

## New Websites

**New websites provide information on Axalta's industrial products for customers in Europe, the Middle East and Africa**

**Cologne, Germany - 17 July 2014**, - Axalta Coating Systems, a leading global coatings company announces the launch of three new websites with information about the company's liquid industrial, powder coatings and electrical insulation products. The websites will provide quick and easy access to information for existing and new customers in Europe, the Middle East and Africa (EMEA). The sites - [www.industrial.axaltacs.com](http://www.industrial.axaltacs.com), [www.voltatex.com](http://www.voltatex.com) and [www.powder.axaltacs.com](http://www.powder.axaltacs.com) - are live and replace the old websites. Designed as one-stop locations, the new, easy to navigate websites provide overviews of all the products and services offered by the Axalta Industrial businesses in EMEA, including:



### Websites

- [www.industrial.axaltacs.com](http://www.industrial.axaltacs.com)
- [www.voltatex.com](http://www.voltatex.com)
- [www.powder.axaltacs.com](http://www.powder.axaltacs.com)

- Liquid coating brands Imron<sup>®</sup>, for the transportation industry, and PercoTop<sup>®</sup>, for general industrial applications
- AquaEC<sup>™</sup> electrocoat, as used by OEM manufacturers and general industry
- The range of Voltatex<sup>®</sup> electrical insulation materials, such as wire enamels, impregnating resins and core sheet varnishes
- Powder coatings such as Alesta<sup>®</sup>, Teodur<sup>®</sup>, Abcite<sup>®</sup> and Flamulit<sup>®</sup>, which are an efficient, environmentally-responsible method of finishing.

Each website boasts colourful, bold, streamlined menus and effortless navigation to ensure excellent functionality. From the landing pages, visitors can rapidly find and click through to the information they need. The intuitive layouts of the sites, carefully structured site architectures and extensive content are all intended to offer visitors a rounded, enjoyable and informative browsing experience.

"At Axalta, we focus on putting our customers first. With this in mind, we've designed these EMEA websites with graphics that guide users through the pages and give them a clear insight into what we do and how we do it," Matthias Hofmann, Director for Axalta's industrial coatings business in EMEA, says.

Thomas Kopp, Director of Axalta's regional powder coatings business, comments: "Whether you visit the site from a PC, tablet, laptop or smartphone, the layout will adapt, so information is available to our customers no matter how they access it."

Hofmann adds, "quick links on the landing pages give our customers access to information they need in their day-to-day work such as datasheets, colour retrieval and product listings. But they can also look for information by scrolling down a short menu and searching for data by product, industry or service. Using the websites really couldn't be easier."