



CROMAX[®] BASECOAT **ULTIMATE PERFORMANCE, ULTIMATE PRODUCTIVITY**



AN AXALTA COATING SYSTEMS BRAND



1443W

1445W

1446W

1450W

1455W

1460W

1504W

1505W

1506W

1507W

1510W

1511W

ONLY FOR BUNKERS

ONLY FOR BUNKERS

ONLY FOR BUNKERS

ONLY FOR BUNKERS

Cromax

Croma

Cromax

Cromax

Cromax®
Highly Sticky

Cromax®
Highly Sticky Under Low Humidity

Cromax®
Highly Sticky Under Low Humidity

B

1650WB

1645WB

1655WB



UNION PATENTED

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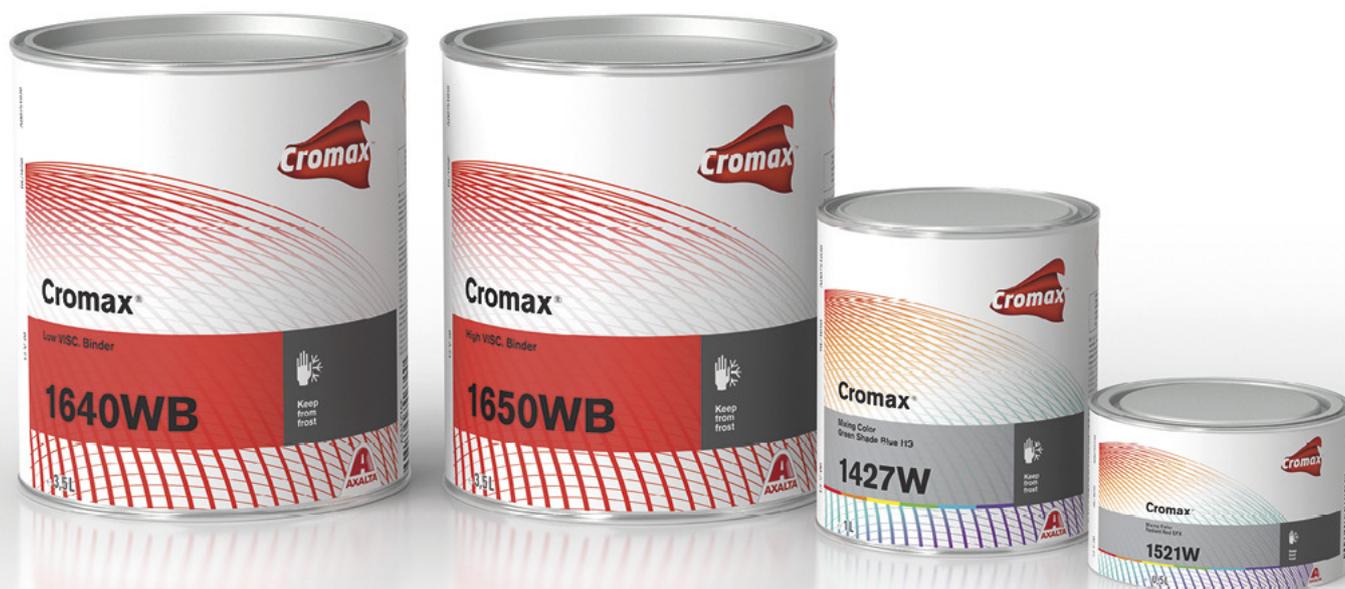
BE READY FOR ANY REFINISH JOB

At Cromax® we know the perfect repair requires more than just a highly-skilled refinisher; it needs the right products. We were one of the first brands to introduce waterborne paint technology to the refinish industry. And we have been providing highly-productive products to our bodyshops across Europe for more than 20 years.

When we introduced Cromax® Basecoat, we knew it had to be productive. We knew it had to be easy to use. And we knew it had to offer unparalleled quality and colour.

Today, Cromax® Basecoat is tried and tested, and based on a unique system of concentrated tints and binders. Together they offer superior hiding, exceptional chip resistance and outstanding colour performance. Cromax® Basecoat not only guarantees environmental compliance, but also comes with comprehensive support services. That makes Cromax® Basecoat ideal for bodyshops who want to

**DELIVER PERFECT REPAIRS AND
INCREASE PRODUCTIVITY.**





ACHIEVE MORE WITH LESS

Speed, great performance, reliability and low paint consumption make for a productive bodyshop. So we've formulated Cromax® Basecoat to get repairs done more quickly with less paint. But without compromising on the brilliant finish you expect from us.

USE CROMAX® BASECOAT STRAIGHT FROM THE MIXING MACHINE

Save time with ready-to-spray paint. Just mix the formula and go.

MATCH COLOURS INSTANTLY

Our comprehensive range of colour matching tools makes colour formula selection effortless.

REDUCE DRYING TIMES

Cromax® Basecoat is applied wet-on-wet so there are no time-consuming flash-off periods. Final drying times can be increased with forced air.

REDUCE THE NUMBER OF COATS

Developed by the Cromax® brand, ValueShade® delivers the optimal undercoat for every colour. Different shades of grey are matched to all different basecoat colours; a perfect combination that requires less paint. Our colour retrieval tools specify the right ValueShade® for every colour, minimising preparation time. Lower paint consumption and less work time reap improved productivity and profitability. That's the ValueShade® advantage.

LOWER PAINT CONSUMPTION

Cromax® Basecoat has such excellent hiding properties that usually just two wet-on-wet coats produce the perfect coverage. The net result? A quicker repair that uses less paint and delivers perfect results.

TIME-SAVING TIPS

01

Use clean spray guns. Clean your gun as soon as you've finished applying Cromax® Basecoat. While the basecoat is drying, prepare your clearcoat, then finish the repair in a continuous process.

02

Apply Cromax® Basecoat in the specified temperature window (minimum 18°C).



SIMPLIFY YOUR WORK

We know where the possible bottlenecks in a bodyshop can be. Paint application should not be one of them. Cromax® Basecoat is there to make your everyday work easier.

MIX AND AWAY YOU GO

Cromax® Basecoat is ready to use straight from the mixing machine. As soon as the correct formula has been mixed, you can apply the paint.

UNCOMPLICATED, UNFUSSY, UNPRETENTIOUS

Cromax® Basecoat users consistently give it high marks for ease of application. With a product that's a pleasure to use, work processes become smoother and more streamlined.

A BASECOAT YOU CAN RELY ON

Cromax® Basecoat takes the effort out of achieving good coverage.

APPLICATION TIPS

01

Check the relative humidity before you start paint application. Bring both temperature and relative humidity into the optimum range.

02

Ensure that you work in optimal conditions, including substrate preparation, air quality and spray booth conditions.

03

Apply Cromax® Basecoat wet-on-wet using the right application techniques, for example a mistcoat for metallics.

04

If the environmental conditions are outside the optimum window, add WB400 from Cromax® to ensure a perfect repair.



ANY COLOUR YOU LIKE

A perfect repair relies on the quality of the products, the experience of the refinisher and the excellence of the colour matching. The Cromax[®] brand provides its bodyshops with more than just paint and training solutions – its refinishers also have access to a wide variety of accurate, innovative, first-class colour tools to ensure the perfect colour match, every time.

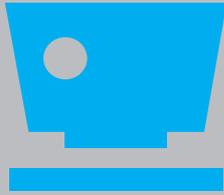
The ChromaVision[®] and ChromaVision[®] Pro spectrophotometers are the most powerful and productive colour retrieval tools. They measure vehicles' paint colours and then select the colour formula based on pre-set search criteria entered by the refinisher. ChromaVision[®] does away with the need to match painted colour chips visually; it measures the exact colour of the paint. And thanks to the compact device's internal light source, colour matching can take place in the bodyshop in the absence of natural light. With ChromaVision[®] Pro, refinishers can also measure not only the colour but also the effect directly on the device. ChromaVision[®] users can measure the effect too, with the help of the Flake Selector from Cromax[®]. And then simply connect ChromaVision[®] or ChromaVision[®] Pro to the relevant software, and its data is fed to the scales, ready for the formula to be mixed.



COLOUR-MATCHING TIPS

01

For best colour matching, use the right colour tools on the correct area of the car, in optimum light conditions. Use the correct application techniques for colour samples.



COLOUR THAT LASTS

Cromax[®] Basecoat works together with a wide variety of clears to guarantee long-lasting, vibrant colours. We recommend the following compliant clearcoats for use over **Cromax[®] Basecoat**:

- 3800S Chromaclear[®] VOC
- 3750S Ultra Productive VOC Clear
- CC6400 Standard VOC Clear



CROMAX[®] BASECOAT

With Cromax[®] Basecoat you reduce your impact on the environment, while increasing your productivity and giving vehicle owners the perfect finish they demand.

Better for the environment and the bodyshop

We developed Cromax[®] Basecoat to satisfy current and future European VOC emissions legislation. In fact we have managed to achieve the lowest possible VOC content of current basecoat technologies. All Cromax[®] Basecoat tints have a VOC of less than 420 g/l RFU with the average VOC of all 29598 Cromax[®] Basecoat colours being around 250 g/l.



Cromax[®] delivers increased productivity from the front of the bodyshop to the back with coatings systems engineered for easy, quick and accurate application. Localised business and marketing support solutions and pragmatic innovations simplify and expedite the refinish process. Cromax[®] helps bodyshops drive their business forward.



Cromax[®]
A. Spinostraat 6
2800 Mechelen
Belgium

www.cromax.com
www.axaltacoatingsystems.com

