

ColourMarketing by Axalta

Your partner for marketing colour



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85% of consumer purchases are based on colour

Research shows that 85% of consumer purchases are based on colour. So, the right colour for your product can make the difference in choosing your product or from a competitor. At Axalta, our specification experts are always on the lookout for new trends alongside the absolute classics in architecture and design. This enables us to always provide our clients and partners with the right advice based on their specific product.

Axalta shares its expertise

Being colour experts, we feel it is only natural to share this expertise with our customers and partners as part of our premium service. What colours are most popular these days and how you

can incorporate them into the design of your products? In our Colour Experience Room, we welcome architects, designers and product developers daily, where we advise them on both colour and quality. That's because quality plays an increasingly important role in a world with growing awareness of the importance of sustainability, eco-friendly technologies, and products. People are visually oriented by nature, so why not show them the potential you offer and develop your own unique colour marketing tool together with Axalta?

From colour selection to design and implementation

Axalta offers a total concept. Together with our colour experts, you can select a range of colours, textures and effects specific to your product. Our graphic designers then add a stylish design to your colour selection, aligned with your branding. Following approval of this design, Axalta takes care of the production of your project, coordinating all aspects from start to finish!

A colourful range of possibilities

We always offer a wide range of possibilities to present your colour in the right marketing tool.

From brochures with powder coated aluminium samples to colour swatches with images - and in a variety of sizes. Apart from the design of the cover and back, there is also the possibility to add inserts with text.

You can provide this text or leave it to our experienced copywriters if in need of inspiration!

Your project

1. Colour selection with an Axalta colour expert
2. Graphic design
3. Coordination of printing, powder coating, labels, etc. with production department
4. Production lead-time of 6 weeks
5. Delivery

Colour swatches

Handy colour swatches

This handy tool allows you to assemble your selection of colours in two different sizes, the pocket-sized 60x100mm or the bigger format of 75x155mm. A cover and back design can be planned according to your needs. Would you like to add a commercial text? No problem, you have the possibility to add inlays with the information you wish to bring across.

Design & labels

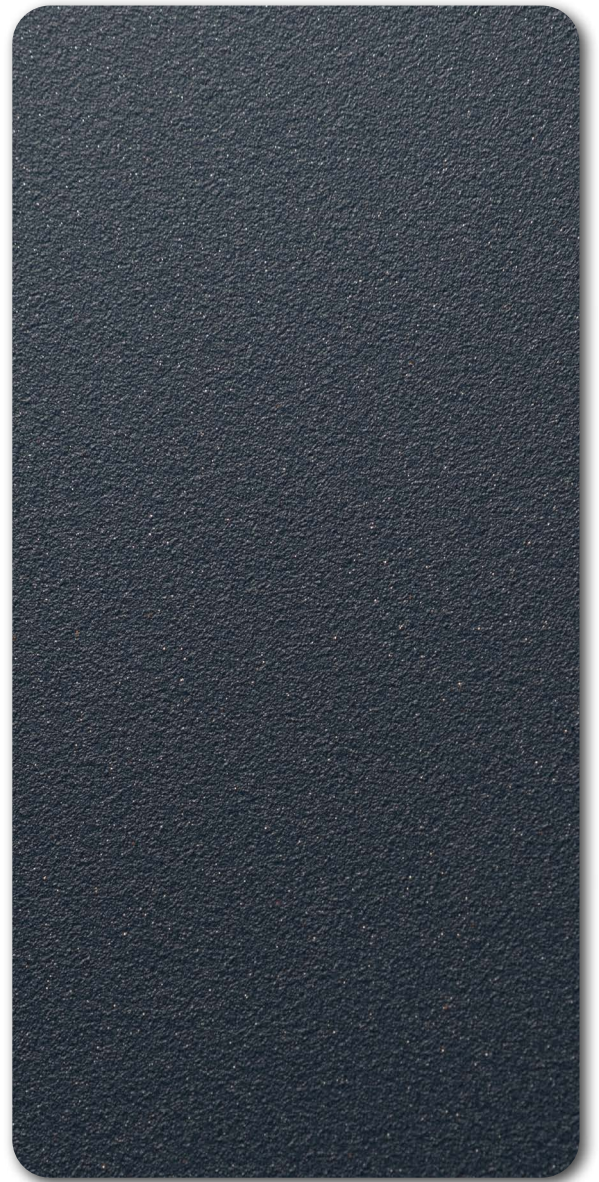
You can rely on Axalta's graphic designers or supply your own design. On the backside of the sample panels we add labels with the colour information.

Finish

Each colour swatch is fastened with a screw in the middle. The screws can be chosen in silver or in gold and can hold a maximum of 40 colour samples. This ensures the colour swatch is handy and of a reasonable weight.

* We offer our services only in co-branding terms, you can choose whether the Axalta logo goes on the back of the colour swatch or on the labels.

75x155mm



60x100mm



Colour cards



Colour cards of collections

Axalta has been developing high-quality colour cards and collections for many years and we want our partners and customers to benefit from our know-how.

One quality, three solutions

We understand that every need is different. We offer three solutions, listed below. If you have a very specific requirement outside these solutions, contact us, we are happy to develop this with you.

ECO solution

This solution offers you 9 colour samples of 40x55mm in a 4-pager colour card.

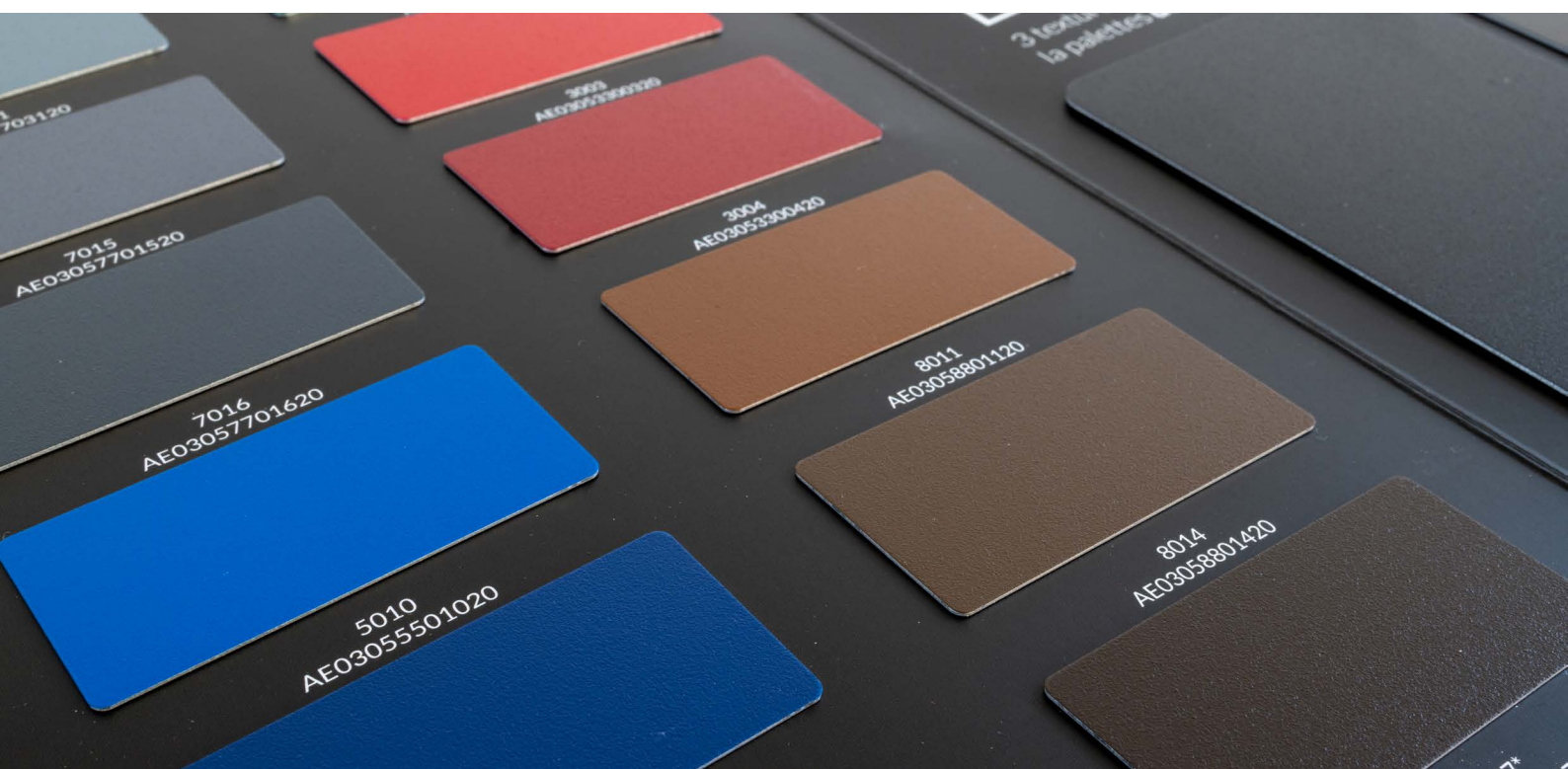
STANDARD solution

Our STANDARD solution is a 6-pager containing 15 colours samples of 40x55mm and you have a choice between 2 different, inside layouts.

PREMIUM solution

With our PREMIUM solution you can go all out with an 8 pager containing either 21 or 32 colours samples of 40x55mm and 2 different, inside layouts.

* We offer our services only in co-branding terms: colour cards contain our logo on the back or the inside.

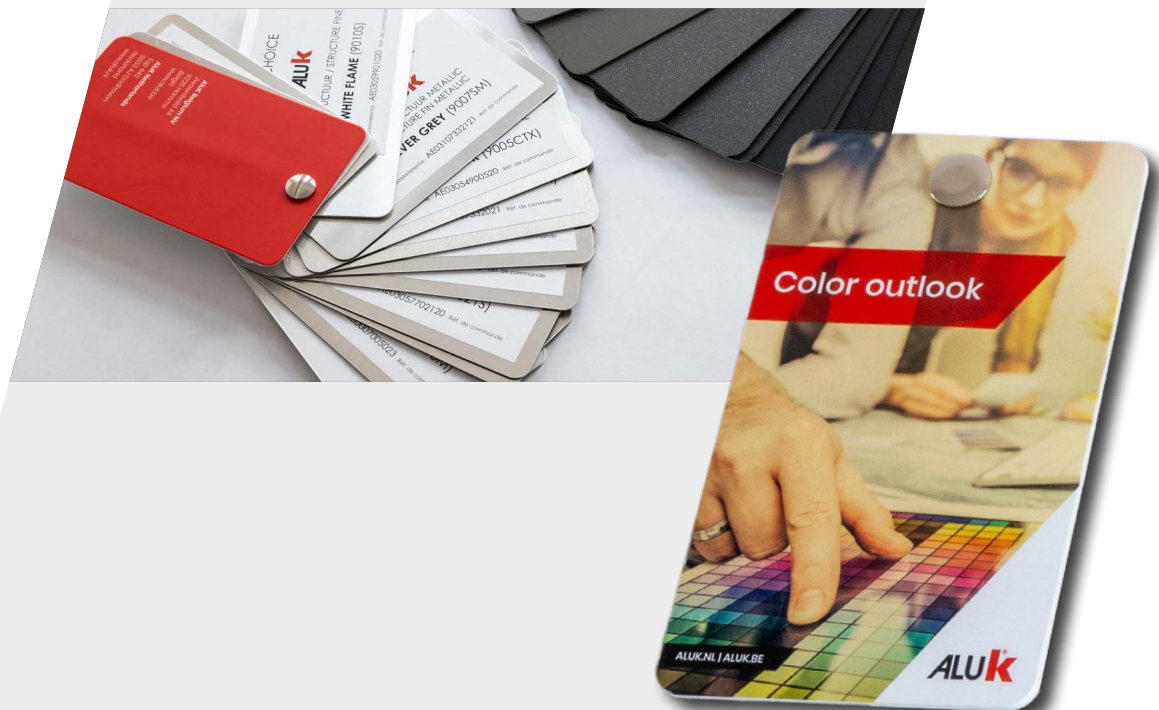


Colourful testimonial



“As an international player, we find it important to work with reliable partners who can provide us with the highest quality and best service. The fact that Axalta can support our marketing department and our customers through these colour tools is a great added value for us. It shows that our partners also attach importance to the AluK values: customer focus / professionalism / personal service / reliability / creativity.”

Sibyl Callewier
Strategic Marketing & Product Development Manager Benelux
AluK Belgium





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For questions please contact
your local sales office.
www.powder.axalta.com

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