



## **NEWS RELEASE**

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### ***Straight From The Heart: Save energy and time with Cromax products***

Energy consumption can be a high cost item for bodyshops, but many Cromax® products are designed to provide fantastic results while optimising a bodyshop's energy efficiency.

PS1084 Ultra Performance Energy Surfacer is a key energy-saving product. It is based on a new chemistry and thanks to its technology, it can be sanded after just 20 to 40 minutes of air drying, so no need for costly IR or UV lamps.

When using PS1084 Ultra Performance Energy Surfacer on bare metal surfaces, pre-treatment of the substrate is fast and easy. PS1800 Metal Pre-treatment Wipes are ready-to-use and provide both adhesion and corrosion protection for the subsequent paint process. The wipes are highly economical because one wipe can treat approximately 2m<sup>2</sup>.

Jodie Henly, Marketing Specialist for Axalta in the UK and Ireland, explains, "Air drying means bodyshops can handle many different jobs simultaneously to help maximise their throughput. This ultra-productive surfacer and wipes combination really helps bodyshops to do more with fewer materials."

The high-quality, smooth appearance of PS1084 Ultra Performance Energy Surfacer provides outstanding hold-out after top coating. It's easy to apply without flash-off times, in up to four coats, with very good vertical stability. Thanks to the ability to air-dry, spot repairs, small area repairs and refinishing of parts can be handled at the same time.



This innovative, energy-efficient product is the focus of the most recent video testimonial in the brand's *Straight From The Heart* campaign, which centres on refinishers from the region who use Cromax. The latest addition is from Michael Spielmann, who works at Remund Carrosserie AG in Switzerland, a large family-run business. He is responsible for the paint shop, and they count not only passenger cars and commercial vehicles as customers, but also helicopters. Saving time and energy are high priorities for him and that's why he uses Cromax.

Spielmann says, "Cromax products and technologies allow us to work much more efficiently. They keep their promise when it comes to the products and their drying time, but also with their service support too."

Henly concludes, "It's a win-win situation. Air-drying means Michael saves energy and cuts electricity costs, and drying times are quicker thanks to the product technology, so he and his colleagues can work faster and get more vehicles done in one day. This has a very positive impact on productivity."

For more information about Cromax products, please visit [www.cromax.com/gb](http://www.cromax.com/gb). To see this video and the others in the campaign, please visit [www.cromax.com/gb/fromtheheart](http://www.cromax.com/gb/fromtheheart).

### **About Cromax**

Cromax, one of the global refinish coating brands from Axalta, is designed to increase productivity from the front of the bodyshop to the back with coatings systems engineered for fast and accurate application. Our localised business solutions, advanced colour measurement technology, marketing support and pragmatic innovations form the basis of a highly-productive refinish process. Cromax helps bodyshops drive their business forward.

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