5 YEARS OF CROMAX INNOVATION
EXPERIENCED AND DYNAMIC

A COMPLETELY DIGITAL PROCESS

ChromaConnect, brings it all together digitally the most reliable and most highly productive way to achieve colour accuracy. With ChromaConnect Pro the entire process – from colour matching to colour mixing – is carried out wirelessly, giving bodyshops ultimate freedom and flexibility.

THE ULTRA PERFORMANCE ENERGY SYSTEM

The most recent NS2081 - NS2084 - NS2087 Ultra Performance Non-Sanding Surfacer is also based on the patented Axalta chemistry and delivers the most productive preparation process before overcoating new parts. They have a very impressive five-minute flash-off time under Cromax Pro Basecoat and Cromax Basecoat. Parts can be denibbed ready for overcoating in just five minutes – no need to force air dry or use IR.

The high-quality appearance provides outstanding gloss hold-out after top coating. The Ultra Performance Non-Sanding Surfacers, together with the Ultra Performance Energy Surfacer, the Metal Pretreatment Wipes, Cromax Pro or Cromax Basecoat and the Ultra Performance Energy Clear complete the Ultra Performance Energy System, the supreme refinish system for speed, energy and quality performance.
CELEBRATING FIVE YEARS

We are five years in the market and proud of what we’ve achieved. Read all about our innovations of the past five years below.

In celebration of five years of Cromax there is a limited-edition spray gun and a special calendar for 2019.

The Iwata WS400 spray gun, featuring a special anniversary logo comes with a specially designed red carrying case and a certificate of authenticity. Only 200 will be manufactured, and they will be available from October 2018. In addition to the spray gun, Cromax is creating its first-ever wall calendar.

This very special item will exclusively feature the work of artist Peter Maier, who creates the most outstanding photo-realistic images using Cromax Pro Basecoat.

THIRTY YEARS OF TRAINING IN MECHELEN

Training is the best way to guarantee Cromax products are being used in the right way; when they are used correctly, the results are outstanding, and the productivity benefits immense. The Cromax Training Centre (CTC) in Mechelen, Belgium, also celebrates its own special 30th anniversary in 2018 as well. The CTC is the key training destination for refinishers from the Europe, Middle East and Africa region.

MOTORSPORTS IN THE BLOOD

As one of the premium global refinish brands of Axalta, Cromax espouses the values for which Axalta stands so strongly. Among those are racing and support of students who study science, technology, engineering and mathematics (STEM) subjects.

Cromax has been working with the racing team of Academic Motorsports Association of Zurich (AMZ) in Switzerland. The 2018 AMZ eRacing car, called eiger, was prepared at Axalta’s Training Centre in Pratteln, Switzerland, by the students and painted by Axalta technicians. The innovative Cromax products only added 320g to the chassis, which was an excellent result.

THE RIGHT SYSTEM FOR YOUR NEEDS

Cromax knows that every bodyshop has its own focus with differing goals, whether it is to save energy or to achieve an outstanding gloss finish. Cromax has developed six different repair systems to address different bodyshop requirements.

- The Energy Saving System - fantastic results while optimising energy efficiency
- The Ultra Productive System - the fastest and most productive vehicle repair
- The Performance System - highest quality for high-end and new vehicle repairs
- The Value System - a balance between results and repair costs
- The Plastic Repair System - products suitable for polypropylene panels and other plastic car parts
- The Special Finishes System - specially for quality matt finishes

CLEAR ALL-ROUND PERFORMANCE

The CC6500 High Performance VOC Clear, is an all-purpose clear that is suitable for everything from small area repairs to full re-sprays. It offers refinishers a clearcoat that is quick and easy to apply in two coats with a short intermediate flash off time. It also has good vertical stability. CC6500 High Performance VOC Clear also provides flexibility in drying that helps to save energy and reduce costs. This combination helps to make CC6500 High
Performance VOC Clear suitable for nearly every application condition.

STATE-OF-THE-ART DIGITAL COLOUR MATCHING

ChromaVision Pro Mini is the latest and most up-to-date spectrophotometer and has been specifically designed to work with ChromaWeb. With ChromaVision Pro Mini linked to ChromaWeb and its global colour database of more than 200,000 formulas plus automatic shading, the search for a colour formula, even from a phone or a tablet, is faster than ever.

With Wi-Fi connectivity the ChromaVision Pro Mini can send its results directly to the mixing room from anywhere in the bodyshop.

PS1081 - PS1084 - PS1087 ULTRA PERFORMANCE ENERGY SURFACER

Building on Axalta’s patented technology, Cromax introduced PS1081 - PS1084 - PS1087 Ultra Performance Energy Surfacer and the PS1800 Metal Pretreatment Wipes, which are designed to work together. They deliver a faster and more flexible process. The Ultra Performance Energy Surfacer air dries in only 20 to 40 minutes and is immediately ready to sand. PS1800 Metal Pretreatment Wipes come ready-to-use, and are more productive than conventional primers, with no flash-off time no gun to clean afterwards.

HYBRID TINTS FOR BOTH WATERBORNE BASECOATS

Cromax introduces a new umbrella product grouping, especially for special effect tints, called ChromaHybrid. Tints under this banner can be used with both Cromax Basecoat and Cromax Pro Basecoat. With this strategy, Cromax offers a solution for colours with limited use pigments.
**COLOUR MANAGEMENT SOFTWARE TO OPTIMISE PRODUCTIVITY**

ChromaWeb is comprehensive Cloud-based colour retrieval software making colour retrieval and product management easier and always up to date with the latest colour formulas. ChromaWeb is available from any device with internet or on a pc with a local software installation.

**POWERFUL PARTNERSHIP**

Cromax has also been a Partner of the Punch Powertrain Solar Team, run by engineering students from the Catholic University of Leuven, Belgium, since 2015. As a Silver Partner, Cromax not only supplies and applies the paint for the specially designed solar car that competed in the 2017 Bridgestone World Solar Challenge in Australia, but also provides technical expertise.

The partnership also affirms Axalta’s commitment to supporting STEM initiatives.

**REVOLUTIONARY CC6700 ULTRA PERFORMANCE ENERGY CLEAR**

The revolutionary Ultra Performance Energy Clear CC6700 that is leading the field in productivity a high-quality, low-energy clear based on a new Axalta patented resin technology that can dry in just five minutes. Ultra Performance Energy Clear CC6700 is easy to apply and its combination of a flawless, high-gloss finish and the cure speed has never been available before. It’s our most productive clear and allowing bodyshops to re-think work processes and optimise their work-flow.

**CROMAX WAS INTRODUCED IN THE REFINISH MARKET**

DuPont Performance Coatings becomes an independent company, Axalta Coating Systems.

Axalta Coating Systems announces Cromax as the new brand name for DuPont Refinish.
Cromax has a rich history but we are a new and fresh brand. The roots of our brand date back to the early 20th Century when brass was still used to build cars. We were there when the first car manufacturers pioneered the age of motoring. And ever since, we have focused on delivering the quality our customers want: fast and productive refinish coating systems. Because productivity is our business.

We were known as DuPont Refinish in Europe, Middle East and Africa. But in September of 2013 we introduced our new brand name: Cromax.

With Cromax you get the best of both worlds: the enthusiasm that is natural with a fresh, new brand, and the experience that comes with nearly a century of innovation.

2009
Launch of Cromax® Pro Basecoat, the most productive basecoat system in use and in application.*

2005
Introduction of the Environmentally Compliant Low Emission (LE) package.

2004
Launch of Imron® Fleet Line, a heavy duty quality for commercial vehicles, with 23 basic concentrated PowerTints®.

1997
Cromax® waterborne basecoat is introduced, drastically reducing volatile organic compound emissions.

1995
Completion of a comprehensive Low Emission (LE) paint product range.

1992
Introduction of Cromax® waterborne basecoat in California, USA.

1988
DuPont Refinish European headquarters is established in Mechelen, Belgium.

1983
First use of Centari® multi-leg system.

1970
Imron® polyurethane enamel with added chemical resistance and durability introduced for truck fleets.

1956
Lucite® acrylic lacquer, the world’s first thermo plastic acrylic.

1935
Introduction of the first mixing machine.

1929
Launch of Dulux® alkyd enamel, improving car coating durability and colour range.

1924
Development of Duco® nitrocellulose lacquer, replacing oil-based coach paint.

1923
Installation of the first paint line at General Motors and the introduction of spray guns, reducing paint time from weeks to only six hours.

* In selected countries

http://www.axaltacoatingsystems.com/content/cromax_eu/en_GB/about-us/who-we-are/our-history.print.html