

## News Release

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For Immediate Release

## **Axalta Wins Two Edison Awards for Revolutionary Innovations**

### **Axalta's Acquire Quantum™ EFX Spectrophotometer and Voltaprem 5000 Impregnating Resin Honoured in the Materials Science and Engineering Category**

Philadelphia, Pennsylvania, USA - April 4, 2019 - Axalta (NYSE: AXTA), a leading manufacturer of powder and liquid coatings, is pleased to have won two Edison Best New Products™ awards at a ceremony in New York City last night honouring products that demonstrate excellence in technological innovation, new product and service development, marketing, and human-centered design. Axalta's Acquire™ Quantum EFX won Bronze and Voltaprem 5000 won Silver in the Materials Science and Engineering category.

"Axalta is constantly innovating to provide our customers with the most effective and easy to use products," said Barry Snyder, Senior Vice President, Chief Technology Officer. "At its core, Axalta is an innovation-driven company – we invest four percent of sales each year into developing new products and technologies. The Acquire™ Quantum EFX and the Voltaprem 5000 are creative solutions enabling productivity and sustainability. We're thrilled and honoured to win these Edison Awards."

Axalta's colour retrieval system, utilising the Acquire™ Quantum EFX spectrophotometer, is digitising the bodyshop industry and improving colour matching by removing subjective visual evaluations. This innovative product provides the first

"colour" and "sparkle" measurement technology enabling superior colour and appearance reproduction of OEM factory paint finishes on automobiles. The system packs novel colour technology into a lighter and faster unit to help customers create more accurate and faster colour matches, allowing for more vehicle throughput.

In EMEA, the cutting-edge spectrophotometer is also available from each of Axalta's three premium global refinish brands. The devices are branded ChromaVision Pro Mini from Cromax®, Color Dialog Phoenix from Spies Hecker, and Genius iQ from Standox.

Axalta's Voltaprem 5000, a newly launched, environmentally friendly Impregnating Resin for High Voltage Applications, provides improvements in reduced application time and energy consumption. This allows for better coverage and enables the applicator to be more efficient and productive. Axalta's technology breakthroughs lowered the application temperature 20-degrees and allowed for 20 percent higher application/curing speed. Voltaprem 5000 also contains 25 percent renewable raw materials, clearly demonstrating the future for high voltage motor impregnating resins.

The Edison Best New Product Awards™ is an annual competition honouring excellence in new product and service development, marketing, human-centered design, and innovation across the globe. Award winners represent "game changing" products and services, as well as excellence and leadership in innovation around four criteria: Concept, Value, Delivery, and Impact.

### **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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