



NEWS RELEASE

Axalta Introduces New FlexBase 7700 PB Product Line

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New Basecoat, High Gloss and Flat Clearcoats for Sports Equipment Market

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is pleased to announce the introduction of FlexBase® 7700 PB, a new premium quality polyurethane product line designed to meet the custom-color and impact-resistant requirements of the sports equipment market in North America.

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

<http://www.businesswire.com/news/home/20170227005950/en/>

Axalta's new FlexBase product line brings brilliant color to sports equipment. (Photo: Axalta)

The FlexBase 7700 PB product line targets helmets and other protective equipment used in athletic events such as baseball, lacrosse,

football, softball, hockey, racing, and other extreme sports. It features a premium quality polyurethane basecoat, also named FlexBase 7700 PB, a polyurethane high gloss clearcoat, FlexBase PB7430™, and a polyurethane flat clearcoat, FlexBase PB7045™.

FlexBase 7700 PB polyurethane basecoat is a medium solids, flexible, and custom-color coating available in solid, metallic, and pearlescent colors. It is designed to deliver a smooth, protective and easy-to-apply finish over plastic and fiberglass surfaces. FlexBase PB7430 High Gloss Clearcoat is formulated for use over FlexBase 7700 PB to provide excellent durability and chemical resistance. To achieve a trendy multi-layer flat visual effect, FlexBase PB7045 Flat Clearcoat can be applied over FlexBase 7700 PB Basecoat for a matte finish without chalking or fading.

"The introduction of the FlexBase 7700 PB product line expands Axalta's polyurethane product technology that is available to customers in the protective equipment market space," said Ross Morgan, Axalta Product Manager.

“FlexBase allows for custom color capability and is formulated specifically for plastic substrates with a unique blend of acrylic and polyester resins, which deliver a flexible finish with a premium appearance and outstanding impact resistance.”

To learn more about Axalta FlexBase products, visit axalta.us/SportsEquipment.

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 12,800 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 and follow us @Axalta on **Twitter** and on **LinkedIn**.

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Source: Axalta Coating Systems

Axalta Coating Systems

Janine Little

D 1 610-358-4951

janine.little@axaltacs.com

axaltacoatingsystems.com