

News Release

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FOR IMMEDIATE RELEASE

Audurra refinish accessory brand extends its product portfolio

Recent additions perfectly complement the entire refinish process

15 NOVEMBER 2021 – Audurra, the European Refinish accessories brand from Axalta, a leading global supplier of liquid and powder coatings, has extended its product portfolio, which now covers additional bodyshop needs. The products – ranging from abrasive and masking supplies to personal protective equipment, paint stands and sanding machines - are supplied through Axalta’s premium Refinish global brands Cromax[®], Spies Hecker and Standox, as well its economy brands.

Olaf Adamek, Axalta’s Refinish Brand Manager for Europe, the Middle East and Africa, says, “As an Axalta brand, Audurra products are the perfect match for Cromax, Spies Hecker and Standox and come with the same guarantee of quality. For our bodyshops, being able to source all the accessories for the paint repair process from their refinish brand of choice is not only convenient but also gives them confidence the products will perform to the highest professional standards. Audurra products are all rigorously tested in our regional Training Centres before being added to the portfolio.”

The extended offering from Audurra includes: an innovative Sanding Solution Cart for optimal organisation; Random Orbital Sanders; small and silent high-performance Micro Spot Sander Set; Tack Cloths specifically for water-based and VOC compliant systems; the 80°C Masking Tape in five different widths; Duplex Masking Tape; and Safety Glasses.

The Audurra offering doesn't stop at products and tools. On the Audurra website, refinishers also have access to training videos and standard operating process posters, which help refinishers tackle the 10 most common repair processes with Audurra and Cromax, Spies Hecker and Standox.

"By continuously adding to the already comprehensive Audurra range, we're providing our refinishers with optimal solutions at every step of the repair process for a new level of repair quality. And the success we've seen with Audurra so far not only underscores its attractive price-performance ratio, but also demonstrates we're meeting the demand in the market," concludes Adamek.

For more information, and to download the handy Cromax, Spies Hecker and Standox repair process posters and videos, please visit www.audurra.com.

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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](#).

About Axalta

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues 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.com and follow us @Axalta on [Twitter](#).