

Axalta News Hub

Axalta Expands Global Bonding Capabilities for Metallic Effect Powder Coatings

Metallic effect powder coatings grow at 10% annually

PHILADELPHIA, Dec. 19, 2019 /PRNewswire/ -- Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has strengthened its position in the global powder market by investing in bonding capabilities for metallic effect powder coatings. The investment will enhance Axalta's new bonding production line in Landshut, Germany, and the upgrade of bonding equipment and capabilities in Houston, TX, USA and Shanghai, China to enable customers to purchase best-in-class metallic effect powder coatings more easily from Axalta's locations worldwide.

Metallic effect powder coatings are widely used in the architectural, automotive, home appliance, and furniture markets; and grow at about 10% annually. Bonded metallic products offer many benefits such as higher first-pass transfer efficiency, consistent color, effect and gloss, increased batch-to-batch consistency, recyclable capabilities, lack of powder spits, better transfer on coating line, and no free-floating pigment in the application booth.

"We are excited to use the new state-of-art equipment to produce bonded metallic products with better efficiency, faster turnaround, and more consistent quality," said Michael Bollan, Axalta's Business Director for Powder Coatings in the Americas.

"Our know-how in producing bonded products has improved significantly by adding more technical resources in this field," added Julian Zhou, Business Director for Powder Coatings for China. "Axalta is not only investing in technology, but our workforce as well, to effectively support our customers."

For more information, please contact global-powder@axalta.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).

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