

January 16, 2018



## **Axalta Apps Bring Information, Speed, Efficiency and Accuracy to Users Fingertips**

- **General Industrial Product System Selector App Analyses User Inputs to Recommend Best Coatings Solution**
- **China OEM and Refinish Digital Color App Boosts Productivity with On-demand Library of more than Four Million Color Formulas**
- **Snap a Picture, Get a Color Match with the North America Industrial Color Matching App for Liquid and Powder Coatings**

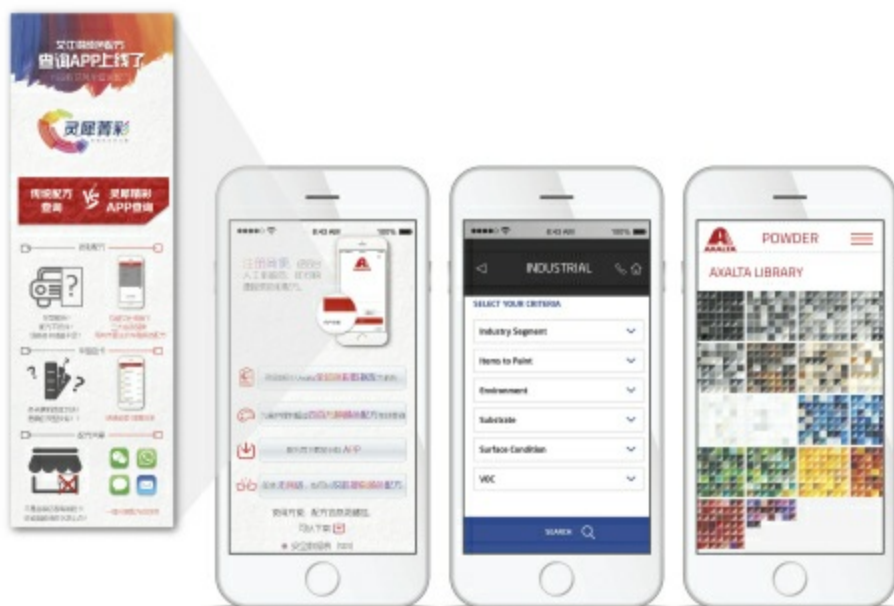
GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) is pleased to announce the launch of two new apps and a new feature to an existing app that are designed to help customers complete tasks more quickly and accurately, while making vital information that impacts business decisions more accessible.

This press release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20180116006161/en/>

Axalta's new General Industrial Product System Selector app allows North American general industrial customer users to efficiently specify their project criteria by searching for products based on industry segment, item to be painted, the environment, substrate, surface condition, and even volatile organic compound (VOC) levels. With thousands of possible product combinations available, the app provides customers with an efficient way to receive product recommendations that meet the specifications and needs for their projects.

Axalta also released a new digital color app for the Chinese market that grants easy access to its extensive formula database of more than four million colors. The app is designed to boost productivity and cut waste for collision repair body shops and automotive OEM customers. Its capabilities include offline color formula retrieval, formula comparisons, and built-in Safety Data Sheets and Technical Data Sheets information. Formulas may be shared via WeChat, WhatsApp, text message, or email.

In addition, Axalta's award-winning North American industrial color matching mobile app has been updated to now include liquid colors. The innovative color matching tool provides industrial coatings customers with a convenient way to photograph any surface and identify the best Axalta match from a selection of hundreds of vibrant liquid and powder coating



colors. It is designed to increase productivity by eliminating the time spent during manual color search or when used as a starting point to develop an exact color match.

“At Axalta, we strive to put our customers at the center of everything we do. We know that our success is built on their success,” said Michael Cash, Axalta’s President of Industrial Coatings. “That is why we constantly look for

Axalta's new apps and a new feature to an existing app are designed to help customers complete tasks more quickly and accurately, while making vital information that impacts business decisions more accessible. (Photo: Axalta)

ways to enhance our customers’ experience and meet their needs through excellent service, world class products, and the latest technologies that help them make the best decisions for their business and for their customers. We recognize the importance of speed and accuracy, which is why we created these apps for our customers to further enhance their experience with Axalta.”

Axalta apps are available to download on [Apple App Store](#) and [Google Play](#).

## 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 13,300 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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