



## NEWS RELEASE

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### ***Let's get to work with training videos***

Cromax®, one of the three global refinish brands of Axalta, a leading global supplier of liquid and powder coatings, has created a series of training videos entitled *Let's get to work*. The videos focus on everyday repair methods and are carried out by one of the technical experts. The aim of the tutorials is to show the correct use of Cromax paint products and application processes, acting as a valuable tool for all Cromax refinishers as well as a refresher for refinishers who have attended face-to-face training courses at the new Axalta Training Centre in Midrand, Johannesburg. The videos can be easily accessed on the Cromax website and on the Cromax YouTube channel free of charge.

The videos cover a number of the challenges refinishers face every day such as blending issues and dealing with paint defects. One of the tutorials in the series, for instance, gives Cromax Pro Basecoat application guidelines for a side panel repair of a Volkswagen Polo in Reflex Silver. The technical expert begins by highlighting key aspects that need to be taken into account at the start of the repair - like climate and gun settings - before the product is even touched. From there he demonstrates a one-and-a-half coat application process, a good effect coat with close and controlled overlap zones, good hiding and full mottling control, describing to the viewer the steps at each point in the process. Another video deals with the repair of a bonnet in Reflex Silver and delves into clouding and mottling issues.

Inge De Jonge, Product and Technical Leader for Axalta in Southern Africa, says, "Our customers are at the forefront of everything we do, and these videos form part the Cromax arsenal of training tools that are designed to ensure everyone who uses the brands' products and services do so in the best and most productive way possible.



Another example of Cromax being about more than what is in the tin, is our *Straight From the Heart* video testimonial campaign, which showcases, through personal and unscripted video testimonials from refinishers, productivity gains across the bodyshop achieved thanks to Cromax.”

The *Let's get to work* videos complement the face-to-face training sessions refinishers can attend at the Axalta Training Centre and support the content of the Technical Data Sheets.

De Jonge concludes, “These videos will help make refinishers’ lives easier by offering simple, accurate and highly accessible application instructions – direct from the experts!”

There are currently 12 videos available and these can be found on the Cromax YouTube channel at [Youtube.com/cromaxofficial](https://www.youtube.com/cromaxofficial) or in the training area of the Cromax website - [www.cromax.co.za](http://www.cromax.co.za).

### **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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Words 518

**For further press information please contact:**

**For further product information please contact:**



Chantal Bachelier-Moore  
DA Public Relations  
78 York Street  
London  
W1H 1DP

Tel: +44 (0)207 692 4964  
E-Mail: [chantal@dapr.com](mailto:chantal@dapr.com)

Hannes Kloppers  
Country Business Leader, South Africa  
Axalta Coating Systems  
121 Gazelle Avenue, Corporate Park  
South,  
Randjespark, Midrand, 1685  
Tel: +27 (0) 10 592 1768  
E-Mail: [hannes.kloppers@axalta.com](mailto:hannes.kloppers@axalta.com)