



NEWS RELEASE

Boost productivity and profitability with new training video from Cromax on special plastic additive

14 March 2022 – Cromax® has released a new training video in its *Let's get to work* series that demonstrates how its new direct-to-plastic additive - AZ9700 Ultra Performance Plastic Additive - boosts productivity by saving time, material and energy.

The training video, which is available to view now, gives refinishers an easy, step-by-step guide to using Cromax AZ9700 Ultra Performance Plastic Additive on plastic substrates, while explaining the benefits of the fast-drying wet-on-wet technology, including the significant reduction of bodyshop energy consumption – up to 70% when drying at 20°C or 40°C. The additive is part of the Ultra Performance Energy System, which is designed to speed up car repair process times while saving energy costs.

Tony Mitchell, International Training Leader for Axalta's Refinish business in Europe, Middle East and Africa, says, "At a time when margins are being stretched, productivity is vital, so this video is aimed at helping bodyshops across the region to pick up tips on how to best use AZ9700 Ultra Performance Plastic Additive to enjoy the bottom-line benefits of improved productivity and lower energy costs – something every bodyshop should be considering."

When used with the Ultra Performance Non-Sanding Surfacer NS208x, AZ9700 Ultra Performance Plastic Additive offers excellent flexibility and adhesion for the most common exterior plastic vehicle parts, such as bumpers. What's more, the surfacer is part of the ValueShade® concept, which delivers the optimal undercoat for every



topcoat colour, helping bodyshops to benefit from faster coverage, reduced basecoat consumption and significant material savings. This is particularly beneficial when painting white bumpers, offering a reliable and secure solution. What's more, the wet-on-wet application process means there is no need for pre-priming and the overcoat time is just five minutes.

"Cromax AZ9700 is an easy win for bodyshops with the technology allowing for faster processes on common plastic vehicle parts, which will improve energy efficiency, productivity and profitability," says Mitchell.

To find out more about AZ9700 Ultra Performance Plastic Additive for maximum productivity, the full video can be viewed [here](#), or visit the Cromax YouTube channel at www.youtube.com/cromaxemea for the full series of *Let's get to work* videos.

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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