



NEWS RELEASE

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Get back to business with the help of Cromax

As many of the stay-at-home restrictions are cautiously being lifted across South Africa, bodyshops are starting to get back to business. With people taking to the roads once again, bodyshops can expect to be kept quite busy over the coming months, but during a time of social distancing this poses a number of challenges. Cromax® - a global refinish brand of Axalta, a leading global supplier of liquid and powder coatings – has productivity at its heart, so its bodyshops are well placed to meet these challenges.

“The combination of cars being repaired and social distancing measures mean bodyshops need to work smarter, especially when bodyshops may not have a full cohort of staff. But thanks to our focus on productivity and innovation, over the last two years we have introduced a number of time-, material- and energy-saving tools and systems aimed at supporting our bodyshops, and these are perfectly suited for some of the challenges bodyshops are facing now as they start to get back to some sense of normality,” says Thomas Cool, Cromax Training and Technical Service Leader for Europe, the Middle East and Africa (EMEA).

Digital colour management

Refinishers require ultimate freedom and flexibility to do their job to the highest levels of productivity, now more than ever. In 2019, Cromax introduced ChromaConnect, the cloud-based digital colour management system to deliver just that and to increase bodyshop productivity through digital technology.



“Complete mobility means that everything from colour matching to colour mixing can be done without being tied to a PC, which is an essential benefit now when social distancing may restrict one refinisher to an area at any one time,” says Cool.

Refinishers can access features like spectrophotometer readings, job sheets and colour formulas instantly, from any internet enabled device, including a smartphone or a tablet, from anywhere within the bodyshop, or across multiple bodyshops in the same network.

Refinishers have complete control of every aspect of colour management, including wireless scales and printers, as well as the most advanced spectrophotometer from Cromax, ChromaVision Pro Mini, and ChromaWeb™, the Cromax cloud-based colour retrieval software.

Energy savings

Energy consumption is a substantial cost for bodyshops and at a time when cost savings are a key focus, Cromax products such as those within the Ultra Performance Energy System can make a significant impact.

The new Ultra Performance Non-Sanding Surfacer NS2081, NS2084 and NS2087, and the new CC6750 Ultra Performance Energy System Clear are the latest in a line of innovative products that help refinishers increase throughput while keeping energy costs low.

Keep training

While refinishers may not be able to have face to face training, they can rely on Cromax to continue to support them. The Cromax *Let's get to work* series of videos, available on its YouTube channel since 2018, showcase everyday repair methods and address the most relevant challenges refinishers face. They are carried out by a technical expert and show the correct use of Cromax paint products and application processes.



Cool concludes, “When time and space is of the essence, we have to ensure refinishers can maximise their use of our products and services. By taking every step of the refinish process into account and by offering value added solutions, we give our bodyshops what they need to face today’s unusual industry challenges head-on.”

Access the *Let’s get to work* training videos at www.Youtube.com/cromaxofficial and for more information about Cromax please visit 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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