

AXALTA COATING SYSTEMS

**Six decades of colorful
automotive moments.**



Trends may change, but our commitment never will.

At Axalta Coating Systems, we're 100% dedicated to the science and technology behind coatings. With more than 145 years of product innovation, we're constantly working tirelessly to create new products—and improve on existing ones—that meet the evolving needs of our customers.

[We put our customers first.](#)

At Axalta, our passion for the science of color carries right through to our dedication to the automotive industry OEM community. We have been developing coatings for the auto industry since its very beginning, which gives us a unique perspective into its history and its future. We are a leading global supplier to the OEM market, with more than 1,800 patents held or pending. OEMs choose us because we create products that deliver superior performance through brilliant color matching technology, simpler application and lower environmental impact. And we continue to invest in our products and relationships in order to maintain our place at the top.

[Where others see color, we see science.](#)

Science. Discovery. Innovation. This is how we create state-of-the-art coating systems for our customers. From our early work with L,a,b color equations to our latest Acquire Plus EFX[™] handheld color spectrophotometer, we've always been at the cutting edge of the science of color. Quite simply, we live coatings, and our passion colors everything we do.

[Celebrating six decades of automotive color trends.](#)

Since 1953, we have been the leading company to publish data on auto color trends and popularity in our annual Color Popularity Reports. This year, we are celebrating 60+ years of automotive reports. We'd like to share some of our accomplishments in color science that date back to the very beginning of the auto industry.

As the past six decades of our Color Popularity Reports show, color preferences for cars change over time. Despite this constant change, there's one thing you can be sure will stay the same, and that's our commitment to the science, discovery and innovation that allow us to create the very best in coating systems for the automotive industry.

1904



Breakthroughs in enamel technology with Permanent® colors add speed, durability and improved appearance to vehicle finishes.

1923

The first duco color paints are used on cars, making it possible to apply paint with spray guns instead of by hand. Paint drying times reduces from days to hours.

1929

Dulux® alkyd enamel coatings take advantage of new baking and curing technologies, making them more resistant and durable.

1935

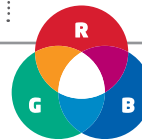
The first mixing-machine tinting system is developed.



1945

Scientists Leo Glasser and Dan Troy begin color research for Axalta.

1948



Our ColorMaster® colorimeter is commercialized, improving color design and color matching for OEMs and refinishers alike.

1952

Chuck Reilly joins Axalta and improves ColorMaster performance on dark colors.



1957

Our scientists develop the first L,a,b color cube root equation, which becomes part of the foundation of modern color science.

1953

We become the leading company to publish data on auto color trends and popularity with Color Popularity Reports.



1963

The first instrumentally shaded paint batch is manufactured in Ajax, Ontario.

1964

The first metallics paint batch is instrumentally shaded.

1970

DuColor colorimeter is commercialized and digital color matching computer is implemented.

1971

Our pigments department offers customers color formulation and hiding prediction programs.

1972

Automatic combinatorial color matching software is implemented.



1975

The Tannenbaum Metamerism Index and the Reilly Metamerism Potential help ensure that all parts of a car will be the same color.



1978

Our scientists optimize three angles for metallic measurement.

1980s

The first waterborne OEM coatings are introduced in North America, featuring lower VOC levels and a reduced environmental impact.



1986

We built and patented our first portable multi-angle spectrophotometer.

1991

Our ValueShade® undercoat technology is implemented.

1992

DuCS (third-generation color software) is implemented.

1993

We introduce ChromaVision®, a portable computerized color matching system.

2001



Our VINdicator® is the world's first technology to use a vehicle's identification number to match its paint color.

2005

AcquireRx® is launched.

2007

Our EcoConcept paint technologies are launched, making it possible for OEMs to reduce the number of coating applications.



2011

The Acquire Plus EFX®, an advanced spectrophotometer is created.

2013

We celebrate 60+ years of providing the world with Color Popularity Reports.

