



NEWS RELEASE

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ChromaConnect – Cromax digital colour management at its most flexible

Cromax® introduces ChromaConnect - an advanced digital colour management system. ChromaConnect gives bodyshops the ultimate freedom and flexibility of completely wireless, digital processes for everything from colour matching to colour mixing. This cloud-based approach offers refinishers complete control over every aspect of colour management by networking Wi-Fi enabled devices - including wireless scales and wireless printers – as well as the most advanced spectrophotometer from Cromax, ChromaVision Pro Mini, and ChromaWeb, the Cromax comprehensive cloud-based colour retrieval software.

“We have offered our bodyshops first-class digital colour matching tools for many years, thanks to Axalta being at the forefront of digital technology development and innovation. And now we’ve taken that a step further by giving refinishers complete mobility. The digital scales remain in the mixing room, of course, but the other processes can be conducted from anywhere in and around the bodyshop. Put simply, ChromaConnect connects all the colour management aspects wirelessly so that refinishers can access features like spectrophotometer readings, job sheets and colour formulas, immediately, from any internet enabled device such as a smartphone or a tablet. There are many advantages of digital colour management, but the biggest benefit is that this can be done without being tied to a PC,” says Kevin Torfs, Cromax Brand Manager for Europe, Middle East and Africa.

ChromaConnect can also be linked to existing bodyshop management systems, giving bodyshop owners useful insights into their business metrics and facilitating stock management and e-ordering, amongst other things.



ChromaConnect is available in three different packages to meet individual bodyshops' needs, depending on where they are on their digital journey. ChromaConnect Pro is the full digital colour management solution that uses ChromaVision Pro Mini and doesn't require a PC. ChromaConnect Plus uses a combination of Wi-Fi and cable connection with a tablet or PC, and ChromaConnect Basic uses the spectrophotometer and the cloud-based formula database.

Torfs continues, "ChromaConnect offers bodyshops outstanding colour performance, better productivity, improved efficiency and the ultimate in flexibility, which combine to deliver enhanced profitability. And because it is a cloud-based system, it is not only easy to install, but also includes automatic updates and requires no on-going maintenance."

For more information about ChromaConnect, contact your local Cromax representative or visit www.cromax.com/eu/chromaconnect.

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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