



## NEWS RELEASE

13 February 2020

### **Strong start for a strong refinish job with Cromax Basecoat**

Cromax Basecoat has been the backbone of many bodyshops across Europe for more than 20 years. Today, thanks to the continuous improvement behind Cromax Basecoat, it is a well-regarded, modern product that delivers consistent, reliable results and great coverage. Bodyshops also rely on the productivity boost they get from using Cromax Basecoat.

Kevin Torfs, Brand Manager for Cromax in Europe, the Middle East and Africa, says, “In a time of uncertainty and so-called fake news, it is reassuring to have a truly trusted and proven product like Cromax Basecoat in the spraybooth. Our refinishers know they can always expect a strong performance, regardless of the job, and with less paint consumption than with competitive products.”

Cromax Basecoat boasts better hiding, exceptional gloss and outstanding adhesion, and it is suitable for everything from spot repairs to full resprays. Refinishers who have used it for years also depend on its excellent mottling control.

Torfs says, “Our cloud-based approach gives bodyshops total control over every aspect of colour management, including colour measurement with our most advanced spectrophotometer, ChromaVision Pro Mini, and ChromaWeb, our cloud-based colour retrieval software. And we are continuously introducing new formulas and new tints to guarantee full coverage of colour availability.”

Cromax introduced three new Cromax Basecoat tints in 2019. Cromax Mixing Colours 1469W Pure Magenta, 1596W Special Fine Bright Aluminium and 1513W



Fine Satin White Pearl were specially designed to meet car manufacturers' special colour trends, which are often difficult to match colours.

For more information about Cromax please visit

[www.cromax.com/uk/cromaxbasecoat](http://www.cromax.com/uk/cromaxbasecoat) or visit the Cromax YouTube page,

[www.youtube.com/cromaxofficial](http://www.youtube.com/cromaxofficial), to watch a short technical video *Let's Get to Work*

– *Cromax Basecoat application guidelines and best practice blending.*

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

### **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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