



EXPERIENCED AND DYNAMIC

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.

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.

1924

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

1929

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

1935

Introduction of the first mixing machine.

1956

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

1970

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

1983

First use of Centari® multi-leg system.

1988

DuPont Refinish European headquarters is established in Mechelen, Belgium.

1992

Introduction of Cromax® waterborne basecoat in California, USA.

1995

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

1997

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

2004

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

2005

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

2009

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

2013

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

Axalta Coating Systems announces Cromax as the new brand name for DuPont Refinish.

** in selected countries*

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