

AXALTA COATING SYSTEMS



# Our tough coatings also shine

Agriculture, Construction & Earthmoving Equipment





## Axalta has built a legacy of coatings expertise over more than 145 years

Axalta Coating Systems is a leading global coatings company focused 100% on the development, manufacture and sale of high-performance liquid and powder coatings. Our innovative products and services include paint, colour-matching tools, application technologies, customer training and business management systems.

**With so many options in the coatings industry, Axalta is a smart choice.**

### Here's why

#### Industry Experts

Our team of highly-experienced industry professionals partner with you to understand your specific quality, productivity and life-cycle goals, then design a coating system that is tailored to your particular operation. From eliminating unnecessary process steps to reducing defects and material waste, our team works to optimise your cost per unit without sacrificing quality.

#### Global Reach

With 35 manufacturing sites around the world and doing business in 130 countries, we can meet your needs with globally and regionally specified applications, wherever you are.

#### Environmental Commitment

Axalta's commitment to sustainability provides a guidepost for our behaviour and a lens through which we measure our performance. Our coating systems are designed to meet or to exceed the current environmental standards without sacrificing the overall quality and performance of the final finish.

#### Outstanding service

Axalta boasts an extensive network of experts that can assist you with your coating requirements. Whether it's guidance on the use of our colour and marketing tools, or delivery of Axalta products throughout the region, our representatives are available to answer questions and to provide information on Axalta's products, tools and services.



## Axalta products are designed to coat a wide variety of agriculture, construction and earthmoving equipment



Axalta has a rich history of developing and supplying a wide range of coating systems for our agriculture, construction and earthmoving equipment customers, including electrocoat, dip, spray and powder coatings.

The AquaEC™ range of electrocoats and a variety of waterborne and solventborne primers and topcoats are available for the agriculture, construction and earthmoving equipment segments. High performance products, with high mechanical resistance and excellent corrosion protection, aim to fulfil the demanding needs of our customers for these applications.

Our solventborne and waterborne liquid coatings, available as PercoTop® and PercoHyd®, are designed to meet the rigorous standards for performance, corrosion protection, gloss and colour retention set by leading manufacturers of agriculture, construction and earthmoving equipment. Our coatings deliver consistent, high-quality results with a very hard and durable finish for improved function and appearance.

Designed to meet the stringent performance requirements of the major agriculture, construction and earthmoving equipment manufacturers, Alesta® powder coatings offer superior corrosion protection while maintaining the vibrant aesthetics of leading OEM brands. Alesta powder coatings protect and enhance everything from crop harvesting machinery to bulldozers on construction sites.



## Advanced solutions for breakthrough performance

At Axalta, we believe in possibilities. We believe in the power of science to improve people's lives dramatically –and to protect the planet we all share.

We use more than 145 years of scientific and technological advances to deliver high-performance coating solutions to the agriculture, construction and earthmoving equipment industry (ACE), around the world.

Through close collaboration with leading manufacturers we have developed a comprehensive portfolio of electrocoat, liquid and powder coatings that meet the industry's rigorous standards for performance, corrosion protection and gloss and colour retention.

Our team of experts is comprised of some of the most experienced people in the coatings industry. We apply lean principles and Six Sigma methodology to reduce your cost per unit without sacrificing quality or performance.

- > Reduce material waste
- > Eliminate process steps
- > Cut energy consumption
- > Reduce labour costs
- > Optimise productivity
- > Increase quality
- > Emphasise sustainability

### The first step toward improving operational efficiency

Give us the opportunity to assess your current coating process and we'll show you how our coatings can contribute to improving your productivity and your cost position, now and in the future.



Energy-efficient coatings cure at lower temperatures for a smaller environmental footprint.



We will work alongside you to design a coating system that meets your specifications for performance, productivity, opacity and life cycle.



Highly durable coatings provide excellent mechanical and chemical resistance for long-term protection against corrosion.



Premium weathering/UV-resistant coatings protect the finish from fading and dulling.



## Axalta's advances in electrocoat technology

Axalta Coating Systems is one of the largest electrocoat producers in the world, supplying AquaEC E-Coat products to most major light vehicle OEMs and to a wide range of general industrial customers. We offer a portfolio of qualified electrocoat products formulated to meet unique customer needs with a complete range of the latest generation technologies and a team of technical experts to provide service and support.

Axalta's electrocoats are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. They are all water-based and so help to support environmental goals. They are also formulated to ensure superior performance over a variety of substrates including hot rolled steel, cold rolled steel, galvanised steel, aluminium and magnesium. We offer a variety of AquaEC formulations including lead-free and tin-free products, low VOC and HAPS-free systems, as well as formulations with special benefits such as improved edge protection, low temperature bake capability, improved throw power and weather durability.

### Technology

#### AquaEC™ Electrocoat Primers

AquaEC electrocoats use patented epoxy-isocyanate based technology to provide superior corrosion resistant coatings.

#### Excellent Throw Power

AquaEC electrocoats use a highly efficient ionisation technology to provide improved throw power in order to coat difficult-to-reach places where complex part configurations and high rack densities are present.

#### Edge Protection

AquaEC electrocoats use the latest polymer developments to impart improved resistance to edge corrosion on parts where sharp edges are present due to forming or fabricating.

#### Superior Corrosion Resistance

AquaEC electrocoats meet or exceed the most rigorous specification requirements for salt spray and various accelerated corrosion tests.

#### Environmentally Responsible

Lead free, HAPS free, tin-free, low VOCs and IMDS listed.

### Advantages

#### Automatic

Single operator, robust operating window and user friendly.

#### Controllable

Precise film build over complex metal shapes and rack densities.

#### Efficient

Optimum interior/exterior coverage, low bake temperatures.

#### Process Friendly

Formulated for excellent product stability and ultra filter performance.



## Axalta's powder coatings

We provide tough, durable and attractive finishes with superior coverage and efficiency that today's manufacturers of agricultural and construction equipment demand for high-performance, easy-to-use powder coatings that add value to their manufacturing operations.

### Alesta® - your one-stop supplier for powder coatings

Alesta powder coatings deliver superior coverage and transfer efficiency so you can get more done in less time. But higher yields are just the beginning. Available in a variety of technologies for a broad range of applications, Alesta powder coatings are easy-to-use and backed by the technical support of Axalta specialists. Our team is dedicated to helping you find new ways to improve productivity and to reduce overall costs, all while delivering superior quality products.

### Highlights

- Powder coatings are available in smooth high gloss, semi-gloss, matt, fine textured, leatherette or metallic finishes. Chemistries including super durable and standard polyester offer the necessary performance properties.
- Axalta provides solutions for corrosion protection for the ACE market. Single layer or two coat systems may be used to provide enhanced protection against weathering and corrosion. The product range includes Alesta ZeroZinc primer for optimum edge protection.
- A wide range of RAL colours is available, with many constructors colours already developed.
- Alesta powder coatings meet famous constructor's specifications including Volvo, Manitou, Caterpillar, John Deere and many others.
- The complete range of Alesta powder coatings include other innovative solutions such as low bake Anti Gassing, Anti-Graffiti, high temperature and chrome look.
- Polyester and Super Durable powders are TGIC free. With virtually no VOCs, no hazardous waste and up to 98 % production utilization, Alesta powder coatings are the environmentally responsible choice.



## Axalta's liquid coatings

### PercoTop® and PercoHyd® - flexible and efficient

PercoTop and PercoHyd are particularly user-friendly, innovative, high performance paint systems that offer not only excellent durability, but also excellent productivity in use.

### A complete system

Perfectly matched primers and topcoats ensure good adhesion, exceptional corrosion protection and outstanding chemical and mechanical resistance, even under the toughest conditions. Thanks to their flexibility and high-quality performance, the PercoTop and PercoHyd systems are suitable for use in an enormous variety of different application areas.

### Highlights

- Solventborne and waterborne paint system
- Excellent hiding properties and shorter cycle times
- 1- and 2-component solutions depending on customer's requirements
- Combination of excellent physical properties with ease of application
- Fast drying, easy-to-use primers
- Simple, compact system
- Superior holdout under extreme conditions
- Excellent gloss and colour retention
- Very smooth appearance



# A World of Colour

**We live coatings.** Global climate conditions can expose your ACE equipment to a wide range of temperatures, humidity and sunlight. In these harsh environments, it is essential to have a coating that protects the finish on your investment. So whether you want agricultural green or red, construction yellow or a mining white, Axalta employs durable pigments and special additives to achieve a high-quality, consistent finish that lasts.

Axalta has crafted an extensive offering of innovative digital and traditional colour tools to make selecting the right colour or matching an existing one, fast and simple. Our lab formulates colour using high-quality materials that, combined with the latest technology, define durability with superior corrosion resistance, enhanced weatherability and a superior finish. Axalta offers an extensive colour collection to match global ACE manufacturers, regional OEMs and their sub suppliers.

Axalta is an industry leader in colour research and development and has been at the cutting-edge of colour research for over a century.

## Commercial OEM Global Approvals

Axalta has earned numerous commercial OEM approvals from leading ACE industry manufacturers. Whether it's painting the entire combine or only the parts of an excavator, our products offer you the consistent reliable performance that is specified by the OEM. With our wide range of global approvals from leading OEMs, Axalta delivers consistent quality and performance you can count on.

Axalta coatings for global ACE OEMs have excellent chemical resistance, corrosion resistance and mechanical toughness, and they can be formulated to meet your individual performance specifications to gain commercial approval.

Axalta Coating Systems Germany GmbH  
Horbeller Straße 15  
50858 Köln  
Germany

[www.industrial.axaltacs.com](http://www.industrial.axaltacs.com)  
[www.powder.axaltacs.com](http://www.powder.axaltacs.com)

© 2015 Axalta Coating Systems, LLC and all affiliates. All rights reserved.

