



## NEWS RELEASE

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For Immediate Release

### **Axalta Coating Systems Powder Coatings on Display at the International Biennale INTERIEUR Design Event in Kortrijk, Belgium**

2 october 2018

Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is exhibiting a selection of its Alesta® powder coatings colours and textures at the International Design Biennale INTERIEUR, taking place in the Expo Kortrijk, Belgium, from October 18th to 22nd 2018.

Biennale INTERIEUR Kortrijk is a internationally renowned furniture fair dedicated to design, architecture and innovation.

With more than 150 years in the coatings industry, Axalta Coating Systems is delighted to share its legacy of colour technology and innovation during the Biennale with a wide array of architects and designers who rely on Alesta coatings to provide vibrant colours and effects to their projects. To highlight some of these applications during the event, Axalta is displaying its Colour Experience Room. The Colour Experience Room is a showroom displaying over 1200 colours, effects and textures to architects and designers. The Colour Experience Rooms can already be found in Lummen, Belgium and Łódź, Poland, a third will be opening this October in Montbrison, France. London is in the scope to open in 2019!

At the Biennale INTERIEUR we will bring more than 400 colours especially selected for the furniture and architectural segment. Our colour experts are constantly exploring the latest trends and tendencies in terms of colour, combinations, finishes and effects to provide the designers of tomorrow with continuous inspiration.

Sally Put, Marketing & Communications Lead BeNeLux for Axalta's powder coatings in Belgium, says, "Axalta Coating Systems has developed the concept of the Colour Experience Room to host and guide architects and designers around the world in selecting the best quality and appearance for their project. It's not only the colour that gives inspiration, it's the synthesis of colour, texture and effect together with emotions that sets the fire on a successful design, and it's up to us to release the sparks!



It's exciting to be part of this event, which draws designers, architects, entrepreneurs, students and members of the public from around the globe.

The Biennale INTERIEUR is in its 26th year and this biannual event has become one of the most eclectic design events in Belgium. The event aims to highlight the importance of design in every aspect of daily life, to raise its public awareness, and to make design accessible to all; it's also a way to explore the evolution and the future of design. This is done through multiple exhibitions, conferences, symposiums and debates that look at contemporary design trends and design issues. Design it, Colour it!"

For more information on Axalta's Alestia powder coatings visit [powder.axaltacs.com](http://powder.axaltacs.com)

And for more information on the event, visit <http://www.interieur.be>

#### About Axalta

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colourful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With more than 150 years of experience in the coatings industry, the 14,000 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [www.powder.axaltacs.com](http://www.powder.axaltacs.com) and follow us on LinkedIn /axalta-powder-coatings-emea , on Facebook /AxaltapowdercoatingsEMEA and on Instagram [axaltapowdercoatingsemea](https://www.instagram.com/axaltapowdercoatingsemea)