



## NEWS RELEASE

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### **Cromax unveils new look labels for its refinish paint products**

Cromax® has unveiled new functional label designs across its product lines to help its bodyshops and refinishers drive their productivity forward. The new-look labels give bodyshops everything they need to know at a glance and will be rolled out across all Cromax product types from the end of February.

Kevin Torfs, Cromax Brand Manager for Europe, the Middle East and Africa, says, "We modernised our label designs to help bodyshops work faster and more productively in busy mixing room environments. Our redesigned labels bring perfect harmony to our product offering, yet, make it easy to distinguish between our technologically advanced mixing systems - Cromax® Basecoat, Cromax® Pro Basecoat, Imron® Fleet Line and Centari®. Every single element on our labels provides added value and on-the-spot convenience to our customers."

The product code and product descriptor are the two main things customers look for on the mixing machine. This information, along with the accompanying ValueShade® colour, is even more visible with big, bold and clear lettering. For mixing tints, two extra lines for product descriptions or product line information are added for extra detail and improved readability.

The updated labels also include new icon elements to visually communicate additional but essential information. Health and safety icons convey how the product should be handled; segment icons illustrate whether the product is designed for commercial vehicle or industrial applications; and paint system icons show to which repair system the product belongs.



Each Cromax mixing system also has a fresh, modernised design graphic that sits above the product name for easy visual identification. In addition, the graphics are conveniently colour coded by product category. It's now even easier to differentiate between tints (rainbow), binders (red), clears (blue-grey), undercoats (green), activators (ochre), thinners (blue), cleaners and degreasers (turquoise) and additives (grey) on the mixing machine.

Torfs, adds "The new Cromax labels are easy to read, colour coded and straight-forward to use. But most importantly, they reflect the high-quality Cromax refinish paint inside the tin that help our bodyshops to optimise their operations."

For more information about Cromax please visit [www.cromax.com/eu/newlabel](http://www.cromax.com/eu/newlabel).

### **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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