

September 19, 2017



Axalta Introduces the Eloxal Selection – a New Offering of Alestas Super Durable Powder Coatings

BASEL, Switzerland--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, introduces the *Eloxal Selection*, comprised of high-performance metallic effect powder coatings from Axalta's Alesta® Super Durable range. The *Eloxal Selection* provides reproducible, homogeneous finishes coupled with outstanding exterior durability and high weather resistance, which make it ideal for outdoor architectural applications.

The *Eloxal Selection* offers the appearance of the most popular anodized finishes combined with all the benefits of a powder coating, delivering an attractive and durable high-quality finish. And compared to electrolytic oxidation, powder coatings have the added advantage that they can be applied on different substrates including aluminum, steel and cast components.

"Made with special bonding technology, the *Eloxal Selection* offers our customers optimum ease of application and excellent reproducibility. We know these highly reliable, easy to use, and environmentally responsible products are just what the modern construction industry requires, and we trust these new colors will inspire architects who are working on some of the most impressive state-of-the-art buildings around the globe," says Dr René Mattern, Head of Product Management and Technical Service for Axalta's powder coatings in Europe, Middle East and Africa.

Like all of Axalta's Alesta powder coatings, the *Eloxal Selection* is based on environmentally responsible formulations with virtually zero VOC content, and the coatings meet major European environmental standards. The new selection is GSB Master and Qualicoat class 2 certified. GSB is an international quality association for surface finishes in architecture and industry to ensure quality in relation to coatings as well as pretreatment. Qualicoat is a global quality label committed to maintaining the quality of lacquering, painting and coating on aluminum and its alloys for architectural applications; it is considered the world's leading quality label for the coating of aluminum.

The *Eloxal Selection* also meets AAMA 2604 requirements for high-performance powder coatings on aluminum extrusions and panels.

For more information about the *Eloxal Selection* and all of Axalta's powder coatings, please visit www.powder.axaltacs.com.

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 13,600 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](#) and on [LinkedIn](#).

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Source: Axalta Coating Systems