

# 01



NOVEMBER 2015

## NEWSROUND



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Dear Readers

We are into the final quarter of 2015 and what a year it has been. We launched our comprehensive global colour management software, ChromaWeb,

which includes formulas for new OEM trends and we sprayed the Punch One Solar Car which competed in the 2015 World Solar Car Challenge. But most importantly we continue to deliver to you tangible productivity benefits at every stage of the repair process to help you reap business rewards on your bottom line, saving time, energy and materials. That's our commitment to you. Happy reading!

Dries Van den Bergh  
Cromax Brand Manager  
Europe, Middle East & Africa

## CHROMALAMP LIGHTS THE WAY

The right lighting conditions in bodyshops are essential at every stage of the paint repair process. At Cromax we support you in all areas of your business – not just the tin of paint – so we've launched ChromaLamp. It's our hand-held LED light source that's a must-have for bodyshops that want to achieve the best possible results.

ChromaLamp is designed for use throughout the refinish process, from identifying pre-paint defects like pinholes and sand scratches, to comparing colour samples, checking colour matches and identifying flake coarseness. And it can also help you to spot post-repair issues like swirl marks.

Thanks to its smart arrangement of LED bulbs, ChromaLamp mimics different light conditions with two settings: one to represent bright daylight and one to simulate light around sunset. These options are important when checking colour accuracy, in particular metamerism.

Its three different light intensity settings mean that you can use it to check even the palest silvers that standard daylight lamps might over-light. It also has a much longer

battery life than other daylight lamps, a real bonus for busy bodyshops. And its cordless operation means it's easy to handle, safer to use and convenient for virtually any work area. With its battery, it weighs less than 500g, so it's light too.

To find out more about ChromaLamp, or to order one, please contact your local Cromax representative.

ChromaLamp - your indispensable bodyshop tool.



# 02

## COLOURS – THE TRENDS AND HOW WE MEET THEM



Each year OEMs create new colours and effects for their latest models. The popularity of different colours, and their shades and variations, change every year, and increasingly OEMs are turning to unusual effect flakes – like glass flake pigments – to create a deep, saturated finish with exceptional sparkle. These two factors – colour and effect – pose challenges our colour labs embrace wholeheartedly.

At Cromax, we're prepared for the changing trends rolling off production lines. That means we stay informed about new trends, colours and variants, and we quickly provide accurate colour matching formulas to our bodyshops.

### Trends

Elke Dirks, OEM Colour Designer Europe, Middle East and Africa for Axalta, works with OEMs to develop colours that will appear on new production models. She says, "we'll see more intense car colours in future but trends take a few years to reach the market."

And of the ever-popular white, Dirks says, "the elaborate and often difficult-to-repair multi-coated pearlescent white effect colours have competition from new white shades with a ceramic appearance that present a modern, progressive lifestyle image."

### The link to Cromax

But what does that mean for Cromax? To address all the OEM trends, we create about 25,000 new colour formulas in our colour labs, globally, every year.

Ann De Clerck, Colour Service Manager for Axalta in EMEA, based in the colour lab in Mechelen, Belgium, says, "we collect the OEMs' colour standards for new colours. In addition to this, we look at colours that are applied at different OEM production sites, which may vary from the official colour standard. Then we look at vehicles that have been on the road several years and we even collect parts from scrapped vehicles in order to get a full colour variant picture."

From there, special proprietary software calculates and produces an initial colour formula. This colour is then mixed and sprayed.

"We usually have to carry out additional changes using the software, and by adjusting the pigments and volumes, the colour formula is revised. Then, because light can have a significant impact on colour, we check the resulting colour under varying conditions. Once the colour is fully approved in the lab, the colour formula is finalised," De Clerck says.

### From the lab to the bodyshop

When the colour formula has been developed, the next challenge is ensuring you have fast access to it. Thanks to our latest innovation – ChromaWeb – these newest formulas are just a mouse click away.



Designed to optimise bodyshops' productivity, ChromaWeb is a completely new and comprehensive cloud-based colour management system.

Gunnar Nopens, Colour Automation Specialist for Axalta in EMEA Colour Marketing, explains, "the new password-protected system has a user-friendly interface. But what makes ChromaWeb a very powerful tool is that it's accessible from almost any internet-enabled device – updates are available once you are online and connected. Thanks to its cloud-based connectivity, large bodyshops and networks of bodyshops can benefit from the data sharing possibilities that ChromaWeb offers, no matter where they are located."



# 03

## CROMAX INTRODUCES CHROMAHYBRID SPECIAL EFFECT TINTS

Cromax introduces a new umbrella product grouping especially for special effect tints - ChromaHybrid.



The tints under this banner can be used with Cromax Basecoat and with Cromax Pro Basecoat.

ChromaHybrid WH1795 Shining Silver EFG was the first tint to be launched.

It's a colourless glass flake tint that has been developed to address a particular and increasingly popular OEM trend for unusual effect-flake colours, including Jaguar Farallon Black, Audi Ara Blue and Mercedes Onyx Black.

ChromaHybrid WH1795 Shining Silver EFG will help our refinishers colour-match these OEM colours.

When added to colour formulas, ChromaHybrid WH1795 Shining Silver EFG achieves a wonderfully complex sparkle effect – a sparkle that can only be achieved by glass flakes. And because it is colourless, it won't impact the colour itself.



The new mixing formulas containing ChromaHybrid WH1795 Shining Silver EFG are already available to our refinishers on ChromaWeb.

ChromaHybrid WH1795 Shining Silver EFG is supplied in 250ml cans because it is a specialist product with limited consumption. For added convenience, the cans only need a gentle shake before use.

## NEW BLUE MIXING TINTS

Cromax adds two new special-effect tints to its ChromaHybrid range, both of which can be used with Cromax Basecoat and Cromax Pro Basecoat.

ChromaHybrid Turquoise Pearl WH1018 is a high-chroma effect tint with an unusual mica-based, blue-green interference pearl that offers a brilliant, metallic, visual effect.

It gives a pure greenish-blue colour with a transparent flop, as seen in Ford Europe Kona Blue.



ChromaHybrid Very Fine Blue Pearl WH1019 creates very pure blue shades or those that require very fine sparkle, like Ford Europe Shadow Black.

Its mica flakes create a smooth appearance, providing excellent coverage and an unusual satin finish. Both are supplied in 250ml cans, which only need a gentle shake before use.

The refinish formulas that include these colours are already available via ChromaWeb.

# 04

## CROMAX CONTINUES MOTORSPORT PEDIGREE

From Formula One™ to NASCAR, our coatings have been involved in motorsports for decades. Continuing this tradition, Cromax adds two partnerships to its rich racing heritage.

### Power of the sun

Cromax signed an agreement with Punch Powertrain Solar Team in Belgium to become one of the team's Bronze Partners. We have supplied the paint for Punch One, the car that the team of 16 talented students studying electrical engineering and electro-mechanics at the University of Leuven, Belgium, designed and built. We worked closely with the team leaders to create bespoke, eye-catching colours for the car.

Punch One was painted at the Cromax Training Centre in Mechelen, Belgium, our Europe, Middle East and Africa training headquarters, in May and June 2015.

Our Belgian technicians used our most productive and technologically-advanced waterborne basecoat, Cromax Pro Basecoat, followed by Ultra Performance Energy Clear CC6700.

It is our most productive clear and it dries extremely fast at relatively low temperatures, which can help to save energy – the perfect clear for a solar car. The car's livery, which includes the Cromax logo, was unveiled to Philippe, King of Belgium, at a press conference on 2 July 2015, and the car was revealed to the general public on 9 August 2015. Punch One competed in the 2015 World Solar Challenge - regarded as the world championship for solar vehicles - in October in Australia, finishing in fifth place ahead of 25 other teams. The race covered over 3,000kms between Darwin and Adelaide.

Dries Van den Bergh, Cromax Brand Manager Europe, Middle East and Africa, says, "thanks to the exceptionally durable mirror-like finish Ultra Performance Energy Clear CC6700 produces, Punch One still looked fantastic at the finish line, despite the gruelling race conditions. Congratulations to the whole team."

Follow the Punch Powertrain Solar Team on Twitter @solarteam\_be or visit [www.solarteam.be](http://www.solarteam.be).

### Taking on WTCC

Cromax is an Official Partner to the Honda Racing team Sweden for the FIA World Touring Car Championships (WTCC) 2015



and 2016 seasons. Our logo is on the WTCC Honda Civic TC1 race car, driver Rickard Rydell's overalls and team clothing.

Van den Bergh says, "We are so pleased we're working with Honda Racing team Sweden as an Official Partner for two years. We believe that Cromax fits well with the ethos of Honda Racing team Sweden and of course with the global nature of the WTCC. And despite the punishing race calendar, we know that the team will give it their all, on and off the track."

Honda Racing team Sweden is Sweden's only world championship-level motor racing team. Launched in 2014, the team has come to fruition thanks to the efforts of Honda Sweden and specialist motorsport squad NIKA Racing, who competed in the WTCC in 2013.

For more information, visit [www.hondaracingteamsweden.se](http://www.hondaracingteamsweden.se)



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