



## NEWS RELEASE

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### **Cromax® training focuses on productivity for 2014**

The key training focus for this year for the Cromax® brand, formerly known as DuPont Refinish, is productivity. Cromax® offers a comprehensive portfolio of courses for refinishers at every stage of their career. Each course is designed to maximise refinishers' skill-sets and to keep them up-to-date with new techniques. With these improved abilities, Cromax® bodyshops increase their profitability.

The European focus on productivity for 2014 has been set by the training team at the Cromax® Training Centre in Mechelen, Belgium, led by EMEA training leader Inge De Jonge.

De Jonge says, "for refinishers, productivity is vital. At Cromax® we ensure our product systems are innovative, but with a clear emphasis on productivity at every point of the repair process. Our training courses reflect that purpose too - we focus on what happens outside the tin as much as the product inside the tin. We offer everything, from courses on specific products to courses on bodyshop management. As a colour leader we are at the forefront of digital colour matching. Our digital colour management courses on our spectrophotometers ChromaVision® and ChromaVision® Pro, pass our knowledge and expertise onto our refinishers. They can then deliver perfectly accurate colour-matched repairs for their customers – even new car special effect-colours."

Courses for 2014 include:

- Product and technical training. A selection of one- and two-day courses covering the brand's full paint systems - which reap the most productivity benefits - as well as application techniques and paint defects.
- Colour training. As a colour leader, Cromax® offers refinishers a wealth of digital colour matching information and tools. This two-day course includes practical and theoretical sessions with ChromaVision® and ChromaVision® Pro, and the opportunity to work with different paint qualities. There is also a two-day course that teaches participants how to mix, to tint and to apply each paint quality for the perfect repair.
- CromaPlus training. The business management initiative from Cromax® covers training on the suite of CromaPlus tools, as well as bodyshop marketing and management programmes.
- Bespoke training. Cromax® can create a course ideal for introducing those new to the brand; covers the products and colour tools available.

And it doesn't stop there. Through the long-standing relationships with its suppliers, Cromax® provides refinishers with the latest information about spray guns, sanding materials, spray booths and gun cleaning materials in all training courses.

"We work in a fast-paced industry, so products, tools and techniques are constantly evolving. We offer templates of all our courses to our training centres around Europe, as well as ensuring we train the trainer. By coordinating our activities, it means that our EMEA training leaders get regular instruction and coaching too," says De Jonge.

In addition to the Cromax® training centres, there are numerous Cromax® distributors in Europe, Middle East and Africa who also run the brand's courses, under its supervision. In total, there are more than 50 training centres to serve refinishers globally. To find out more about the Cromax® Training Centre in Mechelen, Belgium, or any of the training courses offered, visit [www.cromax.com](http://www.cromax.com).

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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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