COLOUR DEVELOPMENT

25,000 NEW FORMULAS INTRODUCED EVERY YEAR

The variety of different effects and shades from OEMs is increasing - glass flakes, high chroma Scarlet Red and Spectral Silver are some examples. Axalta addresses these challenges by developing annually up to 25,000 new colour formulas in its colour labs around the world.

In Europe an average of 100 new formulas each month come out of the colour lab, and in Shanghai, China, it's almost 500. There are additional Axalta colour labs in Tlalnepantla in Mexico, and in Front Royal, Virginia, USA. In all the labs the colour development process is standardised so that they produce the same colour results.

"It's our job to provide refinishers with the right colour needed to deliver an accurate and productive paint repair."

Ann De Clerck, Axalta Colour Marketing EMEA

HOW IS A COLOUR DEVELOPED?
CHROMA WEB

One of the most powerful and complete colour retrieval and productivity management systems.

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