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## Axalta Coating Systems Powder Coatings on Display at the 10th International Biennale Design Event in France

MONTBRISON, France--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is exhibiting a selection of its Alestia<sup>®</sup> powder coatings colors and textures at the celebrated Saint-Etienne International Design Biennale, taking place in the Cité du Design in St. Etienne, France, March 9 to April 9, 2017. Cité du Design is a renowned public venue dedicated to design and innovation, in which the prominent school of higher education Saint-Etienne Higher School of Art and Design is located. It also serves as the home of the Matériauthèque, a material resource center. The school is a hub for design research and innovative thinking related to industry, the public sector, design and education.

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

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With more than 150 years in the coatings industry, Axalta is delighted to share its legacy of color technology and innovation during the Biennale with a wide array of architects and designers who rely on Alestia coatings to provide vibrant colors and effects to their materials. To highlight some of these applications during the event, Axalta is displaying figurines and color cards

Axalta's Alesta® powder coatings on display at the 10th International Biennale Design Event in France. (Photo: Axalta)

coated with Alesta products at the Matériauthèque as

part of the school's commitment to serve as a resource to designers, manufacturers, researchers and students.

Pascal Nicard, Regional Sales Director for Axalta's powder coatings in France, the Middle East and Africa, says, "Axalta has developed a close relationship with the Cité du Design, which is situated near our Montbrison facility, one of our largest Alesta powder production sites. For this year's Biennale, to illustrate how our products look, we have created some colorful, miniature 3-D Axalta logos that have been sprayed with Alesta powder coatings. It's exciting to be part of this event, which draws designers, entrepreneurs, students and members of the public from around the globe."

The Biennale is in its 10<sup>th</sup> year and this bi-annual event has become one of the most eclectic design events in France. The event aims to highlight the importance of design in every aspect of daily life, to raise its public awareness, and to make design accessible to all; it's also a way to explore the evolution and the future of design. This is done through multiple exhibitions, conferences, symposiums, and debates that look at contemporary design trends and design issues.

For more information on Axalta's Alesta powder coatings visit [powder.axaltacs.com](http://powder.axaltacs.com). And for more information on the event, visit [www.biennale-design.com/saint-etienne/2017/en/home/](http://www.biennale-design.com/saint-etienne/2017/en/home/).

## 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](http://axalta.com) and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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