

## Media release

December 7, 2016

### **AkzoNobel launches Colorvation in North Asia at the DRP Summit in China**

**AkzoNobel's Vehicle Refinishes' business has launched its Colorvation digital technology color initiative in Shanghai (China).**

Designed to empower the use of digital technology, Colorvation is AkzoNobel's unique system to increase speed and accuracy in color matching. It enables bodyshop owners, technicians and painters to maximize productivity and profitability by using the company's Automatchic™ and MIXIT™ technologies.

Automatchic Vision is a Wi-Fi enabled digital spectrophotometer system capable of correctly matching color up to three times faster than via traditional methods and sending measurements directly to mixing software on a PC. The company is the first in the world to offer a spectrophotometer with this functionality.

MIXIT is a cloud-based color retrieval system which boasts exceptional speed, ease of use, and more than two million colors and variants. It is continuously being updated with new features most recently enabling direct connection between the MIXITcloud.com platform and the customers' weighing scales.

The launch took place at the Direct Repair Program (DRP) Summit on December 1, part of the Automechanika Shanghai Expo. In a speech given by Kevin Liu, Business Director for AkzoNobel's Vehicle Refinishes' business in North Asia, he said: "Colorvation is a key factor in our status as partner of choice for some of the leading global players in vehicle refinishes. In fact, our partners who are part of Colorvation are testimony to the future of digital color."

Over 300 delegates attended the summit, including thought leaders and specialists from the vehicle repair industry, insurance companies and government and associations. Among organizations represented were Fix Auto, Automan, and the China Automotive Maintenance and Repair Trade Association.

After the event, Wendy Zhou, AkzoNobel's Marketing Manager for Vehicle Refinishes in North Asia commented: "It was good to have the opportunity to bring our Colorvation launch in this way, and share our experience and expertise of digital color technology. We are determined to support the industry in working together to manage change and drive the power of color innovation that will move us all forward to a more sustainable future."

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AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 45,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

#### **Not for publication – for more information**

#### **AkzoNobel Vehicle Refinishes**

**Contact:** Yvette Lefeber

**E-mail:** [yvette.lefeber@akzonobel.com](mailto:yvette.lefeber@akzonobel.com)