



NEWS RELEASE

Pure Blue: new Cromax® Pro Basecoat tint introduced

26 January 2021 – In line with the trend of blue being the most popular chromatic colour for vehicles in Europe, Cromax® has extended its Cromax Pro portfolio with the new Cromax Pro Pure Blue WB22 mixing tint.

Cromax Pro Pure Blue WB22 mixing tint is a high chromatic, greenish blue that follows a clear trend amongst OEMs to use high chromatic blues in their original colour formulas. Cromax Pro Pure Blue WB22 mixing tint can be used in certain solid colours but is particularly suitable for effect colours.

Thomas Cool, Cromax Training and Technical Service Leader for Europe, the Middle East and Africa, says, "Blue is the colour of the sky and the sea, and evokes feelings of tranquillity and confidence. As a vehicle colour, blue is being increasingly incorporated into OEM colour palettes. In order to ensure our bodyshops always have access to the colour formulas they need, we develop innovative tints with speciality pigments and effects. Our refinishers are then able to achieve exceptionally accurate colour-match results and increase their productivity."

The formula for Cromax Pro Pure Blue WB22 is now available in ChromaWeb, the Cromax colour management software.

For more information about Cromax please visit www.cromax.com/eu

About Cromax

Cromax, a global refinish coating brand from Axalta, is designed to increase productivity. Our coatings are formulated specifically to optimise business with advanced time-,



energy- and material-saving processes that increase throughput and lower operating costs. Our value-added solutions provide customers with the most advanced systems to get the best out of the entire workflow. And our smart tools, our people's in-depth knowledge and our strong approved networks all make our bodyshop customers more attractive to work providers. Cromax - drive your productivity.

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