



NEWS RELEASE

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Orange is the new black

The colour orange can have a polarising effect – people either love it or hate it. If current trends in fashion, accessories and cars are anything to go by, consumer views on orange are shifting quickly towards the positive end of the spectrum.

Orange combines the energy of red and the happiness of yellow into a vibrant colour, which creates feelings of freedom, optimism and joy. So, it is no surprise that more car manufacturers are introducing this tone to their colour options. Most notable is the new Renault Clio, launched at the Geneva Motor Show in March 2019, in a stunning, vibrant metallic colour called *Orange Valencia*.

In order to enable its bodyshops to repair this new colour accurately, Cromax®, a global refinish coating brand of Axalta, a leading global supplier of liquid and powder coatings, introduces clearcoat additive AM54 Pure Orange. The clearcoat tint can also be used to repair other highly chromatic orange colours.

Ann De Clerck, Colour Service Manager for Axalta in Europe, Middle East and Africa (EMEA), says, “Axalta’s 2018 Automotive Color Popularity Report showed a clear indication of a return to colour, with orange gaining interest in the automotive landscape. *Orange Valencia* in particular is unique, making it a car colour choice that is driven by emotion. The introduction of this new clearcoat tint is vital for refinishers to achieve excellent results with these striking OEM colours.”



The Cromax Basecoat and Centari Basecoat formulas for AM54 Pure Orange are available immediately in ChromaWeb, the Cromax comprehensive cloud-based colour retrieval software.

“All Cromax products are designed with productivity in mind, so only a limited amount of the tint needs to be added to the clearcoat to give the right effect. This makes the 100ml cans a pragmatic, smart solution,” says De Clerck.

For more information about Cromax please visit www.cromax.com/gb/colours.

About Cromax

Cromax, a global refinish coating brand from Axalta, is designed to increase productivity. Our coatings are formulated specifically to optimise business with advanced time-, energy- and material-saving processes that increase throughput and lower operating costs. Our value-added solutions provide customers with the most advanced systems to get the best out of the entire workflow. And our smart tools, our people’s in-depth knowledge and our strong approved networks all make our bodyshop customers more attractive to work providers. Cromax - drive your productivity.

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