

## News Release

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FOR IMMEDIATE RELEASE

## Axalta Refinish showcases its drive for innovation at IBIS Global Summit 2022 in Monaco

**17 JUNE 2022** – Axalta Refinish is one of the Platinum Partners at the International Bodyshop Industry Symposium (IBIS) Global Summit 2022 in Monaco, taking place between 15 and 17 June 2022.

Axalta Refinish is showcasing a number of its most recent ground-breaking firsts to a global audience of leaders and innovators in the automotive collision repair industry. The company's Fast Cure Low Energy technology features prominently thanks to its energy-saving benefits, as well as electric vehicle (EV) repair innovations and its business services brand – Drivus. Axalta Refinish is also highlighting the refinish industry's first fully automated colour-mixing process via Daisy Wheel 3.0.

Jim Muse, Vice President, Axalta Refinish, Europe, Middle East and Africa (EMEA), says, "*Axalta Drives Innovation* is our theme for IBIS in Monaco, but it is something that we live every day for our customers to make the entire paint repair journey faster, easier and more profitable. We drive the performance of all the refinish brands in our portfolio. We drive the technologies of our fast, efficient, high-quality coatings and we drive forward with our integrated digital business solutions."

### Driving innovation

Axalta supports bodyshops who are struggling with skyrocketing energy prices with its Fast Cure Low Energy technology. It is based on revolutionary in-house chemistry that cuts process times and is proven to lower the energy costs of running a direct gas-fired combi spraybooth by approximately 75% based on a typical 30 minute, 60°C bake cycle. It is the only refinish system that can be dried at lower baking temperatures, or at air dry temperatures of 20°C, and still have the productivity of traditional systems. These energy-saving capabilities are very attractive to bodyshops across the region.

### The future is here

EV repair is another industry challenge Axalta Refinish is meeting head on. As the world moves away from vehicles with internal combustion engines in favour of EVs, Axalta Refinish wants its bodyshops to be prepared; it has developed a dedicated EV repair

package to help bodyshops with the tools and products they require to meet the unique requirements of this growing automotive sector.

### **Tools and services for long-term bodyshop success**

Drivus is a newly launched business services brand from Axalta for the EMEA automotive refinish market. Designed to focus on the particular challenges faced by bodyshops, Drivus targets productivity, performance and profits to ensure bodyshops build better businesses. The ever-growing portfolio of services includes personalised consultancy and cutting-edge digital services.

### **Fully automated colour mixing**

With the launch of pre-filled bottles of basecoat from its industry leading premium refinish brands designed specifically for Fillon Technologies' new Daisy Wheel 3.0, Axalta Refinish has delivered fully automated colour-mixing for the first time. Combined with its cloud-based Digital Colour Management, bodyshops across EMEA have access to the fastest and most productive paint process available. Working in conjunction with Axalta Refinish Digital Colour Management, process time is reduced by more than 50%.

Muse says, "It is good to have face-to-face events back on the calendar and I am delighted to see so many fellow industry leaders in person after a challenging few years. IBIS is the world-leading collision repair conference provider and the perfect platform for having important conversations on a truly international stage that help to shape our industry."

For more information on Axalta Refinish, please visit [www.refinish.axalta.eu](http://www.refinish.axalta.eu).

### **About Axalta Refinish**

Axalta Refinish – part of Axalta, a global leader in the coatings industry – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings industry, our dedication to innovation and our constantly developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers' needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit [refinish.axalta.eu](http://refinish.axalta.eu) and follow us on [LinkedIn](#)

### **About Axalta**

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.co.za](http://axalta.co.za) and follow us @Axalta on [Twitter](#).

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