



# OUR LABEL DESIGNS DRIVE YOUR PRODUCTIVITY



At Cromax, we are focused on productivity. Everything we do ensures bodyshops and refinishers optimise their operations, save time and improve their productivity. This is true of our technologically advanced paint systems, and it also extends to the labels on those products. In a busy mixing room, it's important the labels not only reflect the high-quality coatings from Cromax inside the can, but also that they are truly functional.

Labels that tell you everything you need to know at-a-glance. And our labels do just that: easy to read, colour coded and straight forward. No more losing time in the mixing room - with Cromax, it's productivity that optimises every step of the workflow.

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Every single thing on our labels is there for a reason – to help you work faster and more productively. We know the information that's important to you and we have taken that into account. From big, bold product codes and colour coding, to dedicated design graphics that distinguish between different product systems, it's convenience at-a-glance. Drive your productivity – with Cromax.



- 1 **Product code + Product descriptor**  
Big, bold and easy to see. This tells you exactly what's in the can.
- 2 **Product quality graphics**  
Dedicated visual elements easily distinguish Cromax Basecoat, Cromax Pro Basecoat, Imron Fleet Line and Centari from each other.
- 3 **ValueShade® colour**  
For the ultimate productivity, ValueShade delivers the optimal undercoat shade for every topcoat colour. Different shades of grey are matched to different topcoat colours; a perfect combination that requires less paint for excellent coverage.
- 4 **Axalta brand mark seal**  
As one of the global refinishing brands of Axalta we are proud to display the Axalta logo.
- 5 **Health and safety icons**  
Make sure you know exactly how to handle each product with these icons.
- 6 **Tints**  
On all our mixing tints, we include additional product descriptions or product line information.
- 7 **Colour coding**  
We have eight product groups, all represented by a different colour:
- 8 **Brand logo**  
We show our pride in our brand with our logo on every tin of paint.
- 9 **Paint system and marketing icons**  
Identify which paint system this product belongs to or if a product is new or improved with these easy to understand icons.
- 10 **Segment**  
Distinguish which products are for, industry (a) or commercial vehicle (b) use with these icons.

-  Tints
-  Binders
-  Clears
-  Undercoats
-  Activators
-  Thinners
-  Cleaners and degreasers
-  Additives



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