

AXALTA COATING SYSTEMS



**We Live Colour.**



# Colour is our business. And a big part of yours

**At Axalta, we know that colour and performance are at the heart of our business – and yours.**

Since the inception of our company, Axalta has been at the leading edge of colour research and development. We understand the importance of colour in your bodyshop and the impact it has on productivity, profitability and higher customer satisfaction.

Colour not only adds vibrancy, beauty and personality to a vehicle but requires the most innovative colour-matching tools available, to achieve the most accurate colour match possible.

**Colour Accuracy and Expertise.**

Pioneering colour measurement is no accident. Our experts live their passion for colour every day, developing tools and processes to make colour matching faster and easier than ever before.

Through understanding colour and colour pigments, we have developed leading waterborne technology with coverage in only 1.5 coats. And, in combination with advanced colour tools, help move cars through your bodyshop and back to their owners faster. Reap the rewards of happy, satisfied customers!

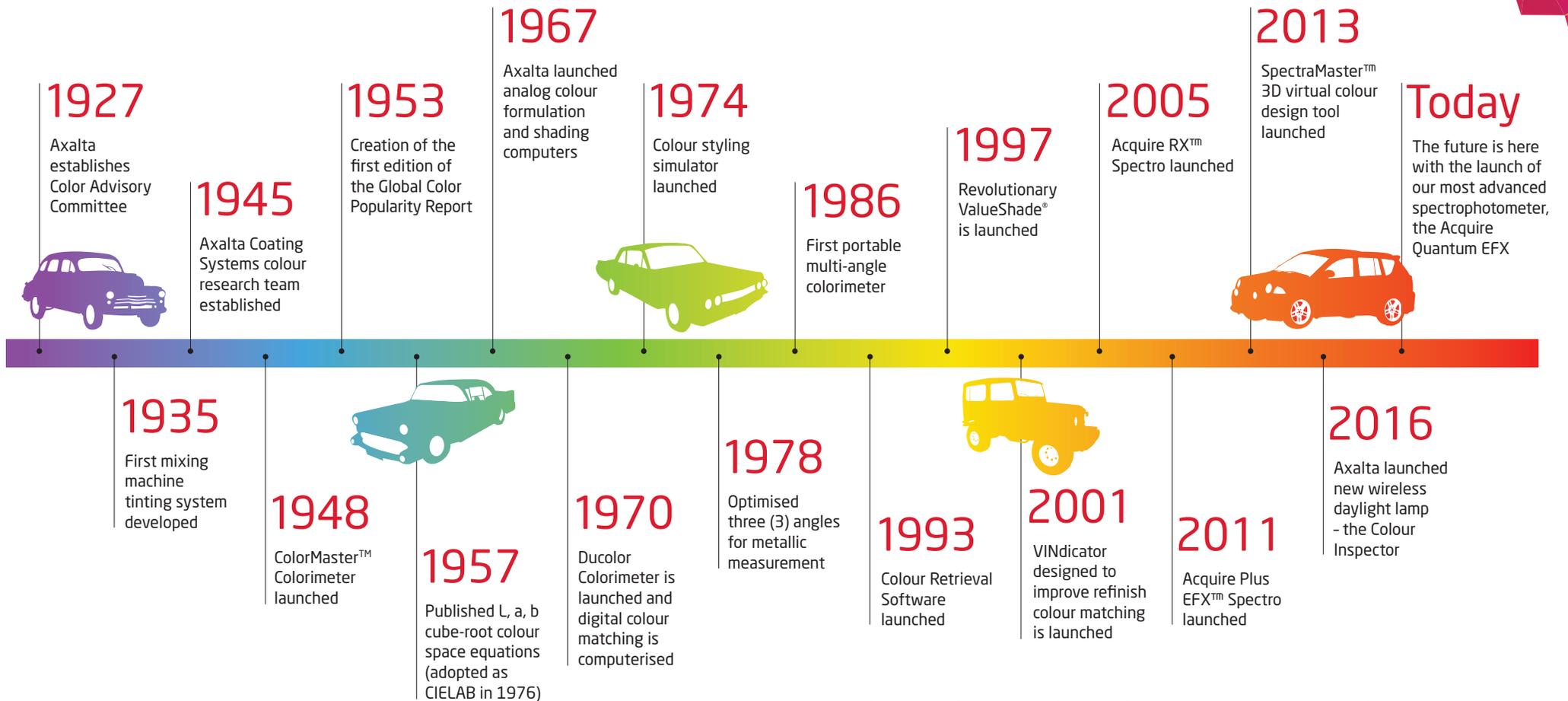
**Because it's not guesswork or approximation - it's science.**



# History in Colour



Our colourful history stems from our commitment to put our customers first.



*"L,a,b is the foundation of modern colour science today."*

# Traditional Colour Tools at Your Fingertips

## Traditional tools are the building blocks of the future.

No matter what major refinish brand you use – Standox®, Spies Hecker®, Cromax® or any other Axalta brand – there are tools to help you find the right colour quickly and easily. From fan deck systems, tinting charts, colour posters and flake selectors to patented ValueShade systems, refinishers can compare the vehicle's original paint at a glance.

### Fan Decks

The Fan Deck system allows colour chips to be compared with the vehicle's original paint. Each deck is sprayed with actual paint and organised in chromatic order by manufacturer, with the code and name of the colour shade. For ease of use, scannable barcodes can be found on the reverse side of waterborne chips. Fan decks also come in a neatly organised metal colour tool box.



Fan Decks



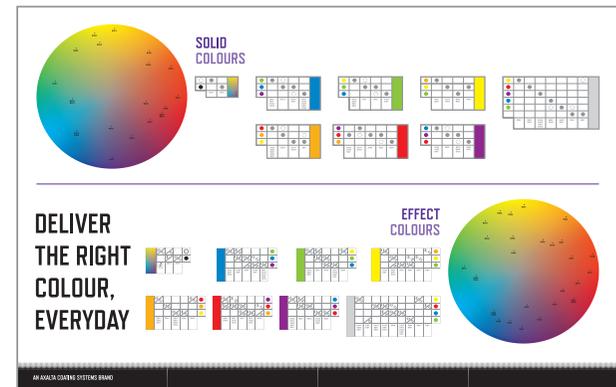
Colour Tool Boxes

### Tinting Charts

Tinting charts offer refinishers reliable information about different tints and finishes at a glance. Handy shading tables provide instant insight into the effect of adding or removing a tint.

### Undercoat Selectors

Selecting the right grey-shade undercoat or primer can ultimately minimise preparation time and lower paint consumption – the result – improved productivity and profitability. This concept, first introduced by the Cromax brand as ValueShade, shows how different shades of grey are matched to different topcoat colours. Our colour retrieval tools specify the right shade of grey for every topcoat for optimal coverage.



Tinting Charts

# Colour Masters



## Flake Selectors

The Flake Selector helps to identify the size of the aluminium flake within a particular effect appearance on the vehicle. It consists of 25 colour chips with five separate lightness levels, each of which has five aluminium flake grades and is compatible with our colour retrieval software. This allows the refinisher to find the best matching colour formula with the right size aluminium flake.

## Colour Training

Axalta provides regular training programs, alongside technical educational literature that focuses on colour matching accuracy. Training covers a wide range of skills and practices, enabling refinisher to do everything from learning three stage colour repairs to the effective operation of Axalta's colour retrieval software and spectrophotometers. Techniques learned are designed to improve efficiencies and keep cycle times to a minimum.

## Axalta continues to meet the exacting approval requirements of the world's leading car manufacturers.

A variety of different effects and shades from OEMs is increasing – glass flakes and high chroma pigments are just some examples. Axalta addresses these challenges by developing annually up to 25,000 new colour formulas in its colour labs around the world.

Our technicians take notice of each new eye-catching model as it is launched onto the market. They make sure you have the right tools, information and processes regarding how different types of colours should be repaired.

*“Our job is to provide refinishers with the right colour needed to deliver an accurate and productive paint repair.”*



Undercoat Selectors - ValueShade



Flake Selectors



Our Technicians Live Colour Every Day

# Digital Age of Colour Management

**Axalta takes colour management to a whole new level with leading edge technology.**

## Acquire Spectrophotometers

Using cutting-edge patented technology and advanced design, our spectrophotometers – which are compatible with all our systems, including premium brands Standox, Spies Hecker and Cromax – use a three-angled technique that provides a full visual comparison of the vehicle's colour.

The readings are then transmitted to our colour retrieval software where the closest available paint formula and shade value are listed. This helps make colour selection more efficient, reliable and time saving, eliminating costly mistakes and speeding up the repair process.

- The **Acquire RX Standard** spectrophotometer makes easy work of colour matching. It connects to a comprehensive global colour database, and can measure colour directly from the vehicle body, as well as effect coarseness by manually referring to a flake selector.

*“Axalta pioneered the development of portable spectrophotometers, and was the first in the industry to offer a device that measures both colour and flake appearance.”*

- The **Acquire Quantum EFX** is our smallest, lightest and most comfortable model yet and integrates seamlessly with our colour retrieval software. The Quantum has a small aperture that improves accuracy on curved surfaces providing easy access to hard-to reach places. The top-mounted touchscreen, has colour coded LEDs that give instant feedback on the device's status and identifies solid colours, as well as complicated metallic, pearl and Xirallic shades, making the device incredibly intuitive.

The unit comes with a “smart cradle” for convenient charging and direct connection to a PC, without the need to plug in or remove cables. It has Wi-Fi capabilities and in combination with the colour retrieval software, shares colour data to whoever needs it in your team – whether they're using a desktop, laptop, tablet or even a smartphone.



Acquire Quantum EFX



Barcode Scanners



# The Future of Colour

## Barcode Scanners

Axalta provides hand-held barcode scanners that work with our waterborne colour chips and ancillary product tools, to make access to the right colour formula quick and easy.

## Colour Inspector

This hand-held daylight lamp provides two different light sources – natural and evening light with varying intensities. It helps the painter to identify colour differences due to metamerism, ultimately improving colour accuracy.

## Colour Retrieval Software

Axalta's software can be stand alone or cloud based using a PC, tablet or smartphone. It includes colour and production information, safety data documentation plus access to a global database of over 200,000 formulas.

**It's a taste of the future - today.**



*Colour Inspector*

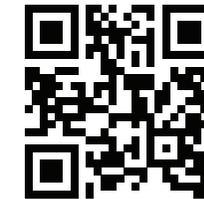


*Colour Retrieval Software*

**In 1953, as part of Axalta's commitment to colour, we created the first publication to track automotive colour styling and consumer colour trends – The Global Color Popularity Report.**

The report is the largest and longest running report of its kind and provides great insight for automakers as they plan future vehicle designs and styling.

Each year, the report reveals the top ten automotive colour popularity rankings from 11 of the world's leading automotive regions, including both established and emerging growth markets. It is a tool used by our OEM customers to formulate the next generation of coating colours, driving the market's future generation of automotive coating colours.



To see our Global Popularity Reports go to  
[www.axalta.com.au/colourpopularity](http://www.axalta.com.au/colourpopularity)

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