



NEWS RELEASE

7 November 2018

Cromax introduces a new zinc chromate-free Imron Fleet Line Wash Primer-Surfacer WP208

Cromax[®], one of the three global refinish brands of Axalta, a leading global supplier of liquid and powder coatings, introduces Imron[®] Fleet Line Wash Primer-Surfacer WP208. The new zinc chromate-free primer is designed to replace the Universal Wash Primer-Surfacer WP206 and meets the new European regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) requirements which comes into effect 22 January 2019.

Imron Fleet Line Wash Primer-Surfacer WP208 is a newly developed zinc chromate-free 2K wash primer based on polyvinyl butyral (PVB) resin. It is specifically designed to be used on large surfaces, such as commercial vehicles and buses. Thanks to its yellow colour, it helps refinishers to easily see if the entire surface has been covered with the product. The new primer offers an excellent corrosion protection and can be used on a wide range of substrates, but due to its passivating effect, WP208 is particularly well suited for application on aluminium and stainless steel.

“Imron Fleet Line Wash Primer-Surfacer WP208 has been designed to deliver the outstanding undercoat quality, ease of application and productivity benefits that Cromax customers are accustomed to,” says Kevin Welling, Training Academy Manager for Axalta Coating Systems in the UK and Ireland. “Our R&D teams have worked tirelessly to develop this new product to ensure our bodyshops will get the same high-quality results they know and can rely on while meeting the strict EU requirements.”



The new primer is easy to apply and is fast-drying so helps to increase bodyshop productivity. It can be used with two dedicated activators: Imron Fleet Line Wash Primer-Surfacer Activator Slow P208 for extremely large surfaces, and Imron Fleet Line Wash Primer-Surfacer Activator Thinner P207 for large surfaces. Imron Fleet Line Wash Primer-Surfacer WP208 must be followed with a surfacer and can be overcoated with any Imron Fleet Line topcoat.

For more information on the Cromax visit www.cromax.com/gb.

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.

###

Words 374

For further press information please contact:

Chantal Bachelier-Moore
DA Public Relations
78 York Street
London
W1H 1DP

Tel: +44 (0)207 692 4964
E-Mail: chantal@dapr.com

For further product information please contact:

Jodie Henly
Marketing Specialist, UK & Ireland
Axalta Coating Systems UK and Ireland
Unit 1, Quadrant Park
Mundells, Welwyn Garden City,
Hertfordshire, AL7 1FS

Tel: +44 (0)1707 518 006
E-Mail: jodie.henly@axaltacs.com