



NEWS RELEASE

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PercoTop becomes part of the Imron Fleet Line offering from Cromax

Cromax® is integrating PercoTop® products into the Imron® Fleet Line offering. The products will be categorised under the Imron Fleet Line Industry banner. The packaging will change but the products inside the tin will remain the same reliable, adaptable and convenient formulations end-users have come to expect.

“Imron Fleet Line Industry will continue to be a useful service offering extension for bodyshops. It helps to provide their customers with the opportunity to come to them for their light industrial coatings needs as well as their vehicle refinishing ones,” says Dries Van den Bergh, Cromax Brand Manager Europe, Middle East and Africa (EMEA).

Light industrial work requires coating, in a selection of gloss levels and paint effects, a wide variety of different items made of an assortment of substrates. Imron Fleet Line Industry offers refinishers a system of outstanding quality coatings based on high-performance tints that can adapt to many industrial applications using a relatively small range of paint products.

Imron Fleet Line Industry can be used on iron, steel, cast iron, aluminium, non-ferrous metals, plastics, polystyrene, old paintwork, wood, MDF, hardboard and mineral substrates, to name but a few.

In order to ensure a smooth and clear transition for refinishers, Cromax has produced a range of posters and leaflets to offer guidance in the selection of the right product for each application and application method, including gravity fed, HVLP, pressure pot, air-mix and airless, electrostatic, as well as rolling and brushing.



Koen Silverans, Training Leader for Cromax in Europe, Middle East and Africa, says, “As refinishers may need to paint anything from vehicles to bulldozers, it is important to select the right products for the job to ensure good adhesion, to provide optimum protection of the substrate in its area of use and, of course, to safeguard the finished product looks good too.”

Imron Fleet Line Industry offers a variety of gloss levels - from high-gloss to matt - as well as a number of different paint effects, and textured surface finishes in its polyurethane topcoat systems. Many colours are immediately available, but all solid RAL, NCS and British Standard colours, as well as RAL 9006 and 9007 metallics and the RAL pearl colours, can be reproduced using mixing formulas available from the ChromaWeb™ colour retrieval software from Cromax.

The transition to Imron Fleet Line Industry is scheduled for completion by the end of the year.

About Cromax

Cromax, one of the global refinish coating brands from Axalta Coating Systems, 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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