

01



JUNE 2016

NEWSROUND



Dear Readers

I've been brand manager for over a year, and we're continuing to innovate with you in mind. Part of that commitment has been our investment in the modernisation of

the Cromax Training Centre (CTC) in Mechelen, Belgium. I hope some of you will enrol on courses there, or take advantage of your local CTC. Either way, you can reap the benefits of experienced trainers whose aim it is to help you increase productivity in the repair process. And we have other interesting news to share with you, so enjoy reading.

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

CROMAX LAUNCHES NEW BRAND VIDEO

The new, three-minute-long Cromax video shows a clear link between the brand and productivity and profitability. Combining 3D animation and live action, the video depicts how a bodyshop manages throughput with fast, accurate and durable refinishing processes thanks to Cromax products and services, including ChromaVision Pro and ChromaWeb.

It chronicles a vehicle owner's journey from delivering their car to a Cromax bodyshop for repair, to receiving the vehicle back and awarding the bodyshop full-marks in a review. At every stage of the repair, the video reveals how Cromax can help to promote excellent customer retention.

Dries Van den Bergh, Cromax Brand Manager EMEA, says, "This is a useful and effective communications tool. For example, our importers, distributors and bodyshops can embed the video on their websites or play it at points of sale to show the dynamism of the Cromax brand in practice. Or our sales teams can refer potential users to it for them to get a flavour of the brand. But no matter how it is used, the message from the video is clear: Cromax offers

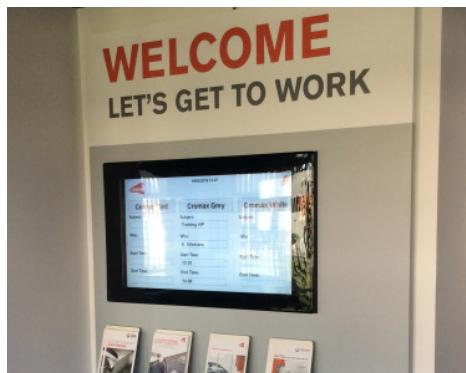
innovative paint repair systems and helps to support its bodyshops in their everyday work, driving productivity."

Shot on location at the brand's EMEA training headquarters in Mechelen, Belgium, the video can be found at www.cromax.com/eu/video, and is currently available in English, Dutch, French, German, Italian, Russian and Spanish.



02

CROMAX UNVEILS RENOVATED EUROPEAN TRAINING CENTRE



The Cromax Training Centre (CTC) in Mechelen, Belgium, our European training headquarters, was recently unveiled after its complete renovation and extensive modernisation.

The work, which was carried out in two phases over two years, saw the CTC being completely overhauled – both cosmetically and technologically – to reinforce its position as the essential training destination for refinishers from the EMEA region.

Koen Silverans, Training Leader for Cromax in EMEA, says, “our European training headquarters for Cromax is now the jewel-in-the-crown of our training centres in the region. As such, we hope it not only inspires our bodyshops and colleagues to visit us, but also motivates them to raise their own standards at their training centres.”

The Mechelen CTC is a welcoming, comfortable place to meet and to learn as well as being the key resource for training our international customers and our importers.

And it plays a further internal role: it is where our Cromax trainers from other EMEA countries come to be trained, which ensures a consistent, high quality across all Cromax training centres, regardless of location.

The CTC also supports our colour lab and is the link between central sales, marketing and the team that handles product development.

The scope of work

The extensive scope of the renovation, both internally and externally, included major modernisation as well as some general cosmetic refits. Phase one started modestly with the new Cromax totem and signage for the on-site bodyshop being installed in March 2014. These graphic and colourful aids reflect the Cromax visual identity, but also serve a very functional purpose of identifying the CTC for all its visitors. Phase two, which included a full structural upgrade to the entrance as well as other internal refurbishments and redecoration, was more major and took place during 2015.

The modernisation of the facility means that internally the 2,000m² CTC is very different than it was. Now there is an open, light and flexible reception area with a mini Cromax museum, together with spacious classrooms and meeting rooms with the latest audio/visual equipment. In every corner of the CTC, the functional space, which can accommodate up to 120 people, has been completely optimised. Even the cafeteria – now known as the Cromax Café – has a calming colour scheme in the brand's grey and red colours to provide the perfect area for relaxing during training breaks.

The on-site bodyshop, which has 760m² of work areas, includes three spray booths, one of which has very large glass doors and panels, enabling trainees an un-restricted view of application techniques.



Another spray booth has special climate control settings so training can replicate increased humidity for refinishers from northern regions, such as Scandinavia, or hot and humid southern regions, such as the Middle East.

As an example of best practice for its bodyshops, the CTC's bodyshop has dedicated, branded signage at every step of the repair process to ensure a smooth workflow and maximum productivity during training.

And a new, large flat screen monitor in the mixing room allows trainees to follow the mixing process easily.

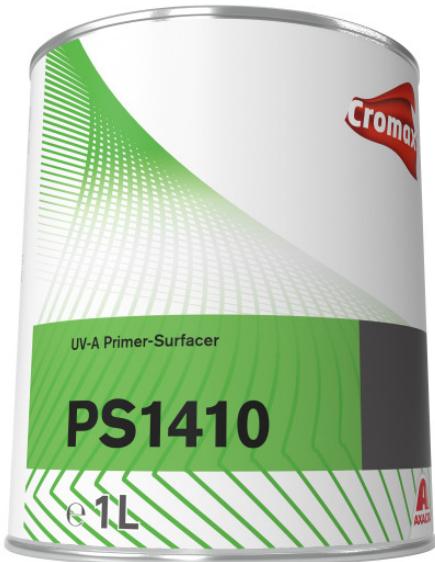
Silverans says, “In 2014 we had nearly 2,700 trainees at the CTC, so we hope with our renovated facility we can encourage even more to join us in 2016.”



03

NEW CROMAX UV-A PRIMER-SURFACER PS1410 LAUNCHED

Cromax has introduced a new 1K primer surfacer specifically aimed at bodyshops who want improved productivity, quick turnarounds and fast-curing products.



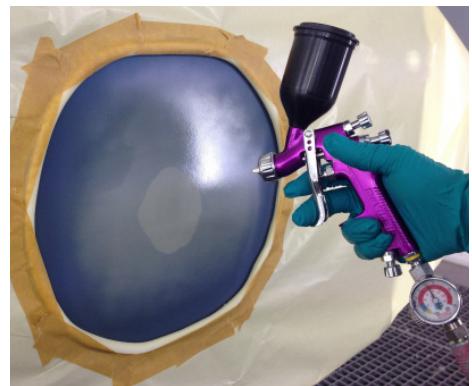
UV-A Primer-Surfacer PS1410 offers a wide range of productivity benefits, but its principal advantage is its speed of application.

It is very versatile too, and can be applied directly onto sanded and cleaned substrates including steel and galvanised steel, e-coated parts and original paintwork in 1.5 coats, without the need for an activator or thinner.

UV-A Primer-Surfacer PS1410 is also suitable for plastic substrates but for best results these must be pre-treated with a plastic adhesion promoter.

Thanks to only three to six minutes drying time with most commercially-available UV-A lamps, UV-A Primer-Surfacer PS1410 can significantly help increase bodyshop throughput. And once cured, it is ready to be sanded.

The resulting smooth finish coupled with its good filling power, extremely low tendency



for edge mapping and good hardness, mean UV-A Primer-Surfacer PS1410 is an ideal primer surfacer for small area repairs and panel re-sprays. It comes in one-litre tins and is a semi-transparent grey colour. An aerosol option will also be available soon – UV-A Primer-Surfacer PS1410A.

For more information on UV-A Primer-Surfacer PS1410 and UV-A Primer-Surfacer PS1410A please visit www.cromax.com/eu.

NEW AEROSOL NON-SANDING PRIMER-SURFACERS

Our Non-Sanding Surfacers NS2602 and NS2607 are now even more productive.

NS2602A (off-white) and **NS2607A** (black) - the new aerosol versions of these two well-established primer-surfacers - are a fast and economical alternative for refinishing smaller areas of paint damage or sand through areas.

NS2602A and **NS2607A** come ready-for-use and ready-mixed with AZ9600 plastic additive.

This means repairs can be processed very productively as NS2602A and



NS2607A have been designed to eliminate the need for a two-stage build-up.

They are extremely flexible in application, with a broad application window, and can be applied either as wet-on-wet primer-surfacers or as sanding primer-surfacers.

Both are suitable for use on plastic components and on metal substrates including steel, zinc and aluminium, and can be coated with all our basecoats and topcoats.

04

RADICAL LOOK FOR PRO GOLFER'S SPORTS CAR

In January 2016, Jamie Donaldson, a Welsh professional golfer currently on the European tour, asked the Cromax team in the UK to help him restore his Radical SR8 RX. This two-seater, V8-powered race car can put in lap times that match a Formula 3 single-seater, so it is no surprise Donaldson wanted the car looking its best for track days.

The car arrived at the Axalta Training Academy in Welwyn Garden City, Hertfordshire, England, in several pieces. Some of the body panels were quite badly damaged, so they were the first priority. Once the structural repairs had been completed, the team started the car's transformation. The first step in the process involved the application of the Cromax direct-to-metal Non-Sanding Primer Surfacer NS2607, which is the ideal choice for repairing small areas of damage quickly. Originally the car was bright red, but Donaldson had a very clear idea of what he wanted it to look like - a striking matt black and orange design was his choice.

After some discussions, and seeing some spray out cards of different options, Donaldson chose Flat Black for the car's main body and Orange Pantone 1665C for the Radical logo and the V on the nose cone, and as an accent colour on the mirrors, the rear spoiler and the end plates. The Cromax team used AU175 Flattening Binder with Cromax Standard VOC Clear CC6400 as the finishing touch to create the striking matt effect finish. Once all the panels had been completed, they were sent to Radical's headquarters in Peterborough, England, where the car was re-assembled. It was then transported back to the Cromax team to add the finishing touches.

Donaldson was very happy with the final result. "Having seen how the car started out – in damaged pieces – I really commend the Cromax team. They quickly created a gorgeous-looking racing car that has exceeded my expectations. And it looked absolutely fantastic on its first track day," he says.



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AXALTA'S 150TH YEAR

This year, Axalta, the company behind Cromax, marks 150 years of coating innovations, which dates back to 1866 when its first products were developed in Germany. Since then, we've grown into a driving-force in a rapidly-changing industry. Where we once supplied coatings to European carriage manufacturers in the 19th century, we evolved to meet the highest demands of some of the top automotive marques in the world.

Today, companies, both large and small, around the world rely on our coatings to shield, to enhance and to highlight industrial, architectural and, of course, automotive products.

What they all have in common is a coating formulated not only for durability, outstanding colour and chromatic effects, but also one that helps improve productivity.

So as we mark 150 years, we remain focused on delivering outstanding quality and meeting the needs of our customers, today and well into the future.

