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Axalta Coating Systems Launches Alesta Master Color at Expo COATech Mexico

MEXICO CITY--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, launched its Alesta[®] Master Color Technology, an extension of its industrial and architectural coatings portfolio, during the Expo COATech tradeshow in Mexico City.

Expo COATech is the only exhibition and business forum nationwide specializing in paint and powder coatings. During the forum, new alternative coatings from the Alesta family used for both indoor and outdoor application were introduced. Alesta Master Color is noted for its unique ability to combine durability and appearance, offering a range of 67 colors and highly competitive pricing. The line is free from both mercury and heavy metals and contains environmentally responsible organic pigments.

“At Axalta, we put customers first and that is why as part of the celebration of our 150 years in the coatings industry we reiterate our commitment by offering innovative products, services and solutions,” explained Alfredo Villalobos, Axalta’s Industrial Coatings Director in Latin America. “Our goal is to support our customers and provide them with customized coatings and application systems.”

The new Alesta Master Color line includes a wide range of applications for industrial substrates including racking, lockers, and metallic furniture as well as dining room sets and bunk beds.

Isabel Alanis, Axalta’s Commercial Director in México and Central America added, “Since our Axalta manufacturing plant in Apodaca Nuevo Leon opened 25 years ago, we have continually looked for ways to meet customer needs. We will continue to develop lines at competitive prices and consistent quality as Alesta Master Color demonstrates.”

About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

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 and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With almost 150 years of experience in the coatings industry, the 12,800 people of Axalta continue to find ways to serve more than 100,000 customers in 130 countries with the finest coatings, application systems and technology. For more information visit

axaltacs.com and follow us on Twitter @axalta and on [LinkedIn](#).

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