



interstandox

Standex special colour: Performance Blue for a radiant blue

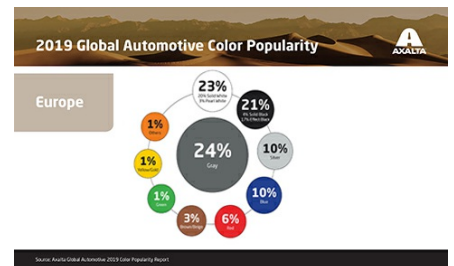


The exclusive Standox Performance Blue, a blue with effect pigments and flop effects is inspired by the colour in the Standox brand's logo.

The Standox Performance Blue colour was developed especially for a Mercedes SLS, which was to be put on display in the entrance hall of the Standox Information Center in Wuppertal. Armin Sauer, Colour Management Specialist at Standox in Germany, wanted to create something very special for the exhibition piece and—inspired by the blue in the Standox logo—developed this special in-house colour. This is how Standox Performance Blue was born — a radiant blue with effect pigments and flop effect that is now used on the Mercedes SLS in the Standox Information Center for an exclusive finish.

With the colour blue, Standox is in the trend

Standex is actually known as a professional automotive refinishing brand — so the blue special colour developed by the Standox colour experts was a surprise to some. But with this colour, Standox is bang on trend: Axalta's Global Automotive 2019 Color Popularity Report shows that, with a score of ten percent, blue is the most popular chromatic colour in Europe after the neutral colours grey, white and black. With Standox Performance Blue, Standox has interpreted this trend in its own unique way.



Results of the Global Automotive Color Popularity Report for 2019.



Exclusive model cars in special colour

While the new Standox Performance Blue colour is not available on production vehicles, Standox is offering its customers something very special: An exclusive collector's edition of model cars in the impressive Performance Blue colour. Standox has commissioned the production of a limited number of models of the Ford GT40 racing car in its new special colour. The collector's items produced in a scale of 1:18 are available exclusively from Standox. The unique colour gives the Ford GT40 model an even higher collector's value.

This paint finish in Performance Blue perfectly represents Standox's guiding principle, "The Art of Refinishing", and once again shows the innovative and creative side of the global refinishing coating brand.

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