

News release

March 17, 2017

AkzoNobel's new MIXIT mobile app now available

AkzoNobel's Vehicle Refinishes business has launched a new mobile application – MIXIT. The app offers bodyshops, technicians and painters across the globe instant access to the latest color formulas. The AkzoNobel MIXIT app is designed to enhance mobility at work and is available for download in the 'App store' and 'Google Play store.'

The native app is an extension of AkzoNobel's advanced color identification and retrieval system MIXIT. Through the MIXIT cloud-based software, users have immediate access to its vast database which hosts more than two million colors and variants – with more being added every day.

"MIXIT is an extraordinary, fast and easy tool to use, that has advanced search and filtering features enabling user's access to accurate results in the shortest time. With the addition of the MIXIT mobile app, customers have the latest color knowledge at hand wherever they are. Personal color favorites can be seen and added from both platforms as these are integrated, commented, Henri Bijsterbosch, Digital Color Manager of AkzoNobel's Vehicle Refinishes business.

Both the MIXIT website and mobile app are central to Colorvation (www.colorvation.com): AkzoNobel's unique approach to vehicle refinishing launched to empower the use of digital technology. Under the Colorvation banner, AkzoNobel will constantly add new elements to make matching colors from different devices an integrated, effortless and secure experience in this digital era.

AkzoNobel will continuously improve the MIXIT system using ongoing analysis of user input. "It is important to us to incorporate customer feedback into the MIXIT development, so we can adapt and improve together. Our recently introduced MIXIT feature for our registered users of sending the color formula to a connected scale was another step towards making operations for customers easier. To also facilitate users of our color documentation 'Color Universe', we have an integrated QR scanner feature in the MIXIT app enabling them to find color formulas." Henri Bijsterbosch added.

The MIXIT web service can now function as a primary system for any bodyshops, in any part of the world that simply want to search and mix colors, as well as tracking its color history using the benefits of the secure cloud-based storage system.

Connect with the future of color retrieval and download the MIXIT app from the App or Google Play store or go to <https://app.mixitcloud.com> to start using the tool immediately.

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 46,000 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