

News Release

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For Immediate Release

Axalta Coating Systems rolls out simplified ordering system to provide customers with wider choice of ordering options

Webshop and mobile app offer real-time price and product availability overview

Basel, Switzerland – June 27, 2018 – Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is rolling out a new efficient order management system the second half of 2018 that is designed to give its refinish and powder coatings customers a wider choice of ordering options and greater overview of real-time price and product availability. The multi-store solution was successfully trialed in across eight countries with great success.-For refinish the system has been introduced in Denmark, Germany, Norway, Sweden and the UK. Austria and Switzerland will follow shortly. For powder, it has been introduced in Austria, Belgium, France, Germany, Sweden and the UK. More countries will follow.

Axalta regularly supplies more than 100,000 industrial and automotive industry customers in 130 countries with paint products and services. Until recently, 95 per cent of orders in Europe, Middle East and Africa (EMEA) were placed by phone. Now, with the introduction of the new multi-store solution, customers can view an online product catalogue, obtain real time information on product availability and pricing, track and trace their orders and use digital technologies to place orders online. The new webshop also allows customers to use a mobile app, available for Android and iOS, to scan the barcodes of products they want to re-order, which then sends their order to the webshop ready for review. There are plans for a new barcode reader to be launched, which allows multiple barcodes to be scanned consecutively, and then sends the list to the webshop.

“We wanted to make ordering as fast, easy and flexible as possible for our customers,” says Marion Röthgen, Axalta’s Manager E-Business for EMEA. “With this new self-service webshop, our refinish and powder customers will find all the product information they need in one place, with real-time price information. They will also have the option to upload or scan orders. It also provides helpful and time-saving features like personalised favourite lists for each customer. In addition, the webshop, allows our customers to have a defined approval flow for accepting and submitting orders. But regardless of how the order is placed, it will be processed in the same way, and delivery speed is not impacted.”

The highly-efficient order management system uses the Magento open source platform as a product catalogue, customised for Axalta by NetResearch. It is combined with the Corevist application, which is a real-time SAP integrated solution. This combination provides a scalable Cloud solution that can continuously be updated and provides customers with a comprehensive product catalogue and great track and trace options.

Axalta discussed details of its new order management system in a presentation entitled *Efficient order management – from telephone order to webshop and mobile app* that Röthgen delivered at the *B2B eCommerce Strategy Summit* in Berlin, Germany, which took place on 15 and 16 May 2018.

For further information on Axalta, please visit www.axalta.com.

About Axalta Coating Systems

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 13,300 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 axalta.co.uk and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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