



NEWS RELEASE

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Cromax[®] launches Cromax[®] Pro Basecoat in India

Cromax[®] introduces Cromax[®] Pro Basecoat in India. Cromax[®] Pro Basecoat is the most advanced waterborne basecoat technology from Cromax[®]. It features advanced waterborne automotive coating technology that enhances productivity and helps to decrease the overall environmental footprint, facilitating the sustainable development of India's automotive industry. This launch reflects the brand's commitment to expand its business in India and its dedication to help its customers improve their profitability.

Cromax[®] Pro Basecoat improves bodyshop productivity at every step. It allows for a wet-on-wet application and its formulation requires only one and a half coats to obtain full coverage. This translates into faster refinishing times in the bodyshop, with excellent results each time. Cromax[®] Pro Basecoat comes with a complete tint range and colour formulas that are designed to offer excellent colour accuracy. And the brand's cutting-edge digital colour tools deliver technology that offers fast and easy access to colour formulas for the perfect colour match.

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Cromax[®], one of the global refinish coating brands from Axalta Coating Systems, 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.

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