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Axalta Leads Discussion on Improved Performance Through Enhanced Coatings at European Automotive Coatings Conference

DÜSSELDORF, Germany--(BUSINESS WIRE)-- At the recent European Coatings Conference on Automotive Coatings on September 24 and 25 in Düsseldorf, Germany, Dr. Klemens Bartmann, Global Technology Director at Axalta Coating Systems (NYSE: AXTA), a leading supplier of liquid and powder coatings, discussed how today's advanced automotive coatings can favorably affect vehicle performance and fuel economy, benefitting both drivers and original equipment manufacturers (OEMs). The conference focused on automotive performance beyond the engine and how modern coatings can contribute to performance.

This Smart News Release features multimedia. View the full release here:

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Bartmann's presentation, titled *Between Standardisation and Differentiation: How Advanced Coating Solutions Meet OEM Market Trends*, examined three challenges and solutions for the OEM market: lightweight body materials and low-bake systems, process cost reduction with Axalta's Harmonised Coatings Technologies™, and

“To protect and to sustain the environment, regulatory requirements and manufacturer initiatives are compelling the automotive industry to reduce emissions and waste, improve energy consumption, and support higher standards of fuel efficiency,” said Bartmann. “In response, the automotive industry is developing lighter weight vehicle materials. In turn, Axalta is leveraging our extensive refinish and industrial expertise to jointly develop ultra-low cure temperature OEM coating methods for these new substrates.”

Lightweight body design and low-bake systems

Low-bake systems for multi-substrate, light weight body materials are designed to reduce emissions and fuel use, contributing to efforts to meet sustainability and environmental challenges. Low-bake systems are made to be suitable for varying substrates that are most often comprised of plastics and composites, which cannot withstand high temperatures. These substrates are increasingly used on vehicles worldwide. Newer coating formulations have to adhere to novel surfaces while maintaining superior appearance and providing durability. Because these coatings cure at low temperatures, less energy is used during manufacturing.

Process cost reduction and harmonised systems

Today, the automotive industry is striving to find efficiencies, reduce costs and energy use, and decrease paint shop footprints and associated capital investments. With Axalta's Harmonized Coating Technologies, including the 3-Wet waterborne system, paint shop VOC emissions can be reduced. Eliminating or lowering the temperature of bake steps saves time and energy.

“Harmonized Coating Technologies employ alternative resins in the primer layer along with a new rheology control agent in the basecoat layer,” said Bartmann. “These technologies are designed to help improve direct run rates, process stability and transfer efficiency all while achieving premium appearance levels.”

Color differentiation and high chroma color

Multi-layer color coats are increasing in popularity with OEMs. Axalta's high chroma tint coats are an effective way to apply transparent pigments in the top layer and achieve noticeable depth and chroma. A transparent top layer allows for higher chroma colors, while the bottom layer provides uniform coverage. Another way to achieve high chroma colors is through Axalta's dispersion technology. More transparent pigments are produced through high-energy milling and advanced dispersion processes.

“High chroma colors provide buyers with increasingly individualised choices and colors to meet consumer preferences,” said Bartmann.

For more information on Axalta Coating Systems, visit Axalta at www.axaltacoatingsystems.com.

About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colourful, 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 nearly 150 years of experience in the coatings industry, the approximately 12,800 people of Axalta continue to find ways to serve our more than 120,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axaltacoatingsystems.com and follow us @axalta on Twitter and on [LinkedIn](#).

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