



Colour development

25,000 new formulas developed every year

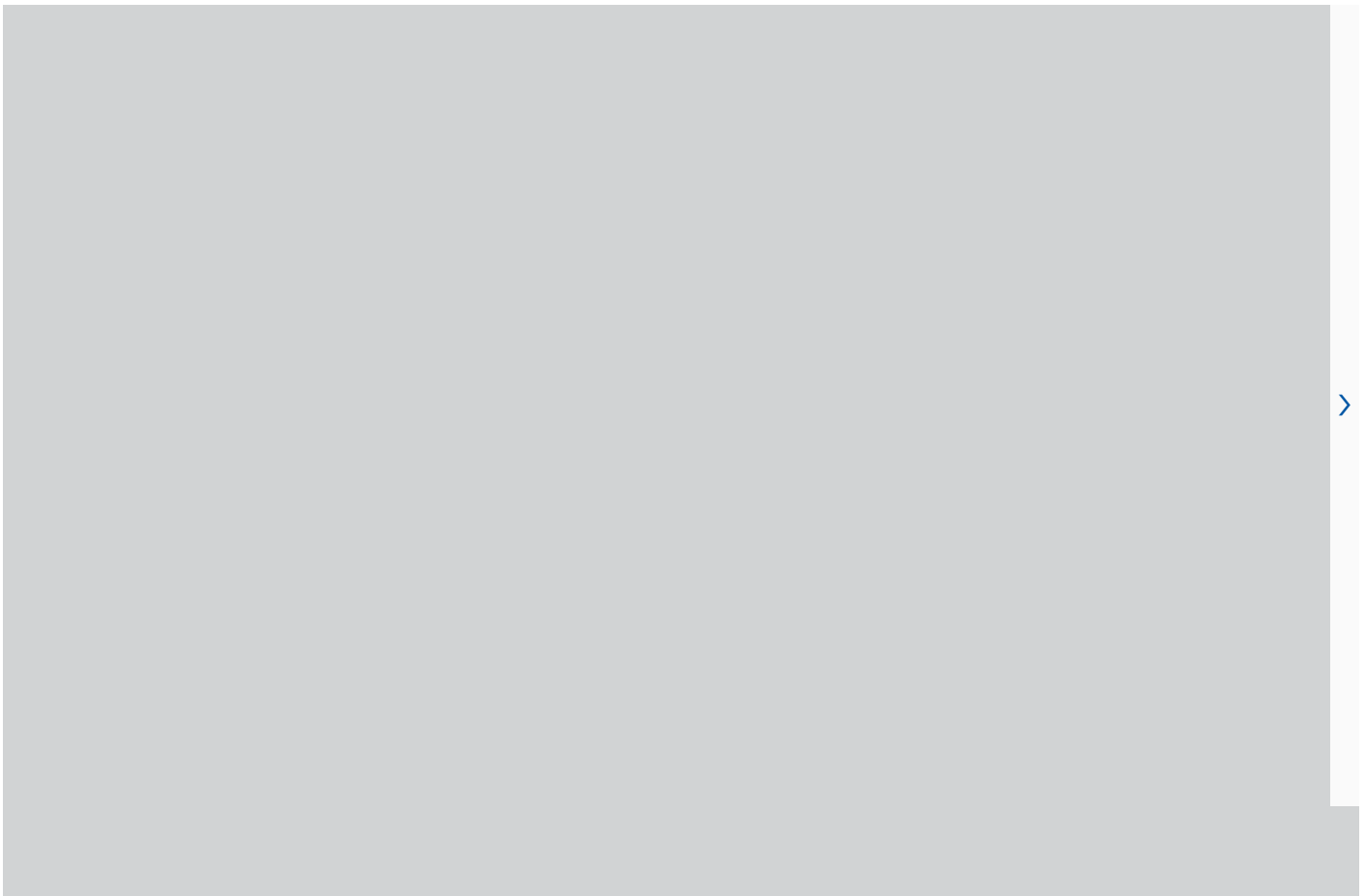
The array of effects and variants in car manufacturing vehicle colours is always evolving, from glass flakes to high chroma Cranberry Red and Crystal Rainbow. Stadox Axalta responds to ever-changing requirements of OEM trends by developing up to 25,000 new colour formulas in its global colour labs every year.

The European colour lab develops an average of 100 new formulas every month, and in Asia, Shanghai, China, it's nearly 500. Stadox colour labs in Tlalnepantla, Mexico and in Front Royal in Virginia, USA, also contribute to the total. The labs all follow strict, standardised colour development processes to ensure they always produce the same colour results.



"It's our job to provide professional Stadox refinishers with the right colour needed to deliver the most accurate colour match paint repair possible."
Ann De Clerck,
Axalta Colour Marketing EMEA

How do we develop a colour?





Standwin iQ Software

The Standwin iQ colour formula software is cloud based and works from any browser.

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http://www.axaltacoatingsystems.com/content/standox_corporate/en_GB/colour/colour-competence/colour-development.print.html