



NEWS RELEASE

# Axalta Coating Systems Features Its New Powder Trend Offering ICONICA in Milan During the 56th Annual Salone Internazionale del Mobile

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A commissioned architectural installation marks the launch

BASEL, Switzerland--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has introduced a collection of colors for its Alestas® Super Durable powder coatings. ICONICA contains 40 colors across four distinctive color palettes - Eden Garden, Energy Manifesto, Arty Fusion and Techno Precious - that are designed to protect and enhance iconic buildings around the world.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170403005871/en/>

New Alestas Super Durable powder color collection, ICONICA, launched in Milan with commissioned architectural installation (Photo: Axalta)

Axalta has synchronized the ICONICA launch with the 56th annual Salone Internazionale del Mobile, the world's leading furnishing fair, in Milan, Italy, that

runs from April 4 to 9, 2017. The company commissioned Meiré und Meiré Design Department from Cologne, Germany, to create an ICONICA architectural installation that celebrates the fusion of design, quality and innovation. It will be exhibited during the event, outside the Salone, in the Palazzo Litta Clock Courtyard where the ever-changing natural light and the manual rotation of the piece will reveal the subtleties of the collection's color palette.

Markus Koenigs, Marketing Communications Manager for Axalta's powder coatings in Europe, Middle East and Africa, says, "Our ICONICA architectural installation displays the entire Collection's colors, which have been inspired by new aesthetic concepts that include global issues, technology, the digital revolution and augmented reality. They address the new architectural understanding for nature and humanity while maintaining the environmentally-

sustainable, super durable attributes our customers expect from Alesta powder coatings.”

The piece captures the dynamics and energy of architecture in the age of mobility. Visitors to the Palazzo Litta are encouraged to interact and to explore the installation’s array of 40 colors under the constantly changing light conditions. The selection of 40 UV and weather resistant colors were developed and curated in collaboration with trend forecasting agency NellyRodiTM, based in Paris, France.

In addition to the ICONICA architectural installation, a group of European designers are showing their latest furniture trends, which are painted with Alesta Super Durable powder coatings.

For more information on Axalta’s powder coatings, please visit [www.powder.axaltacs.com](http://www.powder.axaltacs.com).

## About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications 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 150 years of experience in the coatings industry, the approximately 13,000 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on **Twitter** and on **LinkedIn**.

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