

News Release

Axalta Coating Systems

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Axalta Lights Up PaintExpo 2024 with 'Total Solutions' Portfolio and Sustainable Breakthroughs

Switzerland, February 2024: In Hall 3, Booth 3240 of PaintExpo, Axalta Coating Systems will showcase its comprehensive industrial portfolio from April 9th to 12th, 2024, in Karlsruhe, Germany. The focus will be on a range of innovative products contributing to sustainability, including curing and thermoplastic powder coatings, liquid and electrocoat paints, as well as electric insulation materials.

Axalta addresses the diverse needs of various industrial markets with its groundbreaking solutions. The clear commitment to sustainability acts as a catalyst for positive changes in the industry, aligning with global sustainability goals. The campaign "Sustainability, Together" embodies Axalta's vision and aims to promote collaboration among stakeholders for shared sustainability objectives.

"For Axalta, 'Sustainability, Together' is not just a slogan but our guiding principle," says Steffen Bormet, Regional Sales Manager for Central and Northern Europe at Axalta Coating Systems. "Our participation in PaintExpo 2024 is a testament to our commitment to sustainability and innovation. Our mission is to provide our customers with exceptional total solutions that meet the evolving needs of industries and contribute to a more environmentally friendly future," adds Bormet.

Four thematic areas will be highlighted at the exhibition stand:

1. "Sustainability, Together": As part of this campaign, Axalta will present its latest developments in sustainable coating solutions. Bio-based powder

- coatings are a highlight of the booth, representing Axalta's commitment to environmentally friendly alternatives within the thermosetting category.
2. **Battery Solutions for Electric Vehicles:** Amidst the shift from internal combustion engines to electromobility, Axalta focuses on advanced coatings for battery applications. Visitors can learn more about Axalta's dielectric coatings, and thermal insulation coatings, enhancing the performance and lifespan of electric vehicle batteries.
 3. **Corrosion Protection:** Multiple product lines, including thermoplastics, thermosetting primers, industrial liquid, and the environmentally conscious E-Coat AquaEC™, allow customers to choose the right product according to their requirements.
 4. **ColourDesign:** Additionally, visitors can explore a special area dedicated to ColourDesign at the Axalta booth. Here, they can experience Axalta's complete colour spectrum up close. The colour toolbox provides guidance for specifying coating systems in the right quality and colour, tailored to the individual needs of customer projects.

Furthermore, customers can inquire about thermosetting and thermoplastic powder coatings as well as the portfolio of industrial liquids at the booth.

Visit Axalta Coating Systems at PaintExpo 2024 in Karlsruhe, Germany, from April 9th to 12th, 2024, Hall 3, Booth 3240.

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About Axalta Coating Systems: Axalta is a globally leading company specialising in coatings, providing customers with innovative, high-quality, and sustainable solutions. Axalta's products prevent corrosion, enhance productivity, and ensure longer lifespans. This applies to applications ranging from OEM and commercial vehicles (initial coating and refinishing) to electric motors, building facades, and other industrial uses. With over 150 years of experience in the coating industry, Axalta's team worldwide continues the tradition of offering service to over 100,000 customers in 130 countries, constantly improving. We stand for the best coating application systems and technologies.

For more information, visit www.axalta.com/industrialcoatings-emea