

March 29, 2017



Alesta AP from Axalta Coating Systems Specified for Prestigious French Project La Marseillaise

Axalta develops new colors to enhance the exquisite superstructure

MONTBRISON, France--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has been specified to provide its Alesta® AP Architectural Polyester powder coatings for one of the largest urban planning projects in Europe – *La Marseillaise* – which is scheduled for completion mid-2018.

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

<http://www.businesswire.com/news/home/20170329005820/en/>

The superstructure in Marseille, France, will be 135 meters high, have 31 floors with 35,000m² of office space, and the capacity to house 2,500 people. When complete, *La Marseillaise* will contain an estimated total of 18,800m³ of concrete and 16,000m² of coated façades, including aluminum profiles and 3,800 sun shields made of ultra-high performance fiber-reinforced concrete (UHPC). The color of the external façades will vary depending on the height of the storey - from red ochre to white clouds - that will aim to increase the brightness of the structure. The project is the brain-child of real estate developer Constructa and architectural firm Ateliers Jean Nouvel.

Ouest Alu, a well-established French company that designs and manufactures façades, was commissioned to work on this prestigious project. At the beginning of 2015, Ouest Alu approached Axalta to ask for the creation of tailor-made colors in Alesta AP matt finishes. In total, 15 unique products were specified, manufactured and delivered.

“We regularly use Axalta products in our construction projects, especially where very technical or high-quality requirements are involved. The team at Axalta listened to our needs and perfectly understood the architect’s requirements. This has been a long-term endeavor that has involved developing 27 new colors before selection of the final products by the architect. The availability and responsiveness of the Axalta team has been greatly appreciated and has resulted in a successful outcome,” says Christian Chevrel, Sales Manager at Ouest Alu.

Axalta offers a complete range of environmentally-responsible architectural powder coating



Prestigious French superstructure project La Marseillaise to feature new Alesta AP Architectural Polyester powder coatings. (Photo: Axalta)

products under the Alesta AP brand, all of which have been formulated especially for application on aluminum, steel and galvanized steel. The entire line has excellent mechanical and weathering resistance properties and is therefore very well-suited for durability in demanding climates. Alesta AP is Qualicoat and GSB approved. The Axalta architectural grade products are manufactured and individually tested in accordance with ISO 9000 quality systems to ensure excellent performance and color consistency.

Philippe Leire, Axalta Sales Manager for powder coatings in France, says: "The *La Marseillaise* project is a double success. It is first of all the faith of a partner customer who entrusts us with the development of unique colors for a majestic project. It is also an exceptional showcase of a design that will engage the public in Marseilles, the city of the sun, which is the showpiece of this architectural gem."

For more information on the Axalta's Alesta AP range of powder coatings, visit www.powder.axaltacs.com, and for more information about Ouest Alu, go to www.ouestalu.fr

About Axalta Coating Systems

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 12,800 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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DA Public Relations Ltd
Valérie Askins
D +44 207 692 4964
valeriel@dapr.com

Source: Axalta Coating Systems

