

## News Release

### Axalta Coating Systems GmbH

Uferstrasse 90  
4057 Basel  
Switzerland  
axalta.com

### Contact

Chantal Bachelier-Moore  
DA Public Relations Ltd  
D +44 207 692 4964  
chantal@dapr.com



## For Immediate Release

# Axalta unearths power of innovation at this year's Chemicals Sales and Marketing Toolbox in Frankfurt, Germany

Basel, Switzerland – 18 November 2019 – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, participated in this year's Chemicals Sales & Marketing Toolbox in Frankfurt, Germany, from 14 to 15 November 2019. Gilles Navez, Axalta's Product and Marketing Director for its Refinish Systems business in Europe, the Middle East and Africa (EMEA), was a speaker on the second day's executive panel where he shared Axalta's best practice in digital transformation in the refinish industry.

Navez cited Axalta's history of digital innovations and its unparalleled experience in helping bodyshops increase their efficiency through digital technology. Innovation highlights include Axalta's Digital Colour Management, the industry's first 100% wireless cloud-based colour management system, which comprised the launch of the first WiFi spectrophotometer with cloud capability on the market.

Navez said at the event, "We have adopted a mindset of innovation and change at Axalta, which has increased our nimbleness and made us the preferred coatings partner for our customers. Digitalisation is driving the refinish industry evolution and we are leading our bodyshops and distributors forward every step of the way."

The digitalisation journey for the refinish industry has accelerated in recent years and it underpins every aspect of the refinish process. Digitalisation encompasses everything

from wireless colour-matching to big data insight into colour popularity and trends.

Navez continued, “We are also focused on the way we leverage digital customer intimacy on the services we provide. In the past five years, we have taken a huge leap forward towards becoming a fully digital service provider, alongside our market-leading position as a coating manufacturer, with a customer base in more than 130 countries worldwide.”

Now in its seventh year, the Chemicals Sales and Marketing Toolbox event is the largest event in Europe of its kind. It has become a must-attend event that attracts as many as 200 sales and marketing professionals from the chemical industry annually to share best practices.

For more information about Axalta, please visit [www.axalta.com](http://www.axalta.com).

### **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 [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](https://twitter.com/Axalta) and on [LinkedIn](https://www.linkedin.com/company/axalta).

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