
Standex special colour: Performance Blue for a bright blue >

Standex, a global refinish brand from Axalta, a leading global supplier of liquid and powder coatings, stands for the *Art of Refinishing*, and has developed its own special colour for the first time. Standox Performance Blue, a radiant metallic blue with flop effect, is inspired by the brand's logo. The colour formula is now available in the Standox IQ software.

Standex is known as a brand for high-quality paints for the professional refinisher, and now the brand has released its own special colour. The formula for the exclusive Standox Performance Blue, radiant metallic blue with flop effect, is now available in the Standox IQ colour software, which means it can be found by all Standox bodyshops.

Armin Sauer, Colour Management Specialist at Standox in Germany, had developed the colour especially for a Mercedes SLS that is on display in the entrance lobby of the Standox Information Center in Wuppertal. "We could have used an ordinary OEM shade, but we but wanted to come up with something unique and striking," he says. This is how Standox Performance Blue was born.

"The development of this colour was inspired by the blue in our logo," says Sauer. "And Axalta's Global Automotive 2018 Color Popularity Report shows that blue is the most popular chromatic colour for new cars in Europe, accounting for around ten percent after white, grey, black and silver, which was also key, so this also formed part of our decision-making process."

Exclusive model cars in the special colour

Standex Performance Blue is not available on production vehicles, but a limited number of Ford GT40 model racing cars have been produced in 1:18 scale in Standox Performance Blue and are available exclusively through the brand.

Olaf Adamek, Standox Brand Manager for Europe, Middle East and Africa, says, "We want to offer our customers something special and to-the-point, as well as something that represents our guiding principle, the *Art of Refinishing*. The exclusive, limited collector's edition model car is just that, and Standox Performance Blue is the icing on the cake. Our exclusive colour not only makes the Ford GT40 model even more sought after, but it also represents trustworthiness, just like Standox."

Refinishers can find exciting information about car colours at www.standex.com/colour.

About Standox

Standex, a global refinish coating brand from Axalta, is the best choice for professional refinishers. Customers can rely on Standox to achieve the best quality results, every time, accurately and quickly. As a brand manufactured in Wuppertal, Germany, Standox ensures our customers are ready for future digitalisation by improving workflow and work processes with digital tools. Standox further supports customers not only with relevant market insights but also work provision thanks to extensive approvals from car manufacturers as well as fleet, lease and insurance companies, which reflect the brand's position as a leading partner to the automotive industry. Standox – the art of refinishing.

http://www.axaltacoatingsystems.com/content/standox_corporate/en_GB/about-us/news/standox-special-colour-performance-blue-for-a-bright-blue.print.html