

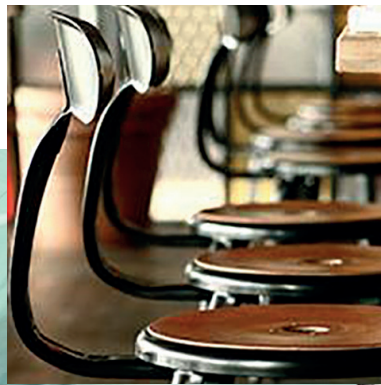
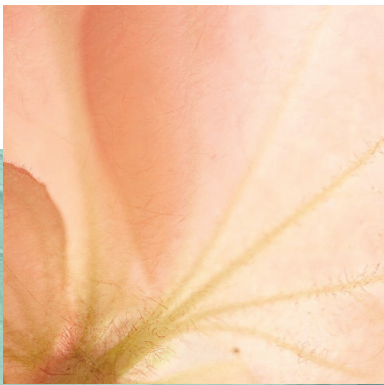
AXALTA COATING SYSTEMS



Alesta[®] SoftTouch

The emotional finish.

Feel the emotion of touch.



A clearcoat powder coating with the softest touch.

Designers and creators are constantly looking for the unique characteristic to distinguish their concept or project. To lend them a hand in this quest for originality, Axalta has developed the SoftTouch clearcoat.

Beauty is in the eyes of the beholder but feeling is a matter of all senses working together. The feeling of a product can therefore influence not only its beauty, it creates an actual experience. Axalta understands the design world's hunger for innovation and in response always taking product development to the next level.

Alesta® SoftTouch can provide your product with a feeling both luxurious and delicate, making it a velveteen experience. This polyurethane quality is suitable for indoor and outdoor use. Since it is a clearcoat the product offers the designer full creative colour freedom, it can be applied over any base colour.

The targeted applications for this clear coat are: design, furniture, lighting, shop fittings, bicycles, electronics like smartphones, laptops, ... Imagine the feeling and let imagination run wild. Alesta® SoftTouch clearcoat is available from stock and can be ordered by our product code ST00000900020.

Versatility

Alesta® SoftTouch can provide any pretreated metal with a velvety feeling you wouldn't expect just upon sight or could be applied over any colour for the softest finish. Furthermore we can develop any solid colour in a one layer system with SoftTouch finish upon demand. Your creative possibilities are endless.

Highlights:

- Velveteen finish
- Easy to clean properties
- Fingerprint resistant
- Polyurethane quality
- Excellent mechanical properties
- Indoor and outdoor use
- Excellent abrasion resistance
- Consistent appearance
- Environmentally friendly



Sustainability

Axalta is a high-technology Coatings Company with 150 years of product innovation. Being responsible has always been part of Axalta's culture. We are constantly committed to operate in sustainable ways for the benefit of our customers and the communities in which we live. Therefore our R&D designs innovative solutions with high efficiency and low environmental impact. Alesta® SoftTouch Clearcoat contains no VOC, generates minimal waste during production and enables minimal powder waste as it can be recycled during coating.



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