



## NEWS RELEASE

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### **Cromax introduces ChromaVision Mini – a formidable entry-level digital colour tool**

Cromax® continues its constant innovation of digital colour tools with the introduction of a small, lightweight spectrophotometer, ChromaVision® Mini. Designed for bodyshops that want to move from traditional colour matching to digital accuracy, it also delivers productivity gains from the front to the back of the bodyshop.

Dries Van den Bergh, Cromax Brand Manager for Europe, Middle East and Africa (EMEA), says, “Digital colour matching is the future. It offers bodyshops so many advantages, including faster right-first-time colour matches, and, in turn, faster throughput. With the launch of the new ChromaVision Mini, bodyshops now have an entry level digital colour tool that is easy to use, significantly smaller and lighter than our other tools. Its size makes it easy to operate, even with one hand, so we’re very happy to add it to our stable of digital colour tools.”

For added productivity gains, ChromaVision Mini is designed to work together with ChromaWeb™, the comprehensive colour retrieval and product management cloud-based software from Cromax. The software delivers up-to-date colour matching from over 200,000 constantly updated formulas, and there is no need for fan deck updates.

ChromaVision Mini offers comprehensive measurement control thanks to its high-resolution touchscreen and feedback via status LED indicators and acoustic signals. Refinishers are guided through the operation by simple on-screen instructions. With proven three-angle readings, ChromaVision Mini measures the colour directly from the cleaned car body, close to the damaged area, and provides a formula for the actual vehicle colour. It uses a rechargeable Li-Ion battery so no replacements are required.



Van den Bergh concludes, “ChromaVision Mini offers an easy to use, small and powerful tool for any bodyshop looking to make the move to digital colour tools . ChromaVision Mini makes colour measurement more efficient and more accurate so that refinishers can avoid time-consuming processes like fan deck searches and spray out cards. There’s also no need to match colours in daylight.”

ChromaVision Mini will start to be rolled out commercially from Q4 2017.

For more information on the Cromax brand visit [www.cromax.com/eu](http://www.cromax.com/eu).

### **About Cromax**

Cromax, one of the global refinish coating brands from Axalta Coating Systems, is designed to increase productivity from the front of the bodyshop to the back with coatings systems engineered for fast and accurate application. Our localised business solutions, advanced colour measurement technology, marketing support and pragmatic innovations form the basis of a highly-productive refinish process. Cromax helps bodyshops drive their business forward.

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