

PRESS RELEASE

R-M AUTOMOTIVE REFINISH

March 2018

GOOD FOR THE CAR, GOOD FOR THE ENVIRONMENT:

ESENSE, AN ENVIRONMENTALLY-FRIENDLY PRODUCT LINE

LAUNCHED BY R-M®

With the new eSense product line from R-M, BASF's premium automotive refinish brand, paint shops can now, for the first time in Europe, opt for selected products which are manufactured according to BASF's certified biomass balance approach, thereby helping to reduce CO₂ emissions.

The eSense portfolio comprises filling primers, putties, hardening agents, clear coats and additives, which can be used, for instance, when repairing bumpers or eliminating minor and moderate damage. Paint shops working with these products are demonstrating their active commitment to environmental and climate protection, because the production process cuts down on the use of fossil raw materials und CO₂ emissions. Moreover, as always, the products meet the high quality and performance requirements of the premium paint brand R-M.

Mass balance: the trick's in the mix!

It is currently not yet possible to manufacture paint products solely from renewable raw materials. To conserve the planet's resources, BASF uses a proportion of renewable raw materials, such as bio-naphtha or biogas, in the manufacture of its basic products. These are extracted from organic waste. Furthermore, vegetable oils are used as well as fossil raw materials.

In the so-called biomass balance approach, the proportion of renewable raw materials is then mathematically assigned to the products from the eSense line. The method used for this has been certified by TÜV SÜD. In this way – using the mathematical model – 100 percent of the fossil raw materials in eSense products can be replaced by renewable raw materials.



Perfection made simple



Press Release

The biomass balance approach concept works in a similar way to the green electricity tariff. Here too, the electricity supplied to the socket is not derived solely from renewable energy. The decisive factor is, rather, that the proportion of renewable raw materials throughout the system is correct and assigned mathematically to the certified products. As demand increases, this proportion is then increased accordingly.

Benefit for workshop and customer

Workshop customers can now make a conscious decision to have R-M sustainable products used for their vehicle repairs, thus making a conscious contribution to the sparing use of valuable resources. By offering products with eSense certification, workshops have the opportunity to stand out from the competition and to take joint responsibility with their customers for the future. The new product is accompanied by a comprehensive information pack, for display in the workshop's reception area, explaining to customers the benefits of an ecologically efficient automotive refinish.

Further information about eSense can be found at: www.esense.rmpaint.com

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 colour expertise.

For all further information, please contact:

R-M Automotive Paints - Clermont de l'Oise (France)

Contact: Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

e-mail: gesinearend-heidbrinck@basf.com

www.rmpaint.com

www.youtube.com/rmpaint

www.facebook.com/rmpaint



Perfection made simple

