

News Release

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For Immediate Release

The Future of Colour Matching for Bodyshops Globally is Now: Axalta Sells Its 60,000th Spectrophotometer

Company Sells 10,000 Spectrophotometer in Past 15 Months as Customers Look To Optimise Productivity With Digital Colour Management

Basel, Switzerland – 12 September 2019 – Axalta (NYSE: AXTA), the leader in digital colour management for the automotive aftermarket, today announced that it has sold its 60,000th spectrophotometer, with 10,000 sold in the past 15 months. The rapid increase in recent sales is attributed mainly to a strong global digitisation trend. These increasingly popular handheld digital tools are an accurate and fast way of colour matching that boost the efficiency of bodyshops.

“Adopting a digital approach to colour matching and retrieval is a global trend that started 25 years ago when Axalta was one of the first coatings companies to offer a digital device and software to refinish customers,” Dr Martin Wulf, Axalta’s Colour and Technical Manager for Refinish Systems in Europe, the Middle East and Africa, says. “Today, we encourage all of our users to future-proof themselves and optimise their efficiency by moving to digital colour measurement.”

Using the latest-generation spectrophotometer and cloud-based colour software is easy. Refinishers simply take the colour readings from a vehicle’s paintwork using the spectrophotometer, which then wirelessly sends the readings to Axalta’s online global colour database. The colour matching software searches more than 200,000 constantly-updated formulas, and where necessary, automatically adjusts the closest formula to provide

refinishers with the best possible match, which can then be selected on a smartphone or a tablet and sent via WIFI to an IP scale for mixing the colour formula. The whole process is more accurate, more efficient and more profitable.

“The future is now,” concluded Wulf. “The spectrophotometer is clearly a valuable part of modern refinish work. We expect to see continued and significant growth globally as bodyshops adopt a completely digital way of working. For customers who are looking at going digital, we will support and help them make a seamless transition to a fully digital colour management process.”

Axalta’s industry leading and cutting-edge spectrophotometers are available globally.

For more information on Axalta Refinish and Axalta’s digital journey, visit axalta.com/eu/colour-management.

About Axalta Refinish

Axalta Refinish - part of Axalta, a leading global company focused solely on coatings – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings industry, our dedication to innovation and our constantly-developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers’ needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit refinish.axalta.eu and follow us on [LinkedIn](#).

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