



**60 YEARS OF QUALITY
AND INNOVATION.
MADE IN GERMANY.**



The Art of Refinishing.

An Axalta Coating Systems Brand



Years of Quality and Innovation.
Made in Germany.

STANDOX. 60 YEARS OF QUALITY AND INNOVATION. MADE IN GERMANY.



Back in 1955, when paint manufacturer Herberts launched a synthetic resin coating under the brand name Standox, our success today as a premium global brand couldn't have been predicted. But the new paint quickly developed into a full refinish product offering.

And in the intervening decades since our brand's inception, we have repeatedly helped to shape the industry with innovative products and pioneering technologies. We've set new standards, including the metallic two coat system, blending-in processes and the One Visit Application system. Our Standohyd Plus and Standoblue basecoat systems are regarded as state-of-the-art by many bodyshops. But our innovations are not limited to technology. Our reputation as a premium brand is also due to our comprehensive service offering, which includes our first-class training programme and professional consulting on many aspects of bodyshop management.

We're proud of these innovations and that's why we want to mark our 60th anniversary in a memorable way. And you can count on

us to prove that Standox stands by its promises by developing further innovations over the years and decades to come.

Yours

Olaf Adamek
Standox Brand Manager EMEA

Today, Standox is recognised around the world as one of the most high-profile, premium brands of refinish paint systems. Over the course of our history, the brand has helped to shape the industry with pioneering products and services.

P.S.: Visit our anniversary website at www.standex.co.uk/60
We look forward to celebrating our anniversary with you.

THE BEGINNING OF STANDOX.



In 1927 Kurt Herberts (middle), together with his father Walter (left), bought back the company his grandfather Otto Lois founded in 1866

In the 1950s the automotive industry around the world began to flourish. In the years following the war, owning a car and becoming mobile was a dream that many could finally make come true. In 1955, Germany was already producing the millionth VW Beetle. Known locally as the "Kugelporsche", it had become popular far beyond Germany's borders and was soon to be produced globally.

At the same time, demand for automotive paints surged. And that inspired an employee of the paint manufacturers Herberts based in Wuppertal, Germany. The 22-year-old Gerhard Rieger, who had only just completed his apprenticeship two years earlier, presented his idea for a new refinish range at a distributor conference. The distributors were enthusiastic, but at Herberts, his idea was met with reticence. The research and development departments were rather sceptical, but Rieger didn't lose heart and found an unlikely ally in the head of company, Dr Kurt Herberts, who gave the ok for the new project to go ahead.

Kurt Herberts' family had been involved with coatings for generations. His grandfather had founded a paint works in Barmen, Germany in 1866 and had passed it on to his sons in 1901. In 1927, Kurt took over the management and Herberts quickly became one of Germany's leading paint manufacturers. Two particularly interesting projects are worth mentioning: Herberts supplied the paint for the famous Graf Zeppelin airship,



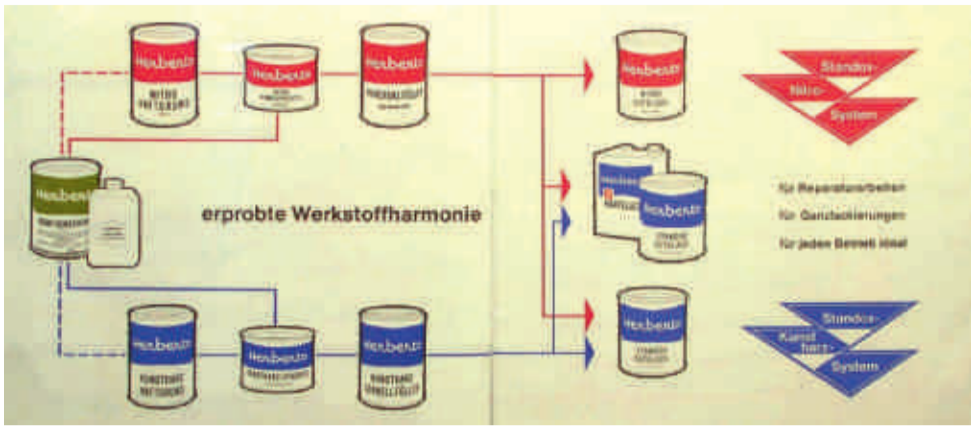
Throughout his life, Kurt Herberts put great emphasis on the education of his employees



Dr. Kurt Herberts in the 1930s



Outline of the production plan in Wuppertal-Unterbarmen



and for the Do-X, the largest seaplane ever built. The refinish paint Herberts launched onto the market in 1955 under the name Standox - a combination of "Standoil" (a raw material for paint production) and "oxidative" (drying) - was so successful that it was soon used as the name for a full product range. The advertising slogan of the time was "Standex - true to the original" as the refinish paints stood out for their excellent colour matching with OEM paints.

An important step on the path towards building a brand identity: from 1960 onwards, all packaging included the "bow-tie" in the blue Standox colour. From 1963 on, Standox conferred the "Safety through professional work" seal on its partner bodyshops. Over time, this initially loose association of quality bodyshops became Repanet, what we know today as the network of outstanding bodyshops that covers the whole of Europe.

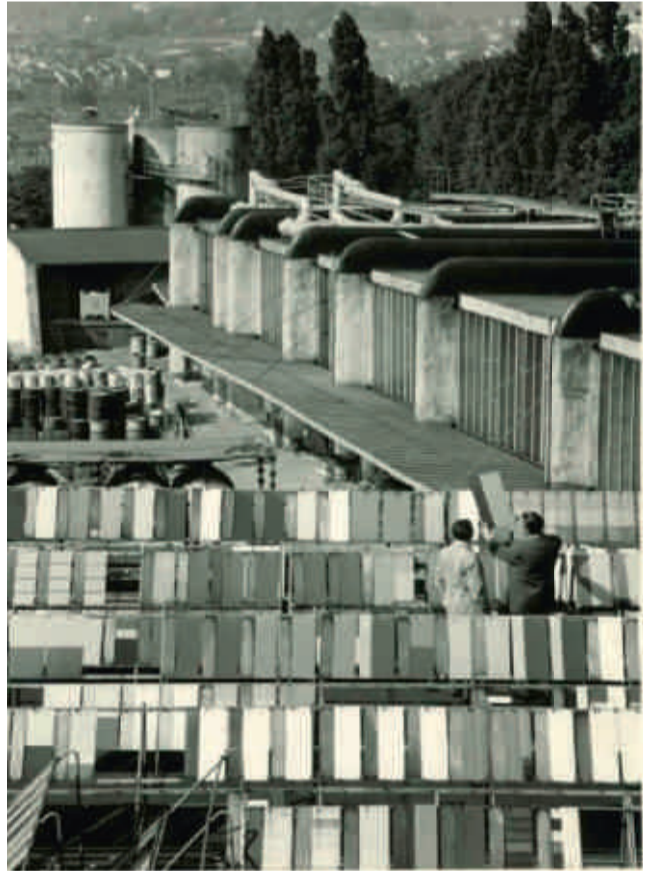
Thanks to the good contacts of the field sales force, Standox knew exactly where bodyshops faced problems. This repeatedly led to product innovations with which Standox supported its customers



and set new standards for the industry. In this way, the metallic two-coat paint (1968) for example made new colours possible, the One Visit Application (1992) helped to make refinish work more efficient, the Exclusive Line (1995) introduced unique colour nuances and the Standoflash UV technology (2007) sped up micro-repairs. The brand's claim not just to copy market developments but often to anticipate them has remained part of the Standox identity to this day.

Herberts and subsequently Standox have remained true to Wuppertal as the heart of the brand. In 1995 a waterborne paint plant was brought online whose computer controlled production processes set new standards. Today, Wuppertal is not only home to one of the largest refinish paint production sites in the world, but also to a modern, efficient marketing and training centre, built by Standox in 1998.

And the success story continues: Axalta Coating Systems has recently begun construction of an ultra-modern new waterborne paint plant next to the existing production line - a clear commitment to the Wuppertal production site.



Herberts **STANDOX** Autolack durch Facharbeit

Vakwerk Herberts **STANDOX** Autolack biedt zekerheid

Taattua Herberts **STANDOX** Autolack asiantuntijajäljötä

Järanti genom Herberts **STANDOX** Autolack expertarbete

Herberts 80-Härtelack
 ein Zweikomponenten-System
 für alle hochwertigen 80°-Anstriche

- enthält die Füllstoffe und besitzt durch seinen Glanz
- eine überlegene Oberflächenglättung und Beständigkeit
- liefert nach Abbläsung einen glatten und abbläsungsfreien
- besonders wirtschaftlichen, raschen Arbeitsfortschritt, Zeit und Geld

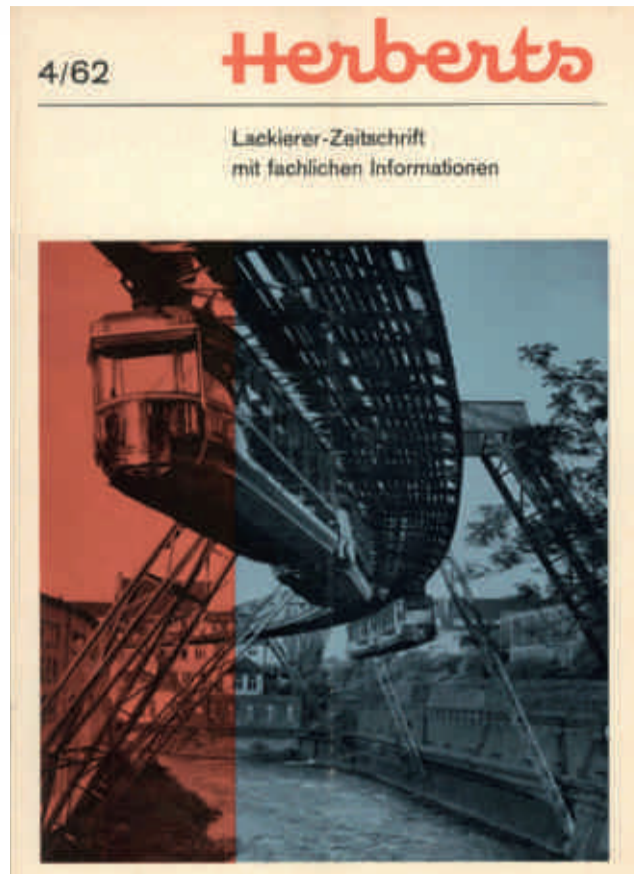
Herberts **macht gute Lacke**



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THE **SUSPENSION RAILWAY**, WHICH OPENED IN 1901, IS STILL THE EMBLEM OF **WUPPERTAL** TO THIS DAY.



STANDOXY SMILES FOR CAR PAINTS.

She was blonde and pretty, wore a smart orange overall and held a spray gun in her hand. Allow us to introduce Standoxy, the advertising face of Standox for many years. In the 1960s she gave the brand a likeable, friendly image. The result was inevitable: In the bodyshops, Standoxy was loved not least because she didn't only appear in adverts, but also came to events in person and would, for example, be there to congratulate competition winners.

STANDOX IN COUNTRIES ALL AROUND THE WORLD.

Made in Germany is a sign of quality recognised around the world today. Standox has also done its part to contribute to the Made in Germany reputation through its innovative growth strategy. Almost from its inception, Herberts sold its refinish paint in other European countries. In 1955, it established strategic sales partners in Belgium, the Netherlands, Sweden and Switzerland. These were soon followed by partners in Austria, Denmark, Finland and Luxembourg. Standox was even represented in markets such as Yugoslavia and Spain, which were in those days considered quite far-flung. From the 1960s, Herberts' local subsidiaries looked after sales France and Italy.



Brochure from the 1960s

In the 1980s Standox took the final step to becoming a global brand. It was launched in Great Britain. An office was opened in the USA and booming growth markets in South East Asia and the Far East became target markets. After the fall of the Iron Curtain in the 1990s, Standox quickly established itself in the new Eastern European markets.



Business beyond the borders of Germany was no longer limited to the supply of paint products. From the 1970s onwards, Standox offered its partners comprehensive opportunities for training and qualification at the Standox Information Centre in Wuppertal, Germany. Today, Standox runs over 60 qualification centres around the globe in which refinishers from all countries of the world can benefit from Made in Germany.



Standox presents the Colour Preview 1976



Paint with Herberts, the great do it well

STANDOX MARKETING. THE ART OF REFINISHING.

Early on, Standox went its own way in marketing, advertising and sales support. Eye-catching advertising motifs ensured that the brand quickly became established in the market.



STANDOTHEK



ADVERTISEMENTS



CUSTOMER MAGAZINES



CALENDARS





AUTO-
ckiererei

„Sir, if my car were
painted Rally Yellow would it go
a little bit faster?“

„Of course,
with Standox!“



STANDOX solves every problem.



Years of Quality and Innovation.

Made in Germany.

THINGS TURN COLOURFUL AND METALLIC.

Courage to colour was a megatrend of the 1960s and 1970s. Textiles became colourful as did wallpaper, furniture, electrical appliances and cars. Within a short space of time, the discreet pastel shades and carefully-matched two-tone paints of the 1950s were out of fashion.

At the same time, innovative paints were also coming onto the market. With aluminium or brass pigments, they produced appealing metallic, pearlescent and matt effects. They were real

eye-catchers and soon had a large following. In the second half of the 1970s, effect paints – mainly metallic – were already on every third newly registered car.

However, damage to metallic paint had a serious disadvantage; elaborate and costly repairs. Standox reacted to this by creating a solution in 1968 with its innovative metallic two-coat paint. It consisted of a metallic basecoat with a 2K clearcoat, and it set new standards in colour and effect matching, which made it

possible for professional bodyshops to carry out first-class and lasting repairs to metallic paints.



Display for 2K metallic paint in 1968

EXCLUSIVE PAINT EFFECTS.

Since the mid 1990s, Standox has been causing a stir with an unusual series of paints. Launched onto the market as the Exclusive Line, the innovative, fascinating colours were given names reminiscent of renowned race circuits from around the world, and were used on cars that would appeal to car enthusiasts.

Silverstone Blue glittered like snow crystals in the sun, and the deep-blue Monte Carlo Magic appeared mysterious. Kyalami Flash, Imola Ice and Avus Galaxy were other colours that immediately caught the eye. What was unusual about some of these limited-edition premium products was that the colour changed depending on where the light source was due to special pigments in the paint. This changing effect had never before been used so systematically by a paint brand.

Red Rocket shimmered in fiery orange changing to glowing red. This was one of the last products of the Exclusive Line range, which had by then moved away from race circuit names. Under the name Crystal Rainbow, Standox added an effect paint to its range that



could be applied in a clear over base systems and whose pigments gave a glittering effect to any car.

Exclusive Line rapidly found interest from outside the automotive sector. The Rotring company painted its exclusive Jazz ink ballpoint pen in Indianapolis Green. And today there is a successor to the legendary Standox range of unusual effect paints: exclusiveline XL. Six colour tones, such as Magic Magenta, Atomic Orange and Python Green, are not only used to paint premium cars but also motorbike helmets, furniture and designer kitchen appliances.



MORE EFFICIENT WITH **ONE VISIT APPLICATION.**



After the introduction of Standofix 2K Compact coating in the 1980s, Standox presented a new process to the industry at Automechanika in Frankfurt, Germany, in 1992. This process attracted a lot of attention at the time as it significantly accelerated the paint process. It was One Visit Application. The technology that was so revolutionary at the time is still just as pioneering today. In a time when the pressure of speed coupled with accuracy is becoming ever greater, an increase in efficiency can quickly translate to a significant competitive advantage. Standox has continued refining the process over the years and today is still one of the leaders in this area. Many of the products developed over the following years stood out for their ability to be applied in a single-step process. Take for example Standocryl 2K Clearcoat 20-60 as well as the internationally established Standohyd Plus and Standoblue basecoat systems. The result that the single-step refinishing process produces is excellent and in no way inferior to the two and a half coats traditional application method. The VOC Xtra Filler, introduced in 2012, completes the range and means the entire refinishing process - from filler to clear - can be completed with One Visit Application.

A MAINSTAY FOR **MORE THAN 20 YEARS.**

After extensive research, Standohyd had been presented to the general public at Automechanika in 1994. The innovative system marked the transition to a new era for Standox: its components contained the bare minimum of polluting solvents. Instead the system used de-ionised water. Standohyd quickly became one of the most successful VOC-compliant waterborne basecoat systems in the world. In 2014, Standohyd was re-named Standohyd Plus. The revised system offered outstanding coverage, good blending characteristics and was economical in use.



THE **REVOLUTION** HAS JUST BEGUN.

Innovation has been a key principle of Standox for many years. In 2014, the launch of the Standocryl VOC Xtreme Clearcoat was the beginning of a new chapter in the brand's history. The new clearcoat signals a real revolution for bodyshop work processes. Thanks to a unique binder technology, it offers previously unattainable drying properties. In a spray booth at 40°C, Standocryl VOC Xtreme Clearcoat only needs 15 minutes to dry fully. Even at ambient air temperatures, drying takes less than half an hour thanks to a special hardener.

This saves bodyshops a lot of time as well as valuable energy consumption - a substantial contribution to improving their competitiveness. Innovations such as this show that progress never stops - this is true for the automotive industry and its suppliers in particular.



SIMPLY **INNOVATIVE - STANDOBLUE.**

With Standoblue Standox developed a system that set standards, thanks to its exceptional characteristics. Among the benefits of Standoblue are brilliant colours, outstanding finishes as well as colour accuracy that can be achieved at any time. Special pigments not only guarantee a clear and beautiful paint finish, but also tens of thousands of mixable colours and colour shades. But the most practical advantage that Standoblue offers, backed up by reports from many bodyshops, is its simple and straightforward application.














Years of Quality and Innovation.
Made in Germany.

HIGH-GLOSS VINTAGE CARS.

Finding the right, original colour when restoring vintage cars is a challenge. To make matters worse it is no longer permitted to use the original paint due to reasons of environmental protection. And often many of the colours are simply unobtainable. An experienced, well-trained refinisher can identify the precise colour shade needed for repairs with the help of the Genius iQ spectrophotometer. This makes it possible to achieve a repair with modern paint technology that is faithful to the original colour, even if that technology has markedly changed in the intervening decades. If required, it is even possible to recreate the particular patina of weathered surfaces with the help of matt paints and special polishing techniques. Standox provides modern and efficient paint systems that are ideally suited to the refinishing of classic cars. In order to help Standox bodyshops publicise their competences as classic car partners, Standox has developed the Classic Color Partner concept. It comprises a range of tools for bodyshops to attract the attention of vintage car owners. This range includes a number of supporting collateral from a Classic Color Partner logo in different file formats to door signs, banners, displays, flags and professional advertising templates.



MILESTONES AND INNOVATIONS - 60 YEARS OF QUALITY. MADE IN GERMANY.

| | | | |
|---|---|---|---|
| <p>1955</p> <p>1955: Development/establishment of the Standox division within Herberts</p>  | <p>1960</p> <p>1960: Introduction of colour code system</p> <p>1963: "Reliability by skilled labour"</p> <p>1966: Next to Herberts' name Standox becomes part of brand logo</p> <p>1968: Introduction of the metallic two-coat finish</p>    | <p>1970</p> <p>1971: Start of seminars for refinishers</p> <p>1972: Introduction of the 2K Standocryl automotive refinishing paint</p> <p>1973: First edition of "Interstandox" customer magazine</p> <p>1980: Introduction of the first waterborne preparation materials</p> <p>1988: Packaging design update</p>     | <p>1990</p> <p>1990: Brand claim "The Art of Refinishing."</p> <p>1994: Introduction of Standohyd Basecoat product line</p> <p>1995: Launch of Exclusive Line colours range</p> <p>1996: Introduction Genius spectrophotometer</p> <p>1998: Establishment of Standox GmbH and relocation to the Standox Center</p>    |
|---|---|---|---|

HELP TO NAVIGATE THE COLOUR JUNGLE.

The human eye can distinguish between 2,000,000 different colour tones, according to scientists. Women may even manage more. But then there are people who have an additional photoreceptor on their retina that apparently allows them to perceive 99,000,000 different colours. For decades, car paints only had a limited range of colours to offer compared to that. Until the early 1970s there were only around 7,000 colours in which cars could be painted, worldwide.

Now there are around 60,000 different colour tones and nuances to which a further 1,000 are added every year – a challenge for any refinisher who wants to identify a colour accurately.

To address this, Standox launched its electronic Genius spectrophotometer in 1996. This handy device makes it possible to

measure colours directly on the car body. The result is compared to the nearly 250,000 colours stored on a comprehensive database using the digital Standwin iQ colour search programme. Standwin iQ, a technology that facilitates quick, exact and flawless work, also displays the corresponding colour formula. And Standox has now has the latest generation of its successful spectrophotometer - Genius iQ. The device is able to measure the coarseness of the effect pigments, making digital colour matching even more accurate and efficient.

However, the traditional analogue colour measuring method that uses colour samples still works well and is popular. And many refinishers rely on another instrument to identify colours – the human eye.



2015

2015: New colour software Standwin iQ;
Anniversary -- 60 years of quality and innovation



2014: Introduction of Standocryl VOC Xtreme Clear;
Alphanumeric product codes;
New Standox portal;
A new name, a proven product: Standohyd becomes Standohyd Plus



2009: Online colour search

2008: Introduction of Multimix light industry paint system

2007: Standoflash UV System

2006: Introduction of VOC filler; Development of the system designer for individual customer posters

2005: 50 years of Standox; Introduction of VOC clearcoats

2004: Introduction of the commercial vehicle refinishing system Standofleet and AluShine, the evolution of silver

2003: Conversion to a new Packaging Design

2002: Repanet: Network of independent bodyshops; Introduction of the UV Filler Standoflash; Presentation of Standox Consulting

2000



2013: Internet-based learning programme MiKEY

2012: One visit system from filler to clearcoat; Standox VOC Xtra Filler

2011: Marketing concept for bodyshops -- Classic Color Partner

2010: Standoblue – Technology that works for you

2010

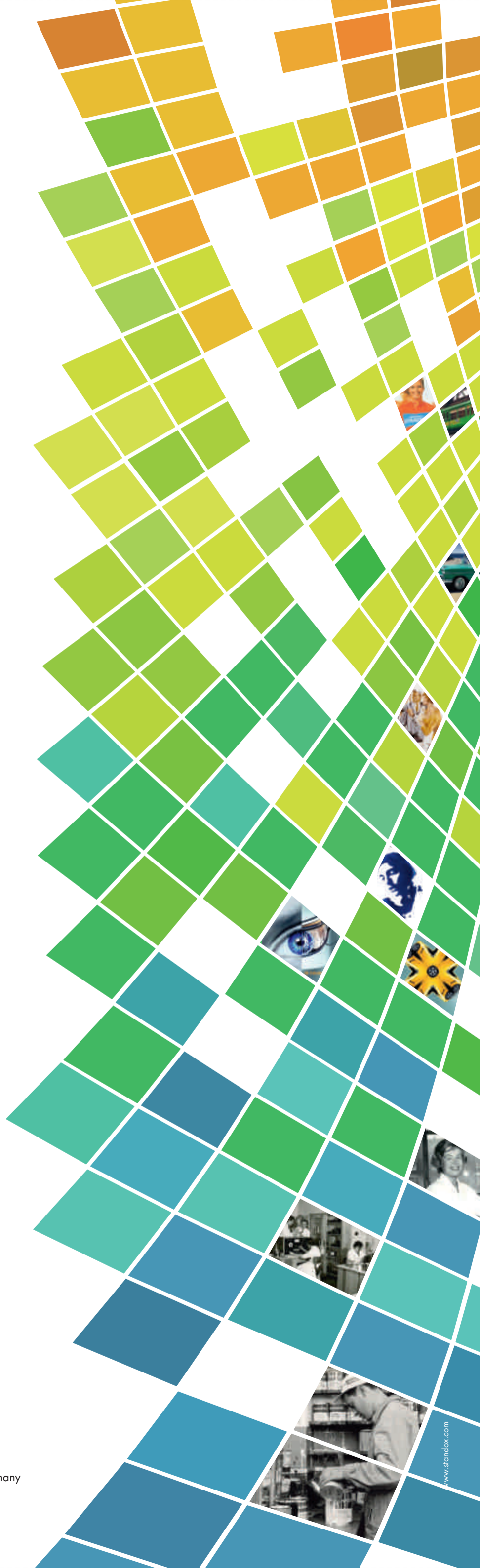


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