because it doesn't matter at what stage in their career a refinisher



is, our industry is always evolving, so staying on top of new techniques and new products will ensure the best work in the bodyshop,” he says.

He takes over from Dries Van den Bergh who moves to a full-time role as Customer Relationship Management Leader for Axalta.

For more information on Cromax, please visit [www.cromax.com/eu](http://www.cromax.com/eu).

### **About Cromax**

Cromax, one of the global refinish coating brands from Axalta, is designed to increase productivity from the front of the bodyshop to the back with coatings systems engineered for fast and accurate application. Our localised business solutions, advanced colour measurement technology, marketing support and pragmatic innovations form the basis of a highly-productive refinish process. Cromax helps bodyshops drive their business forward.

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