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Axalta coating systems(formerly dupont performance coatings)

We use cookies to ensure that we give you the best experience on our website. By continuing to use the site you agree to our use of cookies. Read more. You are directed to websites that provide more information about our products and services. These sites are in the process of being reviewed and will be migrated to the Axalta Layer Systems website. Show Selection Language Marks Show Searchbox Show navigation proof from top to bottom, the Axalta's cover leads the way. Under each one of our layers, lies our commitment to sustainable innovation. Over 145 years of innovation provide momentum in challenge futures of layers. With a 100% focus on layers, more we spend 120,000 customers coming first. Next feature Coatings World had the opportunity to interview the leaders of Axalta Coating System, former DuPont Performance DuPont Performance. 03.01.13 The Carlyle Group recently completed its acquisition of DuPont Performance DuPont DuPont cover for \$4.9 billion and announced that the company had renamed Axalta Layer Systems. Axalta Layer Systems is a global supplier of layers of the transport and industrial sectors. Layer World recently had the opportunity to talk to Charlie Shaver, chair and CEO, and John McCool, the company's new chairman. The two leaders spoke about the impact of the acquisition and the company's long-term strategy. Please provide some background on Axalta Layer Systems. When was the company founded? What kind of company's manufacturing layer? John McCool: Axalta Layer Systems will continue a more than 90-year tradition in the layer industry. Today, we are a leading global manufacturer, marketplace and distributor of innovative, high performance layers. We serve the transport industry as well as other industrial customers such as manufacturers of electrical factory systems and metal machines. The layer business in DuPont began in the early 1920s with brands like Centari and technological innovations such as the invention of the first mixed car system. In the early 1970s, we emerged the business architectural businesses focused solely on the industrial and transport sectors. In a way, our new independence completes that evolution. Our growth accelerated in the 1990s. We introduced Cromax, a bazcoat for cars that remain a key brand in our portfolios, and we acquired terrific brands like Spies Hecker, Standox and Nason. In the first decade of the new millennium we introduced Cromax Pro, our third generation waterborne technology, a great product that meets both customer and environmental needs. Of course, our latest news is only weeks old. As our new name suggests we are now independent and, quite significantly, can fully focus on layers. For just one piece of our biggest product line: We make both layer-high buckle and low-cooking for OEMs. For boutique refunds, we have a number of long stand marks: ChromaBase, ChromaPremier, Standox and spy hecker. We also offer regional brands such as Nason, Duxone, Cromacryl and Max. We serve liquid industrial businesses – manufacturers of the rail, heavy truck and electric insulation systems sectors - with our Imron brand and Voltatex electrical isolation system. The powder brand that leads us to ALESTA, LAPS-KEEPER AND ABCITE. How will the acquisition of DuPont Performance DuPont Performance affect the company? Charlie Shaver: Basically, what our independence means is that everyone in the company will be able to focus on our passion - layer - on a full-time basis. Our independence will release our full potential and this will be

converted to ever better products and services for our customers. Behind the scenes, our acquisition by the Carlyle Group established a great partnership. Carlyle understands our businesses and our customers. Plus, Carlyle is truly global – as we are. With offices on six continents, they can provide insights into global trends and opportunities. We can benefit from the Sights when we want to hand them free to run our business as we see fit. Which goods and products were included in the acquisition? McCool: Quite literally, everything that was part of the DuPont Performance DuPont Performance comes with us in Axalta coated systems: products, people and plants. We will continue to provide without interruption every single brand, technology tools and services we offered prior to our sale. Even more importantly, though, every more than 11,000 people who do our organization what today will come with us. They're the heart of the business and the face of our business to our customers. Behind our people we will have our 35 manufacturing plants, 42 training centers and seven innovation centers that will continue to operate without a hit. Which specific market segments will benefit from this acquisition? Shaver: The benefits of becoming an independent business will be felt by all our customers. As a company that is currently able to focus fully on layers, we will have our ears even better with customer needs and our research focused without distractions (which comes from being part of a larger corporation) on coating solutions. We are committed to bringing the benefits of independence to all the segments we serve. We will maintain our leading global market position in the refined and heavy duty market and continue to grow our business in the OEM, chicken and other liquid industrial markets. What is Axalta's long-term strategy in terms of entering new markets and launching new products and technologies? McCool: We're always going to evaluate new market opportunities. Obviously, economic growth in China and Brazil make both our attractive market, and we are well positioned with people, products and plants to seize opportunities. We have a larger production facility in Guarulhos, outside of Sao Paulo. In 2008 we opened a new plant in Jiading, outside Shanghai, and our Asia Pacific headquarters in Shanghai. as importantly, we will continue to expand our business in the more developed markets and new technologies, such as new advanced third generation waterborne technology for the refined market, which provides our customers with a step shift in productivity as well as comply with more stringent environmental regulations. In addition, we have a strong tap of new products that we believe will continue to benefit our customers and our business for the coming year. What is the company's most recent plan? Shaver: Our new name is worth a mention. Today we have a new name and the rest of our visual corporate identity – a logo and other graphics – will be rolled out in the second quarter of 2013. But the name alone speaks volumes. We want everyone to know we are only a layer company and are in business to serve the interests of customers who depend on the superior layers of running their business. We also want a name that says our layer products are part of a complete system for our customers. We provide matching tools and colors, tools to better implement our layers, and training to help customers learn how to use our products and services. I primarily invite everyone to stay tuned for the launch of our new identity in full in the spring! Axalta is a leading global delivery provider dedicated to the development, manufacturing, delivery, and services of liquid and powder coating. Learn more about Axalta's Evolution Evolution 2018-2019 Lifetime Learn More Bonds for latest stock information, investor news, and earnings reporting Learn More under the line of Axalta, Careers comes to Life Learn More Final Net Promoter Score in a company strongly depending on a context in which the satisfaction is measured. Consider an example: If Axalta Layer Systems Ltd. sends out NPS survey immediately after purchase, to follow customers' initial stimulation and experience at checkier. On the other hand, if they survey their customers a few weeks after the purchase they also follow how to satisfy customers with their products and services over time. Therefore, comparing NPS notes to Axalta Coating Systems Ltd and your own without any further context is not useful. What is very useful though, is using the NPS methodology to track the satisfaction of your customers over time. That's where Customer guru comes in. Learn more liquid layers we serve customers in the automotive, transport and general industrial sectors. About almost anything that moves – from cars and heavy trucks to trains and sports cars – our paint protects against corrosion and brings luster and elegance to each surface. Our layers conserve energy by protecting and component electrical system possibilities and a range of automotive parts and vehicle transportation. Backed by industry-led innovation and hands-on training, Cromax products deliver innovative and productive systems, standard color tools environment and business solution that enables collision of professional repairs to optimize performance. Read more Standox painting systems have been created to put deep paintings in the hands of master crafts, the professional refiner who masters the challenges of change and understands the conditions of the future. Simply stated, Standox is the choice for those approaching refinish vehicles as an art. Read more while every collision repair business is unique, the better many of them share one ownership goal: consistently providing high-quality, dramatic results to customers, all while saving time and improving profitability. Spy Hecker products paints provide refined partners and better system solutions to make their work easier, more efficient and generate durable value. Read more Nason Finishes are simple, easy-to-use products that customers can rely on getting cost-limiting jobs done right. Nason decorated, topcoats and keys deliver Values in a Hurry. It further covets the Axalta Sales used on the production line and at the first are identical, so the repair-in-type ability makes it easy to achieve a finished original factory that lasts 50 miles after mile. Read more for decades, the Axalta Industrial Coatings Association has provided layer solutions that work for a variety of commercial, industrial and institutional applications. Read more Axalta's aviation layers are designed to meet accurate standards for appearance, durability and corrosion protection. Read more

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