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Axalta and Reynaers Aluminium Present the ICONICA Collection at Belgian Architecture Festival

BASEL, Switzerland--(BUSINESS WIRE)-- For over thirty years, Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has worked closely with international aluminum company, Reynaers Aluminium, to provide architects with beautiful, durable, coated aluminum products. This year Reynaers has added Axalta's Alestá[®] SD ICONICA collection to its portfolio, presenting it at the Festival van de Architectuur 2017 which took place in Antwerp, Belgium, from September 8 to 17, 2017.

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

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Axalta and Reynaers present ICONICA collection at the Festival van de Architectuur 2017. (Photo: Axalta)

ICONICA is the newest color collection from Axalta's Super Durable powder coatings range, and contains 40 colors across four distinctive color palettes. Axalta and Reynaers will be co-branding the color cards, which will be offered to the aluminum company's extensive client base of architects and construction companies across Belgium.

For the launch of the ICONICA collection earlier this year at the Salone Internazionale de Mobile in Milan, Axalta created a stunning architectural installation, which displays the entire collection's colors and celebrates the fusion of design, quality and innovation. The

installation, with its clever manual rotation designed to catch the light in different ways, enchanted visitors at Festival van de Architectuur.

Peter Ottevaere, Marketing and Communication Manager from Reynaers Aluminium, says, "One of the reasons why Reynaers and Axalta have such a long history of successful collaboration is that we share the core values of developing innovative and durable products and putting our customers first. The new ICONICA collection illustrates this perfectly, as it offers an impressive range of beautiful colors with the super durable and environmentally sustainable attributes our customers expect."

Frank De Cock, Axalta's Regional Sales Director and Marketing Communications Director for Europe, Middle East and Africa for Powder Coatings, says, "We were delighted to be able to present the ICONICA collection with Reynaers at the very first Festival van de Architectuur. The coatings in the collection are UV- and weather-resistant and offer a wide and varied color palette that we feel sure will prove very popular with Reynaers' discerning clientele."

For more information on Axalta powder coatings please visit www.powder.axaltacs.com, and to learn more about Reynaers Aluminium visit www.reynaers.be.

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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