

AXALTA COATING SYSTEMS



Industrial Wood Coatings



The background of the image is a close-up of a wood surface with a prominent vertical grain. The wood is a warm, medium-brown color. On the right side, there is a large, circular wood knot with a more complex, swirling grain pattern. The lighting is slightly darker towards the edges, creating a subtle vignette effect.

**The leader
in Wood
Coatings
since 1806**



>> **Axalta Coating Systems**

is pleased to welcome Industrial Wood Coatings into our portfolio of high-performance coating products. Since the 19th century, Axalta has developed, manufactured, and provided liquid and powder coatings to diverse industries.

From light vehicles, commercial vehicles, and refinish applications to electric motors, building components, pipelines, kitchen cabinetry, furniture and appliances, our coatings are designed to prevent corrosion, increase productivity, and add beauty. Around the world, our customers rely not only on the market-leading technology within our products, but also on the expertise of our dedicated sales and customer service organizations.

Built for Performance, we are committed to understanding our customers' emerging needs so that we can continue to provide them with innovative, colorful, and sustainable solutions.



>> **Product Technology**

As the global leader in wood finishes since 1806, our legacy has been built upon field-tested, market-driven products that satisfy the demands of an evolving marketplace. Optimized coating formulations not only improve the durability, protection and aesthetics of substrates - they also improve the productivity, efficiency, and sustainability of our customers' operations.

Waterborne Coatings

Axalta's waterborne products incorporate revolutionary coatings technology to match the durability and performance of traditional solvent-based products, but with low odor, VOC-compliant solutions. Our waterborne technologies range from acrylic resins designed durability on building exteriors to primers that provide excellent hide for doors and moulding products.

Our Zenith® range of products, the only complete line of waterborne finishes, is formulated to provide intense, rich color tones and yield a finish that is tough and resists household chemicals.

The Zenith waterborne collection also includes products that surpass Kitchen Cabinet Manufacturers Association (KCMA) performance requirements when properly applied and cured. GREENGUARD certified products are also available.

Solvent Coatings

Ideal for a wide variety of applications, Axalta offers a full range of easy-to-apply, reliable, and durable solvent-based coatings. Our solventborne products also provide excellent flow and leveling characteristics, exceptional clarity and gloss retention, and superior UV protection. HAPs-free, extremely low VOC formulations with low formaldehyde content are also available.

Ultraviolet Curing

From pre-finished hardwood floors to kitchen cabinets, Axalta's complete line of waterborne UV and 100 percent solids UV coatings offer customers improved line speeds and cure times and meet regulatory guidelines for low VOC and HAP content. These coatings reduce finishing costs and offer superior scratch, mar, abrasion, and chemical resistance over various substrates.



>> **Service and Support**

Axalta's customers rely on us to provide timely and innovative coating solutions coupled with superior service and support.

Technical Field Service

Armed with industry experience, our dedicated technical service representatives provide customers with support and solutions to their varied challenges.

Application Engineering Service

We have the tools, knowledge, and equipment to mimic most of our customers' finishing lines so that our application engineering services group can ensure a seamless product transition when supporting conversion to our products. This results in reduced line downtime, cost, and waste.

Marketing Service and Support

We provide our customers with tools, materials, and support to help promote and sell their products within the market. Customers have access to on-site training in regional locations.

Regulatory Support

The regulatory environment changes rapidly. We help our customers understand how to adapt in order to remain competitive and compliant with appropriate regulatory information on packaging and on technical and safety data sheets.

Axalta's industrial wood coatings are formulated to address a wide range of application needs from kitchen cabinets and furniture to flooring and other building components. Our products are available directly to original equipment manufacturers or through distributors.

Kitchen Cabinets

As a leading supplier to the stock, semi-custom, and custom cabinetry markets in North America, Axalta offers superior service, technology, and coatings application expertise to our customers. Our knowledgeable sales and service teams assist customers daily in achieving various styles and finishes to ensure success within their given markets. Axalta also offers extremely low VOC technology, waterborne UV-cured, and formaldehyde-free performance finishes to minimize hazards to workers, consumers, and the environment.

Furniture

Axalta offers full service color, design, and finishing support to our partners in the residential, office, and institutional furniture markets. Our sales, service, and design teams are committed to providing industry leading technology, application expertise, and finish design on-site within our customers' operations.

Distributors

Leveraging our products, expertise, and partnerships with leading OEMs, Axalta provides innovative coating technologies to our world-class distribution partners. We also ensure our partners' success through dedicated training in addition to comprehensive marketing and sales support.

Building Products

The North America building products industry relies on Axalta to provide the broadest product and technology portfolio available. Our partners include market leaders that manufacture exterior siding and trim, doors, flat panels, flooring, moulding and millwork, among others. From primed to pre-finished, we offer durable solutions in a wide range of colors and styles to meet any requirement.



>> **Color Choice**

Designed for distributors, Axalta's Color Choice® offers one of the most comprehensive color matching and finish design programs for the wood coatings marketplace - combining design, formulation and program management guidance along with a full complement of products, raw materials and equipment. Color Choice enables companies of various sizes to efficiently produce an unlimited number of custom colors and finishes with precise accuracy and consistency. With a broad offering of tools, training, and materials, Color Choice provides personally tailored programs to meet individual business needs and budget.

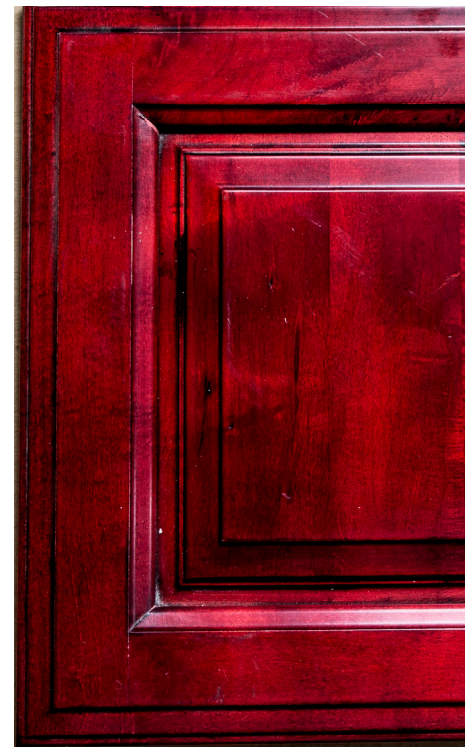
Color and Design Studio

Axalta is recognized as the global leader in color and design for wood products. We offer our partners unique access to highly qualified, experienced master stylists and artists. From the initial concept phase, to market launch, we work closely with our customers throughout the product development and commercialization process.

>> **Corporate Social Responsibility**

Axalta is committed to helping the communities where we do business. The initiatives and organizations we support reflect the nature of our business as a technology-based manufacturing company. Therefore, we focus our support in two main areas: education within science, technology, engineering, and mathematics (STEM) disciplines, and sustainability initiatives that foster environmental stewardship and resource conservation in communities where our employees and customers live and work.

Responsible sustainability is central to everything we do as a coatings company. Beginning with the fundamental role of coatings - to make our customers' products last longer and perform better - Axalta's product application systems are designed to reduce time and waste, save energy, and reduce emissions. We are always looking for new and innovative ways to manufacture coatings while also protecting the environment.



**For more information, please contact Axalta at:
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