



## NEWS RELEASE

9 September 2019

### **Cromax – a premium global refinish brand from Axalta – launches in South Africa**

Cromax®, a premium global refinish brand from Axalta - a leading global supplier of liquid and powder coatings – has launched in South Africa. It is the first introduction of a premium brand in over 25 years. Cromax is known for optimising the entire workflow of a bodyshop. With a range of coating systems engineered for easy, quick and accurate application, Cromax minimises time as well as material and energy costs, to improve processes at every stage of the repair.

Inge de Jonge, Technical and Product Manager for Axalta in EMEA, says, “The launch of Cromax in South Africa is something that will cause the industry to sit up and take notice. Not only does the introduction of this premium brand show Axalta’s commitment to the South African refinish market, but also it offers refinishers access to value added solutions, with the most advanced processes and tools. And Cromax helps bodyshops get more business by increasing their attractiveness to work providers.”

### **Productivity through to the core**

Cromax has a wide range of products and services designed to simplify and to expedite the refinish process, driving productivity from the front of the bodyshop to the back. Its paint repair systems are aimed at helping bodyshops achieve their productivity goals. Whether it is to save energy, to coat special substrates, to increase throughput or to achieve an outstanding gloss finish on high-end luxury cars, each repair system offers bodyshops the right products for their specific needs.

These include the *Ultra Productive System*, which is the fastest and most productive repair system on the market today, with products that consume the smallest amount



of material and have the shortest possible process times. The *Performance System* is the system of choice for bodyshops that focus on new vehicle repair, with products developed to deliver brilliant appearance and the highest quality, specifically for high-quality panel and overall repairs. The *Special Finishes System* is designed specifically to help refinishers specialising in more unusual jobs, like matt finishes and other special colour effects. The *Energy Saving System* is designed to offer refinishers faster process times while reducing energy consumption and carbon footprint thanks to its range of Ultra Performance Energy Surfacer which can be sanded after just 20 to 40 minutes of air drying.

### **Digital colour tools**

Cromax digital colour tools provide the best accuracy and most efficient processes for managing colour in the bodyshop. They enable bodyshops to handle the entire colour retrieval and colour mixing processes completely digitally. From optimum digital colour measurement with its industry leading spectrophotometers ChromaVision Mini and ChromaVision Pro Mini, which wirelessly send readings to ChromaWeb and its constantly-updated online global colour database. The best match can be selected on a smartphone or a tablet and sent via WiFi to an IP scale for mixing the colour formula. Labels and other print-outs can be handled wirelessly as well. A PC can still be used in the mixing room, but it is not required anymore. And thanks to the wireless data exchange between connectable devices, everything can be accessed by everyone in the same bodyshop network. There are also other online functionalities like stock management, paint shop management and e-ordering, as well as the ability to connect with many other digital management systems used in the bodyshop.

Regardless of the repair, the colour, or the age of the vehicle, Cromax's digital colour management solutions help refinishers find the right colour formula quickly and accurately, to achieve the best possible results while improving profitability.



### **Optimum training**

Cromax is also offering training courses at the new Refinish Training Centre in Midrand, Johannesburg, which opened in July 2019. This ultra modern training centre comprises space for theoretical training as well as two spray booths, two preparation areas and two mixing rooms, all equipped with the latest technology and energy saving features.

### **A strong heritage**

Cromax has a long heritage dating back to the early 20th century. Since September 2013, with its new name and a bold new logo, it has offered bodyshops the best of both worlds – the enthusiasm and freshness of a new brand, combined with the experience that comes with nearly a century of innovation.

De Jonge concludes, “Cromax supports its bodyshops. We offer localised business and marketing support solutions, proactively guiding bodyshops to help their businesses run with optimised resources, to increase throughput and to lower operating costs. With our products and our support, we help bodyshops focus on driving their businesses forward.”

For more information about Cromax products and services please visit [www.cromax.com](http://www.cromax.com) or contact our distributors for the sub-Saharan region, Safomar Industrial Brands (Pty) Ltd – [www.sib.co.za](http://www.sib.co.za).

### **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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