



CASE STUDY

ChromaDyne Next Gen

Expanding What's Possible in Automotive Color



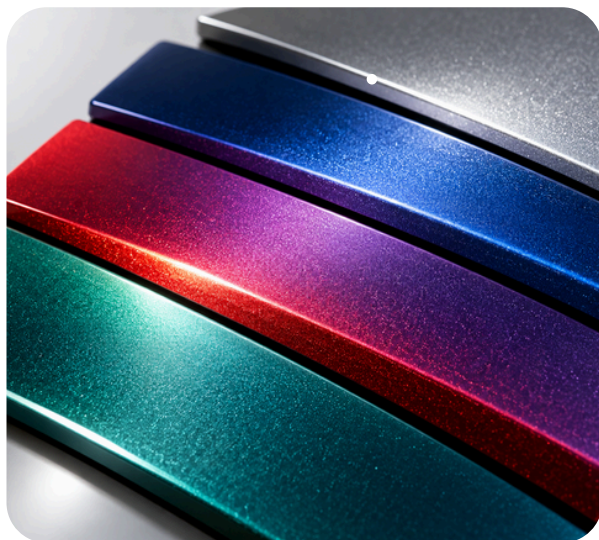


THE CHALLENGE

Advanced Colors Create Advanced Challenges

Bringing high-chroma and advanced metallic colors to market isn't easy.

OEMS FACE REAL OBSTACLES:



LIMITED COLOR SPACE

Traditional technologies can restrict what is achievable with high-chroma and advanced metallic finishes



BALANCING PERFORMANCE & PRODUCTION

Difficult to balance color performance with manufacturing stability



CONSISTENCY IN EFFECT COLORS

Advanced effect colors require precise control to maintain appearance from vehicle to vehicle



THE SOLUTION

ChromaDyne Next Gen Delivers More

An advanced pigment technology designed to expand creative possibilities while supporting real-world production.

01

RICHER COLOR EXPRESSION

Expanded high-chroma capability
with stronger travel effects



02

SMOOTHER METALLIC FINISHES

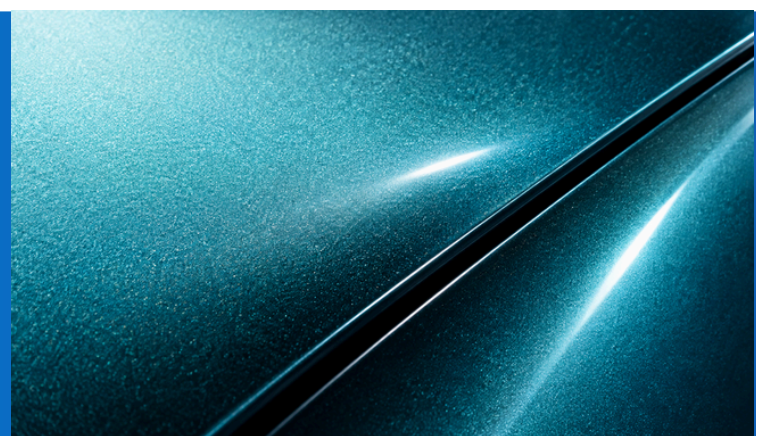
A more refined appearance with
enhanced depth, brightness and clarity



03

GREATER STABILITY & CONSISTENCY

Improved color control for more
consistent manufacturing performance





THE RESULTS

Proven in Production

Across Global OEMs



Proven Results in Market

SUPER LIQUID SILVER

METEORITE LIME

ICE MOON BLUE

GOLD SHIMMER SILVER



EXPANDED COLOR POSSIBILITIES

Expanded the achievable range of high-chroma and advanced light metallic colors

ENHANCED APPEARANCE QUALITY

Improved overall appearance quality with enhanced depth, brightness and clarity

MORE CONSISTENT MANUFACTURING PERFORMANCE

Delivered more consistent manufacturing performance and color control



CASE STUDY

ChromaDyne Next Gen

TURNING ADVANCED COLOR
INTO PRODUCTION REALITY

axalta.com/mobility