

Axalta News Hub

## Axalta Upgrades Color Matching System at Its High Performance Coatings Business in Emerging Regions

### System to Drive Digital Transformation and Make Body Shops More Efficient and Productive

**Maylasia, May 7, 2020** -- Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, today launched an upgraded color matching system at its High Performance Coatings (HPC) refinish business located in Southeast Asia. The upgraded software platform incorporates the most up-to-date color formulas and has a user-friendly interface to make color formula retrieval and reporting quick and easy, while also providing online technical support services.

Axalta's color matching system incorporates updated color formulas to cover HPC's extensive portfolio of well-known brands, including HIPIC<sup>®</sup>, Galaxy<sup>®</sup>, Nebula<sup>®</sup> and Orbis<sup>®</sup>. It aims to digitally enhance and extend color services that HPC provides to its refinish customers in emerging regions including Southeast Asian countries (ASEAN), India and Middle East and North Africa (MENA).

“As a leader of full digital color management in the automotive refinish industry, Axalta's color matching system makes for more efficient bodyshop management,” said Andy Jae-Duk Ban, Color Marketing Manager, APAC & MENA. “The advanced digital color management technology will enable bodyshops to search and obtain any color information they require more quickly and efficiently than ever before. This upgraded color management system will strengthen HPC's capability to serve its refinish customers in the region and enhance its competitive advantage in local markets.”

The color matching system uses Axalta's extensive database of color formulas and provides online access to users anywhere in the region. It is also helping to digitize the refinish industry and reduce its reliance on matching colors by visual appearance.

With the Color Retrieval Program, all HPC brands will have access to most recent color formulas. HIPIC has an upgraded program while Nebula, Galaxy and Orbis have each received new color retrieval systems. To learn more on the program, please visit the brand websites.

<https://hpcoatings.com.my>

<https://www.galaxy.hpcoatings.com.my/>

<https://www.orbis.hpcoatings.com.my/>

<https://www.nebula.hpcoatings.com.my/>

DVDs are also available to customers.

For its unique inspiration to the industry, Axalta's Color Retrieval System, which features Acquire<sup>™</sup> Quantum EFX, was named a finalist for R&D Magazine's 2018 R&D 100 Awards.

### About Axalta

Axalta is a leading global company focused solely on coatings and providing customers with innovative,

colorful, beautiful and sustainable solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings, pipelines and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With more than 150 years of experience in the coatings industry, the approximately 14,000 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information, visit [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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