

R-M ®: brand development in the regions of Russia for 2013

Regional presence of R-M paint materials continued to expand: Europroject Group - the official distributor of R-M paints on the Russian market for more than 15 years - during 2013 has opened 5 new offices.

The opened branches are covering Volga region - Samara and Saratov, the Southern Federal District - Rostov-on-Don , Siberian Federal District - Kemerovo and the North-West Federal District - Arkhangelsk .

Thus, today the company "Europroekt Group" provides its full presence in 25 key cities and regions of Russia through its own network of offices, as well as in more than 80 cities through a network of retail stores materials and equipment for auto repair – "BODY Market ."

Developed structure and qualified staff ensure let successfully promote the core values of the brand.

R-M among the professionals :

- The optimal product offer for the complete package of high quality refinishing.
- Comprehensive program of technical support and training processes with color matching part due to the extensive network of regional training centers.
- Programs for Success - adapted for the Russian market package of services and programs to improve the efficiency of the paint and body work production for dealers and independent bodyshops.

The current market demand for new technologies and high-quality materials and services, on one hand, and a strong brand and partners with a strong regional presence on the other hand – is a part of a strategy BASF Coatings.

A brand of

 **BASF**
The Chemical Company

Perfection made simple



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

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids 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.

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