

Axalta News Hub

## Axalta Supports Business Growth for Customers through Specialized Refinish Training in Argentina

### **Training provides techniques and tools to help customers lower costs and benefit their body shops using the Company's leading Stadox brand**

BUENOS AIRES, Argentina, Sept. 25, 2019 /PRNewswire/ -- Axalta (NYSE: AXTA) a leading global supplier of liquid and powder coatings continues to strengthen its commitment with customers in Argentina by offering specialized training developed to help them to improve the performance and increase productivity of their body shops.

The training was focused on the use of Stadox, one of the global refinish coating brands from Axalta for collision repair and the aftermarket designed for a more efficient processing that is easy and quick to use and saves energy and costs while providing shiny results. The training combined theory and hands-on application and was aimed to help participants maximize the use of Axalta products.

"At Axalta, we continuously look for new ways to drive the solutions, products, and services our customers need to to lower costs and help them grow their businesses. Our mission is to achieve customer success by delivering our expertise and being a preferred coatings partner," said Marcelo Cicchini, Axalta Argentina President and South Cone Director.

The training was held at the Center of Coating Technology Training (CENTRE) in Buenos Aires and was led by Harald Klöckner, Stadox Head of Training and Technical Service EMEA.

"Axalta training programs provide a terrific opportunity to be closer to our customers and listen to their needs, so we can ensure we are delivering the highest value with the most innovative coating technologies," said Cicchini.

#### **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](http://Axalta.com) and follow us on Facebook, Twitter and Instagram @AxaltaLATAM

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