

Axalta News Hub

Axalta Introduces New Edition of "Wood Vibes" Trends

HIGH POINT, N.C., April 8, 2019 /PRNewswire/ -- Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is proud to introduce a new edition of its industrial wood coatings trends campaign, "Wood Vibes: Terra".

Axalta combines its passion for color with industry expertise to create "Wood Vibes," a series of color collections focused on home fashion trends. Through color and design, Axalta inspires customers and helps them deliver the latest trends to their markets.

The new collection, "Wood Vibes: Terra", is inspired by elements of nature with earth tones emerging in popularity throughout 2019. The collection is filled with colors that exude empowerment and confidence and is composed of rich color palettes.

"Our global team of color specialists and our expertise in advanced color forecasting, helps us formulate the next generation of colors to stay ahead of the market," said Wade Arnold, Vice President of Industrial Wood Coatings for Axalta. "'Wood Vibes' is a powerful resource designed to enable our customers to grow their business and meet consumers' expectations for new color choices."

Recognized as the global leader in color and design for wood products, Axalta offers unique access to highly qualified, experienced stylists and artists. From the initial concept phase to market launch, Axalta works closely with customers through the product development and commercialization process.

"Axalta is not just a coatings manufacturer; we are color experts. We have a team of passionate people that deliver new colors every day," said Carl Gaynor, Marketing Director of Axalta Industrial Wood Coatings. "We utilize the most advanced technologies and quality pigments to create the most innovative color palettes."

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

About Axalta

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, 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 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 and follow us @Axalta on [Twitter](https://twitter.com/Axalta) and on [LinkedIn](https://www.linkedin.com/company/axalta).

Axalta Coating Systems

1717 W English rd
HighPoint, NC

Contact

Vanessa Navarro
D +1 856.313.9825
Vanessa.navarro@axaltacs.com
axaltacoatingsystems.com

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