OUR LABEL DESIGNS

DRIVE YOUR PRODUCTIVITY

At Cromax, we are focused on productivity. In a busy mixing room, it's important the labels not only reflect the high-quality coatings from Cromax inside the can, but also that they are truly functional. Labels that tell you everything you need to know at-a-glance. And our labels do just that: easy to read, colour coded and straight forward. No more losing time in the mixing room - with Cromax, it’s productivity that optimises every step of the workflow.

Every single thing on our labels is there for a reason – to help you work faster and more productively. We know the information that’s important to you and we have taken that into account. From big, bold product codes and colour coding, to dedicated design graphics that distinguish between different product systems, it’s convenience at-a-glance. Drive your productivity – with Cromax.

These new labels will as of now gradually be phasing into the markets.

DEDICATED VISUAL ELEMENTS

Dedicated visual elements easily distinguish Cromax Basecoat, Cromax Pro Basecoat, Imron Fleet Line and Centari from each other.

COLOUR CODING

In each mixing system, there are different categories of products, eight in total. These are: tints, binders, clears, undercoats, activators, thinners, degreasers and additives. Each of these product groups is represented by a distinct colour coding to identify it immediately on the mixing machine.
CROMAX VALUESHADE TECHNOLOGY

For the ultimate in productivity, ValueShade delivers the optimal undercoat for every topcoat colour. Different shades of grey are matched to different topcoat colours; a perfect combination that requires less paint.

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