



NEWS RELEASE

16 April 2020

Cromax introduces new ChromaWeb app designed to drive bodyshop productivity

The new ChromaWeb app from Cromax for smartphones and tablets is now available in the AppStore and in Google Play. The ChromaWeb app is free of charge and offers the same functionality as ChromaWeb, the comprehensive cloud-based colour retrieval software from Cromax, but it has some additional features including a barcode reader, which provides a value-added solution for digital colour matching.

The ChromaWeb app helps refinishers work faster and with more precision, allowing them to access and to share colour data with the IP scale for mixing the formula, the bodyshop or with an entire bodyshop network on the go. In combination with the spectrophotometer ChromaVision Pro Mini, the ChromaWeb app forms the most advanced digital colour management system ChromaConnect, which is available from Cromax.

The ChromaWeb app is an integral part of ChromaConnect and it provides direct access to the global colour and product database. “The app integrates seamlessly into the digital infrastructure of a bodyshop and will prove especially helpful for bodyshop networks as it enables colour formulas to be shared quickly and easily across different locations,” says Kevin Torfs, Cromax Brand Manager for Europe, the Middle East and Africa.

With the app, all personal formulas are automatically backed-up in the cloud, so they can be retrieved where and when they are needed. The app even helps users assess how much paint is needed for a specific repair.



The ChromaWeb app provides fast and easy access to an always up-to-date colour formula database, helping bodyshops to drive productivity and precision. It speeds up colour formula retrieval and makes product management easier.

Torfs concludes, "Its easy-to-use, intuitive interface makes the ChromaWeb app a must-have tool for all bodyshops."

For more information on Cromax and its digital colour matching solutions visit www.cromax.com/za/chromaweb.

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.

###

Words 376

For further press information please contact:

Chantal Bachelier-Moore
Indaba
78 York Street
London
W1H 1DP

Tel: +44 (0)207 692 4964
E-Mail: chantal@weareindaba.com

For further product information please contact:

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