



# CROMAX<sup>®</sup> PRO BASECOAT

ULTIMATE PERFORMANCE,  
ULTIMATE PRODUCTIVITY



AN AXALTA COATING SYSTEMS BRAND



# CROMAX<sup>®</sup> PRO BASECOAT THE BEST CHOICE BY FAR

Cromax<sup>®</sup> Pro Basecoat is the latest waterborne technology from Cromax<sup>®</sup>. It delivers an extraordinary, high-quality, perfectly colour-matched repair quickly and economically, giving you a more productive overall result.



## BECAUSE PRODUCTIVITY MATTERS

Cromax<sup>®</sup> Pro Basecoat provides substantial benefits to bodyshops' productivity. Each and every feature brings a direct advantage to bodyshops. In the spraybooth, Cromax<sup>®</sup> Pro Basecoat's economy in use will reduce product consumption and therefore cost.

Most importantly, quicker application times have a direct impact on throughput; more repaired vehicles make for more revenue.



# SYSTEM HIGHLIGHTS

- **One-and-a-half coat wet-on-wet application (without flash) saves time**
- **Excellent coverage, lower consumption**
- **Versatile system for all types of repairs**
- **Wide application window, handles humidity well**
- **Comprehensive tools for a perfect colour match**
- **Excellent mottling control for exceptional finish**
- **Improved blending for invisible repairs**
- **Meets global environmental requirements**



# LEADING EDGE GLOBAL TECHNOLOGY

Cromax® Pro Basecoat's exceptional performance lies in a special dispersion technology that promotes better coverage. Cromax® Pro Basecoat also has an added component which controls the rheology of the mixed paint. Added to the basecoat before application, the controller provides the optimal composition of Cromax® Pro Basecoat.

Productivity and quality can be maintained in virtually any climate because Cromax® Pro Basecoat can be used in a wide range of ambient temperature and humidity levels. It outperforms other brands in quality, in application time and in product consumption.



*Extensive tests have proven Cromax® Pro Basecoat quality and economy in use.*

# ONE PRODUCT, MANY BENEFITS

Cromax® Pro Basecoat, a polyurethane-based, waterborne basecoat, is for clear-over-base applications. It provides an exceptional colour match, a productive application process and excellent economy-in-use.

## SYSTEM OVERVIEW

Cromax® Pro is based on 64 mixing bases allowing accurate mixing of approximately 23,000 solid, metallic and pearlescent colours. It has a range of binders and controllers to suit all applications and temperatures.

The system complements our ValueShade® patented undercoat technology that gives faster topcoat coverage in fewer coats and a range of productive Cromax® clearcoat, maximizing productivity capabilities.



## QUICKER PROCESS TIMES

With excellent coverage in one and a half coats and wet-on-wet application, Cromax® Pro Basecoat time-savings in application are substantial. It dries quickly so that less time is spent on each job. Overall, delivering unrivalled productivity.



## REDUCED PRODUCT CONSUMPTION

Cromax® Pro Basecoat advanced technology delivers significantly lower material consumption. Coverage with only one and a half coats means the same amount of paint will get more jobs done.

The comprehensive Cromax® Pro System – comprising mixing tints, binders, controllers and a limited number of other components – enables any type of repair, while providing greater efficiency and easier stock control.



## EXCEPTIONAL COLOUR ACCURACY

A perfect colour match to the original OEM finish is the hallmark of an exceptional repair.

Our state-of-the-art Acquire Spectrophotometer, supported by our colour retrieval software Chromaweb®, ensures the right formulas are at refinishers' fingertips. This guarantees the perfect colour match, every time, for any type of repair.







## **EXTREMELY USER FRIENDLY**

Its simple mixing and low viscosity makes Cromax® Pro Basecoat easy and quick to prepare, to filter and to apply. The low viscosity translates as finer atomisation for an exceptional overspray melt-in; it also provides excellent mottling control and blending.



## **SUITABLE FOR ALL TYPES OF REPAIRS**

Cromax® Pro Basecoat is versatile – in its range of applications from spot repairs to complete resprays, even in low temperature or high humidity. Mixed with its dedicated 2K activator – WB2075 – it is suitable for under hood, multi-toning and tri-coat applications.



## **SUSTAINABLE FOR THE ENVIRONMENT**

With the latest in training and waterborne technology, you'll improve your working environment, lower emissions and see a reduction in solvent waste, which in turn reduces the health risk to your team.



## **SAVINGS FOR YOUR BUSINESS**

### **REDUCTION IN SOLVENT WASTE**

By changing to Cromax® Pro Basecoat, you're replacing all your basecoat solvent with water. There are savings in terms of purchasing and disposing of gun wash solvents.

### **LOWER VOLUME OF FLAMMABLES STORED**

By removing solvent basecoat, as well as basecoat reducer from your paint room, you'll be keeping a lower level of flammable goods. This will reduce your fire risk and provide easier compliance with Dangerous Goods licensing, potentially lowering your insurance premiums.



# COMPARING THE BENEFITS

You'll see the advantage immediately when you compare the step-by-step process used for Cromax® Pro Basecoat versus a competitor waterborne basecoat.

## CROMAX® PRO WATERBORNE BASECOAT – 3 STEP PROCESS



### BASECOAT APPLICATION USING WET-ON-WET TECHNIQUE

Spray one full basecoat of Cromax® Pro to 75% hiding. Follow immediately with a half-coat to complete hiding and to set the flake.



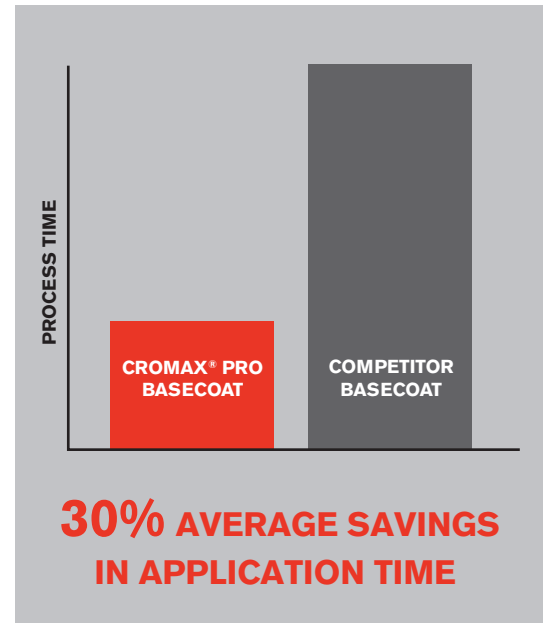
### FLASH BASECOAT

Allow basecoat to flash until matt.



### FINAL STEP

Clear coat is applied. For faster results use a Cromax productive clear coat such as CC6400 or 3750S.



## COMPETITORS' WATERBORNE BASECOAT – 7 STEP PROCESS BASECOAT APPLICATION



### BASECOAT APPLICATION

First coat: apply one medium coat to repair area.



### FLASH BASECOAT

Allow basecoat to flash until matt.



### BASECOAT APPLICATION

Second coat: apply one medium coat to repair area.



### FLASH BASECOAT

Allow basecoat to flash until matt.



### BASECOAT APPLICATION

Apply a final half-coat to complete hiding and to set the flake.



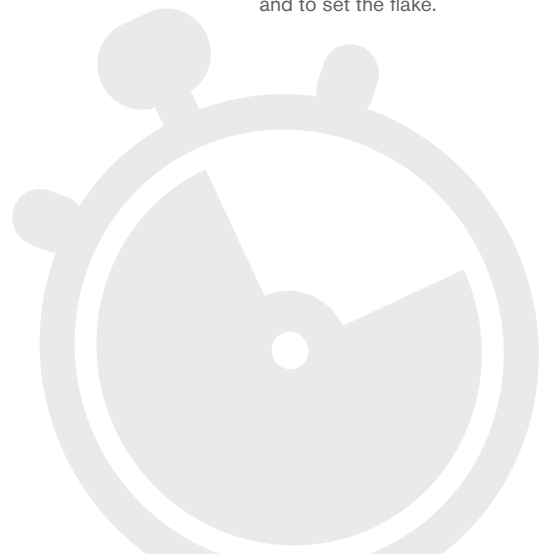
### FLASH BASECOAT

Allow basecoat to flash until matt.



### FINAL STEP

Clear coat is applied.





# INNOVATIVE SYSTEM

## EFFICIENT & VERSATILE



### TRAINING

Cromax® Pro Basecoat is easy to use. But Cromax® recommends training to ensure refinishers get the most out of this technologically-advanced basecoat.

Cromax® carries out a wide variety of training at the brand's training centres across Australia and New Zealand or on-site at bodyshops. We are committed to help our bodyshops reach new levels of productivity and success.

### COLOUR

Excellent colour accuracy is simple with Cromax® Pro Basecoat – from traditional to fully computerised systems, you will quickly and easily match any colour.

The **Acquire® Spectrophotometer** is an efficient colour retrieval tool. A portable, computerised colour matching system, it reads the actual car colour and transmits the data into your software. Using the **flake selector tool**, the flake size and sparkle can be easily confirmed resulting in improved colour selection.

Our latest colour retrieval software is **ChromaWeb™**. The ready for use modules will allow you to mix perfectly every time, complete with volume suggestion and complete flexibility. Whether you choose to use tradition or online colour updates, they both bring you quick and easily to the right formula and an excellent colour match.



### OUR SUPPORT

If you are looking to drive productivity throughout your business not just in your paint room, then our Business Services Consultants are among the best with solutions tailored to your business, Cromax® can help you realise your full potential.



# DRIVE YOUR PRODUCTIVITY.

## Contact us.

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