

## News Release

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FOR IMMEDIATE RELEASE

## **Axalta's Fast Cure Low Energy technology – helping bodyshops across Europe cope with the energy crisis**

**21 March 2022** – The cost of living is increasing but what is hitting homeowners and businesses alike is the soaring cost of energy. In January 2022, the Eurozone saw energy prices increase 28.6%<sup>1</sup>.

“For bodyshop owners across the region these rising energy cost could not come at a worse time. After two years of struggling during the pandemic, energy costs are spiking with no assurance that the increases will slow. This latest trend could be the final straw that breaks some bodyshop’s back. Ultimately, this could force some repairers to close their doors. Fortunately, Axalta Refinish is committed to driving continual technological innovation, with the end goal of making a bodyshop’s entire paint repair journey faster, easier and more profitable. Our patented Fast Cure Low Energy technology, reduces energy consumption in the spraybooth while still achieving the best quality repair. It is exactly what bodyshops need now to support them through this crisis,” says Jim Muse, Vice President, Axalta Refinish, Europe, Middle East and Africa.

Based on Axalta’s revolutionary in-house chemistry that uses both temperature and ambient humidity to accelerate the drying process, the full product system delivers the perfect balance between high speed and low baking energy consumption, while providing the highest quality finish. It is proven to lower the energy costs of running a direct gas-fired combi spraybooth by approximately 75% based on a typical 30 minute, 60°C bake cycle. It is the only refinish system that can be dried at lower baking temperatures, or at air dry temperatures of 20°C, and still have the productivity of traditional systems.

Bodyshops can opt to use this speed of performance to offer rapid repair services that will increase their profitability.

“Our Fast Cure Low Energy technology is unique. At a time when bodyshops are facing a significant energy crisis that will eat into already pressurised margins, it is the lifeline they have come to expect from Axalta Refinish,” adds Muse.

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<sup>1</sup> <https://www.euronews.com/my-europe/2022/02/10/inflation-in-eurozone-forecast-to-hit-4-8-amid-soaring-energy-prices>

The Fast Cure Low Energy technology also allows bodyshops the ability to repair temperature-sensitive electric vehicles, which are growing in popularity across the region.

This patented technology is offered by Axalta's three premium global refinish brands, Cromax, Spies Hecker and Standox. For more information please visit [www.cromax.com/eu/ultrasystem](http://www.cromax.com/eu/ultrasystem), [www.spieshecker.com/speed-tec](http://www.spieshecker.com/speed-tec) or [www.standox.com/xtreme-system](http://www.standox.com/xtreme-system). To find out how Axalta's Fast Cure Low Energy technology can help bodyshops save on energy costs, please contact the local representative. For more information about Axalta Refinish, please visit [www.refinish.axalta.eu](http://www.refinish.axalta.eu).

#### **About Axalta Refinish**

Axalta Refinish – part of Axalta, a global leader in the coatings industry – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings industry, our dedication to innovation and our constantly developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers' needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit [refinish.axalta.eu](http://refinish.axalta.eu) and follow us on [LinkedIn](#)

#### **About Axalta**

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](#).

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