



Axalta launches a world first: Alesta® ZeroZinc UniPrime, a premium universal primer

Basel, Switzerland, March 30, 2022

Axalta Coating Systems, a leading global supplier of liquid and powder coatings, launched Alesta® ZeroZinc UniPrime in the EMEA region. UniPrime is the newest addition to its Alesta® ZeroZinc primer range and the first premium universal thermosetting powder primer available anywhere in the world.

Like the other products in the Alesta® ZeroZinc range, the ZeroZinc UniPrime has been formulated in accordance with High Density Crosslinking (HDC) technology to protect against corrosion and help extend the working life of painted structures. In addition to meeting stringent anti-corrosion requirements, UniPrime is easy to apply.

Guillaume Tissot, Powder Marketing Manager Industrial EMEA, said, "The versatile ZeroZinc UniPrime enables the use of a single primer for any substrate – black steel, galvanized steel, metalized steel, aluminium, etc. This improves stock control, increases productivity, and helps cashflow."

"Uniprime is the 'all-round' product for job coaters," said Julien Marti, Product Manager, Axalta Coating Systems France S.A.S. "From the buyer to the shop manager to the painter: it's simple with a single product that covers all substrates. This simplifies production, avoids confusion and human error, and facilitates daily handling by the operators. It also ensures quality thanks to its proven coating and anti-corrosion performance."

Alesta® ZeroZinc Uniprime is available from April 2022 via your local Axalta office. For more information on the Alesta® ZeroZinc Uniprime and the full range, please visit www.axalta.com/zerozinc.

Contact

Julien Marti
Axalta Coating Systems France S.A.S.
Julien.marti@axalta.com

About Axalta

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colourful, beautiful, and sustainable solutions. From light OEM vehicles, automotive refinish and commercial vehicles to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity, and enable the materials we coat to last longer. With more than 145 years of experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axaltacoatingsystems.com and follow us @axalta on twitter.