

Axalta Coating Systems

Horbeller Str. 17
50858 Cologne
Germany
axaltacoatingsystems.com

Contact

Lizzie Wastell
DA Public Relations Ltd
D +44 845 095 2800
lizzie@dapr.com

For Immediate Release

**AXALTA LEADS REFINISH COLOUR TECHNOLOGY WITH SALE OF
30,000TH SPECTROPHOTOMETER**
***INNOVATIVE DIGITAL COLOUR MEASURING DEVICE USED BY CUSTOMERS
FOR COLOUR MATCHING***

Cologne, Germany – 10 April 2014 - Axalta Coating Systems marked the sale of its 30,000th spectrophotometer in the last decade, demonstrating the company's global commitment to providing innovative, colour-matching technology to its customers. The sale, which was to a customer in Europe, was marked in a ceremony with manufacturer BYK-Gardner at the Axalta European headquarters in Cologne, Germany.

Introduced in October 2004, the hand-held digital colour-measuring device provides the opportunity for refinishers to achieve the perfect colour match quickly, reliably and efficiently. Many of Axalta's digital colour-measuring patents are incorporated into these devices. And because the technology behind the device can produce such accurate colour measurement, the risk to refinishers of costly re-work due to a poor colour match can be greatly reduced.

During the ceremony, Sascha Bodtke, Colour Marketing Manager for Axalta's Europe, Middle East and Africa region, said, "putting our customers first enabled us to understand the role this technology could play to make their jobs easier. That insight enabled Axalta to become a global colour leader. We were the first company in the industry to offer this type of colour-matching capability so widely. The fact that Axalta has sold 30,000 digital spectrophotometers highlights the importance refinishers attach to accurate and fast colour matching."

The spectrophotometer is sold by each of Axalta's three premier global refinish brands – Cromax®, Spies Hecker and Standox – each of which make these high-tech, cutting-edge spectrophotometers available to their bodyshop customers as part of their extensive colour tool choices. The devices are branded as ChromaVision® and ChromaVision Pro from Cromax, Genius™ II and Genius iQ from Standox, and ColorDialog™ spectro and ColorDialog Delta-Scan from Spies Hecker. The devices are also sold in the US, Latin America and Asia Pacific under the names Acquire RX™ and Acquire Plus EFX™.

Linked to each brand's advanced colour software and databases, these digital tools have become a valuable part of modern refinish work. They can speed up the repair process and thus help bodyshops be smart and efficient in their work.

The spectrophotometer is placed on the vehicle near the damaged area, where it takes colour readings from three patented angles. The second-generation devices also measure paint effects as well as the colour. Once the device is connected to a computer, colour software uses these readings to find the best matching colour formula. If the colour to be matched is different to the standard formula, the colour matching software automatically adjusts the formula to provide refinishers the closest possible match.

Dr. Georg Schroeder, President of BYK-Gardner GmbH, said, "we are proud to be able to support the three global refinish brands of Axalta Coating Systems with spectrophotometers that represent state-of-the-art refinish colour-matching. In addition to other features, a camera has been integrated into the instruments, which allows the analysis of effect pigments, resulting in a significantly improved matching of colour and appearance. These really are cutting-edge instruments designed for easy use."

For further information on Axalta, its three global refinish brands, and their individual spectrophotometers, please visit www.axaltacs.com, www.cromax.com, www.spieshecker.com and www.standox.com.

###

Words 515

[Image caption]

From left to right - Otmar Hauck, Chief Operating Officer EMEA Axalta Coating Systems, Dr. Georg Schröder, President BYK-Gardner GmbH, Sascha Bodtke, Colour Marketing Manager EMEA Axalta Coating Systems

Axalta Coating Systems is a leading global provider of liquid and powder coatings to automotive, transportation, general industrial, and architectural and decorative customers. Axalta Coating Systems will continue to build on more than 145 years of experience in the coatings industry. For more information visit www.axaltacoatingsystems.com