

Axalta to address rising coatings performance standards in ACE market at European Coatings Technology Forum

Providing the right technology for challenging environments

Berlin, Germany, 9 November 2016: Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, will attend the European Coatings Technology Forum Coatings for Agriculture and Construction Equipment (ACE), taking place in Berlin, Germany, on 24 November 2016 at 11.45am. Dr Carlos Rodriguez Santamarta, Marketing and Strategy Manager for Axalta's Industrial Coatings business in Europe, Middle East and Africa, will discuss trends and technological advances in coatings for the ACE market, which has an estimated worth of US\$1.5 billion annually.



Agricultural, construction and earthmoving equipment is often operated in harsh environments and exposed to humidity, wind, weather and UV radiation, which places tough demands on the coatings used to protect and to enhance it.

Santamarta's presentation, ACE coating technologies – the key to choosing the right system, will explore not only the key requirements of current ACE coatings performance level specifications, but also the implication that financial constraints have for application costs.

"As a global coatings manufacturer, we at Axalta see the need to offer high-quality coatings while reducing overall costs in order to address ACE manufacturers' requirements," Santamarta explains. "For many ACE manufacturers, excellent gloss and colour retention, combined with a high degree of edge protection and corrosion protection, are high on their list of coatings priorities. But they rarely specify whether they want a one- or two-layer coating system to provide that protection. To achieve the standards demanded by many ACE manufacturers, two-layer systems are increasingly the popular choice. However, in view of overall application costs and ever more exacting performance requirements, further coatings development is vital."

Axalta provides an extensive portfolio for the ACE market including the one-layer polyester powder ranges Alesta[®] IP and Alesta SD. AquaEC[®] 5100, AquaEC 5500 and AquaEC 5700 are Axalta's well-established one-layer acrylic e-coat system.

For two-layer systems, Axalta's PercoTop[®] CS381, an epoxy-based solventborne liquid primer, is ideal for applications where higher functional protection is needed. And PercoTop 9675 and PercoTop 771 are Axalta's most popular polyurethane ACE topcoats.

The European Coatings Technology Forum this year takes place in Berlin, Germany on 24 and 25 November 2016.

For more information on Axalta's industrial coatings for the ACE market visit www.axaltacoatingsystems.com.

About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

Additional info

- > PercoTop
- > AquaEC
- Alesta IP
- Alesta SD
- > Technical Details

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 150 years of experience in the coatings industry, the 12,800 people of Axalta continue to find ways to better serve our more than 100,000 customers in 130 countries every day with the finest coatings, application systems and technology. For more information visit axaltacoatingsystems.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

http://www.axaltacoatingsystems.com/content/axalta_gb/en_GB/industrial-liquid-coatings/newsroom/axalta-at-european-coatings-technology-forum.print.html