

Axalta News Hub

Axalta introduces Wood Vibes: Mood

Latest edition of Axalta's industrial wood coatings color trends campaign connects the latest colors with emotion

HIGH POINT, N.C., Sept. 14, 2020 /PRNewswire/ -- Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, recently launched [Wood Vibes: Mood](#), the new edition of its Industrial wood coatings color trends campaign. *Wood Vibes: Mood* is an expansion of Axalta's wood color collection, focusing on home interior color trends and wood finishes using cutting-edge color formulations. The collection features a mix of bright colors, soft pastels and refined wood tones appropriately titled: Spirit, Lively, L'amour, Cozy, Effortless, Cheers and Namaste.

[Wood Vibes: Mood](#) leverages the psychology of color by utilizing distinctive color hues to evoke feelings of comfort and calmness. This latest collection injects emotion and accentuates the overall ambiance of a home.

"Leveraging Axalta's color expertise, in-depth market research and advanced technologies, we forecast contemporary wood trends, helping our customers to develop innovative, unique wood finishes," said Wade Arnold, Vice President of Industrial Wood Coatings at Axalta. "This collection demonstrates Axalta's leadership in color innovation in the wood coatings industry. We are excited to introduce this unique and modern collection of wood finishes to our customers."

The [Wood Vibes: Mood](#) color palette includes:

- **Namaste** uses the ever-popular blue to design a peaceful and elegant space.
- The **Spirit** collection incorporates various hues of green, stirring feelings of positivity, refreshment and harmony.
- The **Lively** palette uplifts the spirit and is composed of subtle and attractive hues creating a welcoming feeling.
- A combination of pale pink and blue make up the **L'amour** collection, creating a fresh palette of calming colors.
- The **Cozy** collection balances brighter hues with grey tones, creating a simple yet versatile palette.
- The **Effortless** collection is simple, timeless and maximizes beige, cream and brown color trends.
- The **Cheers** collection highlights red's dynamism, creating a dramatic and passionate palette.

"The *Wood Vibes: Mood* collection is a versatile palette that enlivens the spirit of a home. From muted green to pale pink, this collection builds upon color trends to create the perfect ambiance in any room in your home," said Vanessa Navarro, Marketing Manager of Industrial Coatings at Axalta. "Leveraging our color expertise, we're excited to introduce this unique and contemporary collection of wood finishes to our customers."

Recognized as a global leader in color and design for wood products, Axalta offers customers unique access to highly qualified, experienced master stylists and artists. From the initial concept phase to market launch, Axalta closely collaborates with customers to develop unique colors and techniques that improve productivity

and efficiency.

To learn more about Axalta Wood Coatings, visit axaltawoodcoatings.com.

About Axalta Coating Systems

Axalta is a global leader in the coatings industry, providing customers with innovative, colorful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, building facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in over 130 countries better every day with the finest coatings, application systems and technology. For more information, visit axalta.com and follow us [@axalta](https://twitter.com/axalta) on Twitter.

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