

AXALTA COATING SYSTEMS



# Our tough coatings also shine

Agriculture, Construction & Earthmoving Equipment



# Axalta has built a legacy of coatings expertise for 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, color 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 coatings system that is tailored to your specific operation. From eliminating unnecessary process steps to reducing defects and material waste, our team works to optimize your cost per unit without sacrificing quality.

## Global Reach

Having 35 manufacturing sites around the world doing business in 130 countries allows us to meet your needs with globally and regionally specified applications wherever you do business.

## Environmental Commitment

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

## Extensive Distribution

Axalta boasts an extensive network of distribution partners that can assist with your coating needs. Whether it's guidance on use of our color and marketing tools, or delivery of Axalta products when needed throughout the country, the representatives at your local distributor are available to answer questions and 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 fulfill the demanding needs of our customers for these applications.

Axalta Tufcote™ liquid coatings are designed to meet the rigorous standards for performance, corrosion protection, gloss and color retention set by leading manufacturers of agriculture, construction and earthmoving equipment . They deliver consistent, high quality results with a very hard and durable finish for enhanced performance.

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 the major OEM manufacturers' brands. Alesta powder coatings protect and beautify everything from crop harvesting machinery to bulldozers for construction sites.

# Advanced solutions for breakthrough performance

At Axalta, we believe in possibilities. We believe in the power of science to dramatically improve people's lives—and 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 color 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 labor costs
- > Optimize productivity
- > Increase quality
- > Emphasize sustainability

## The first step toward improving operational efficiency

Provide us the opportunity to evaluate your current coatings process and we'll show you how our coatings can improve your productivity and your cost position, now and in the future.



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



We work with you to design a coating system to meet 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 finish from fading and dulling.



# Axalta's electrocoat technological advances

Axalta Coating Systems is one of the largest electrocoat producers in the world, supplying AquaEC E-Coat products to most major light vehicle original equipment manufacturers and 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. Each is waterbased, and therefore helps support environmental goals, and is formulated to ensure superior performance over a variety of substrates including hot rolled steel, cold rolled steel, galvanized steel, aluminum and magnesium. We offer a variety of AquaEC formulations including lead-free and tin-free products, low VOC and HAPS-free systems, and formulations with special benefits such as improved edge protection, low temperature bake capability, improved throw power and weather durability.



## Technology

### **AquaEC™ Electrocoat Primers**

AquaEC electrocoat uses patented epoxy-isocyanate based technology to provide a superior corrosion resistant coating.

### **Excellent Throw Power**

AquaEC electrocoat uses a highly efficient ionization technology to provide improved throw power to coat difficult-to-reach places where complex part configuration and high rack densities are present.

### **Edge Protection**

AquaEC electrocoat uses the latest in polymer development to impart improved resistance to edge corrosion on parts where sharp edges are present due to forming or fabricating.

### **Superior Corrosion Resistance**

AquaEC electrocoat meets or exceeds 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.

## Advantage

### **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 reduce overall costs, all while delivering superior quality products.

### Highlights

- Alesta powder coatings are designed to meet the performance standards set by leading manufacturers and industry organizations.
- Alesta powder coatings are designed to provide tough, durable and beautiful finishes.
- Alesta powder coatings feature robust formulations that can result in fewer line stoppages and a uniform finish – saving you both time and money.
- The complete line of Alesta powder coatings includes innovative solutions such as high temperature resistant, anti-graffiti, chrome-look, low energy, anti-gassing and non-TGIC polyesters, so you can deliver customized solutions across a broad range of applications globally.
- With virtually no VOCs, no hazardous waste and up to 98% product utilization, Alesta powder coatings are the environmentally responsible choice.



# Axalta's liquid coatings

## Tufcote™ - your partner in productivity

Backed by our team of coating experts, Tufcote and Tufcote Plus can improve overall yield and cost position by eliminating process steps, cutting energy consumption and reducing material waste.

## A complete system

Tufcote and Tufcote Plus primers and sealer deliver superior appearance and holdout, and excellent corrosion protection at low film builds. Tufcote and Tufcoat Plus topcoats provide excellent weathering, flexibility, and color and gloss retentions with less chalking. The topcoats can be air-dried or force dried for even faster cure times.

## Highlights

- Excellent hiding properties and shorter cycle times
- Combine excellent physical properties with ease of application
- Fast drying, easy-to-use primers
- Easy-to-use, compact system
- Superior holdout under extreme conditions
- Excellent gloss and color retention and impact resistance
- Improved edge protection
- Single component
- Provides a very smooth appearance



## A World of Color

**We live coatings.** Global climate conditions can expose your ACE equipment to a wide range of temperature, humidity and varying degrees of sunlight. With these kinds of harsh environments, it is essential to have a coating solution to protect the finish on your investment. So whether you desire agricultural green or red, construction yellow or a mining white, Axalta utilizes durable pigments and special additives to maintain a high quality consistent finish that lasts.

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

Axalta is an industry leader in color research and development and has been at the cutting edge of the science 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 the parts supplied for an excavator, our products give you the consistent reliable performance that is specified by the OEM. With our wide range of global approvals from the leading OEMs, Axalta delivers consistent quality and performance you can count on.

Axalta coatings for global agriculture, construction and earthmoving equipment manufacturers have excellent chemical resistance, corrosion resistance and mechanical toughness that can be formulated to meet individual performance specifications and gain commercial approval.

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

© 2015 Axalta Coating Systems, LLC and all affiliates. All rights reserved.  
E-R5576 (10/14)

\* Not all products may be available in all countries.

