



# **BASF recognized for its contribution to sustainable development with its R-M® eSense paint line**

The eSense automotive refinish paint line by the premium brand R-M® was awarded the Pierre Potier prize in the Process category. This innovation uses renewable raw materials in the manufacturing process. Its innovative design enables body shops to shorten product drying times during the repair process and therefore reduce energy consumption and greenhouse gas emissions.

BASF's Coatings division was awarded the Pierre Potier prize medal in the Environmentally-friendly Process category for its R-M eSense automotive paint line which covers all bodywork repairs. The ceremony was attended by Agnès Pannier-Runacher, French Secretary of State to the Minister of the Economy and Finance. The Pierre Potier prize honors chemical companies which innovate and constantly strive to improve their products and procedures in an effort to preserve the environment, and thus provide solutions to the challenge of the ecological transition. The Pierre Potier prize also encourages the development of eco-responsible approaches in the chemical sector.

The innovation of the eSense line is based on BASF's Biomass Balance approach, developed in cooperation with the TÜV SÜD certification body. This approach involves using renewable resources to reduce the share of fossil fuel resources in the feedstock right from the start of the paint product manufacturing process. The share of renewable raw material used is then allocated to a selection of end products. The use of renewable raw materials, in this case biogas or bio-naphtha, means the eSense line is part of the bio-economy.

## **eSense: good for cars and the environment**

By allowing body shops to significantly shorten product drying times during the repair process, the eSense line enables a considerable reduction in energy consumption and greenhouse gas emissions.

*“The challenge tackled by our teams was to provide technical solutions for bodywork repair processes which are as effective as the standard systems, while at the same time significantly improving environmental performances. This specific feature is a first in automotive paints and makes the eSense line the sustainable solution for vehicle repairs. What is more, receiving this prize in the year that R-M celebrates its 100th anniversary is a fantastic gift,”* said **Fabien Boschetti**, Managing Director of BASF Coatings Services France.

In practice, if a body shop uses products from the eSense line to repair the equivalent of 2.5 bodywork parts, it saves 550g of CO<sub>2</sub>. Thanks to eSense, body shops can now use products



achieving a result that equals or even betters standard products, at the same time offering superior environmental performances. This innovation is also fully in keeping with a desire of the end consumer to be an eco-responsible motorist.

### **Responsible innovations for a sustainable future**

With eSense, BASF confirms its commitment to effective, economical and ecological climate protection.

*“Climate change is one of the main challenges for society and BASF has been innovating in this field for many years. Energy efficiency and the use of renewable resources are key levers to combine climate protection, conservation of resources and economic benefits. This prize recognizes BASF’s expertise in these fields. Therefore, I am very proud to receive this award, which crowns the hard work and commitment of our teams,”* said **Thierry Hering**, Managing Director of BASF France.

### **The Pierre Potier prize: a commitment for a sustainable chemical industry**

The Pierre Potier prize was created in 2006 on the initiative of the French Ministry for Economy, Finance and Industry. It is sponsored by the Maison de la Chimie international conference center in Paris, France, and by France Chimie, the professional organization representing the chemical sector, and recognizes innovations in the chemical industry in favor of sustainable development with applications that are part of consumers’ daily lives. The goal is to encourage the development of eco-responsible approaches in the sector.

### **R-M Automotive Refinish: an important part of BASF Coatings**

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid paints. By using these systems all legal solvent-reduction requirements can be complied with, anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world’s most prestigious car companies for its color expertise.

### **For all further information, please contact:**

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