

Successful start for Standox in China



For its official market launch in China, Standox hosted a high-profile event at its newly-opened training centre in Chengdu, the capital of Sichuan province in western China. Around 90 guests, including customers, industry representatives, the media and Axalta employees attended the opening ceremony.

The 1,300 square metre training centre is equipped with the latest technology and offers extensive opportunities for the implementation of training and consulting programmes. During a guided tour, the visitors were able to experience for themselves the modern training facilities. In addition to Standox's premium products, which help paint shops to achieve better repair results, there were demonstrations of fast and reliable colour matching and mixing using modern colour tools.

Sustainable applications and customized services for the Chinese market

"The paint industry in China, especially for water-based paints, is growing and outperforming that in many other countries," said Joe McDougall, Executive Vice President and President of Global Refinish Business at Axalta Coating Systems. "The new office in western China will enable us to serve automotive manufacturers, repair customers and the industry with high-quality coatings, sustainable applications and tailored value-added services."



The red ribbon was symbolically cut at the opening.



Willie Wu, President of Greater China at Axalta Coating Systems.

Jie Liu, Deputy Secretary General of the China National Coating Industrial Association (CNCIA), explains: "China is in a constant process of industrial transformation. We value Axalta's investment as the industry leader and efforts to promote the sustainable development of the coatings industry in China."

Olaf Adamek, Standox Brand Manager, says: "China was, for us, the last piece of the jigsaw in the world. The worldwide success of the Standox refinish brand is also sustainably secured by its entry into this important growth market. I look forward to working with colleagues in China."

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