



NEWS RELEASE

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Cromax adds digital colour matching testimonial to its *Straight from the Heart* campaign

Cromax® has added a new video to its *Straight from the Heart* image campaign, whose titles encapsulates the idea behind the online Europe, Middle East and Africa (EMEA) initiative. It centres on video interviews of refinishers from the region who use Cromax. The newest video in the campaign focuses on a refinisher's experience with digital colour retrieval from Cromax.

Kevin Tabourin was interviewed at Garage Grimm Centre in Geneva, Switzerland where he has been a refinisher for six years. He explains that with so many colours being produced by car manufacturers, it can be difficult and time-consuming to find the right formula straight away. He relies on the Cromax spectrophotometer, ChromaVision Pro, linked to ChromaWeb™, the brand's comprehensive colour retrieval and product management cloud-based software, for an automated, fast search that's simply easier. He says, "when you're done, and you've done a great job, you can be happy with what you've achieved, and that keeps you motivated."

Kevin Torfs, Digital Marketing Specialist and Brand Steward for Cromax in EMEA, who oversees the campaign, says, "digital colour retrieval is becoming the norm in bodyshops across our region. Car manufacturers constantly bring new colours and special effects to the market so it is vital for bodyshops to have access to new colour formulations as they are introduced so they can match them quickly and accurately."



Thanks to the on-going digital colour tool developments from Cromax, refinishers can benefit from faster and more accurate readings, which can result in a positive effect on their productivity.

The Cromax *Straight from the Heart* campaign, designed to support and to accentuate the brand's ethos of delivering productivity gains across the bodyshop, features candid, personal and unscripted video testimonials from refinishers at all stages of their careers.

Torfs adds, "Cromax is about much more than just what's inside a tin of paint, so what better way to get that message across than by hearing directly from our refinishers, in a relaxed and candid interview style, about why they love the brand and how our solutions help them to work more productively and accurately."

The new video is currently available to see on 13 Cromax country websites in 11 languages. To see this video and the others in the campaign, please visit www.cromax.com/gb/fromtheheart.

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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