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40,000 Axalta Spectrophotometers Help Collision Repair Professionals Achieve Excellent Color Match, Improving Productivity

Color Matching Device Proves Popular with Customers

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, recently celebrated the sale of its 40,000th spectrophotometer at the Specialty Equipment Market Association tradeshow in Las Vegas, Nevada. Mike Carr, Axalta President – North America and Michael Gogoel, BYK-Gardner USA President, unveiled a commemorative Acquire™ Plus EFX spectrophotometer painted in Axalta's North American Automotive Color of the Year 2016 – Brilliant Blue. BYK-Gardner, a global leader in the field of measuring color and appearance and testing physical properties of plastic, coatings and cosmetics, manufactures Axalta's spectrophotometers.

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

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"We're proud to have worked with Axalta for many years to develop industry leading technologies that create value for Axalta and its customers," said Gogoel. "By using Axalta color matching solutions, body shops have less rework and higher throughput, and the car owner gets a repair that is a perfect color match. We look forward to

Michael Gogoel (Rt), President of BYK-Gardner USA presents Mike Carr, Axalta President - North America with a commemorative spectrophotometer painted with Axalta's North American Automotive Color of the Year 2016, Brilliant Blue to celebrate the sale of Axalta's 40,000th spectrophotometer. (Photo: Axalta)

continuing our partnership with Axalta, and working together to develop new generations of

color matching solutions that continuously improve profitability and customer satisfaction.”

As a leader in color matching technology, Axalta pioneered the development of portable colorimeters then spectrophotometers, and was the first in the industry to offer a device that measures color and flake appearance in 2011. The device is designed to help refinishers get the perfect color match the first time by eliminating costly mistakes and by speeding up the repair process. The Acquire Plus EFX's patented technology quickly identifies the paint color, details any paint effects and provides the closest possible match. Acquire Plus EFX is compatible with Axalta's three premier global refinish brands, Cromax[®], Spies Hecker[®] and Standox[®].

“It is a milestone to have Axalta's 40,000th spectrophotometer in the marketplace,” said Carr. “It truly is a compliment that so many body shops realize the benefits of this device. Customers appreciate tools that help them get the job done efficiently, quickly and accurately. We are proud to offer this solution to the market and look forward to its continued growth. Axalta has released several variations of the spectrophotometer over the years, including the Acquire RX.”

The cutting-edge spectrophotometers are available globally to Axalta's body shop customers as part of its extensive color tool choices. The devices are also sold in the U.S., Latin America, and Asia Pacific under the names Acquire RX and Acquire Plus EFX. In Europe, the Middle East, and Africa they are branded as ChromaVision[®] and ChromaVision Pro from Cromax, Genius[™] II and Genius iQ from Standox, and ColorDialog[™] spectro and ColorDialog Delta-Scan from Spies Hecker.

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 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 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 axaltacoatingsystems.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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