



## NEWS RELEASE

29 January 2020

### **Cromax appoints new EMEA Training and Technical Service Leader**

Thomas Cool has been named the new Cromax® Training and Technical Service Leader for the Europe, Middle East and Africa (EMEA) region, as of 1 January 2020. Based out of the Cromax Training Centre (CTC) in Mechelen, Belgium, Cool not only sets the training agenda for the CTC, but also is responsible for the internal training and development of the Cromax trainers who are based at national training centres throughout EMEA, like the Axalta Training Academy in Welwyn Garden City, Hertfordshire.

Cool says, “This is a fantastic role and one which I relish meeting head-on. Tackling the challenges the industry faces is key to our industry’s future and innovation is defining our evolving technology at Cromax, a global premium brand of Axalta, so it has never been more important for refinishers to maintain and to improve their skills so they can continue to offer the most productive repairs.”

Cool has worked for Axalta since 2011, where he started as a technician in the Colour Lab in Mechelen working with colour development and formulations. He moved into refinish research and development, and in 2015 he was appointed Technical Specialist for Cromax in EMEA.

Cool takes over from Koen Silverans, who moves into an Axalta sales role in Belgium after five years of leading the CTC.

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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