

## **PRESS INFORMATION**

R-M Automotive Refinish – October 2013



### **BEST PAINTER CONTEST 2013**

#### **COLORMASTER 4 - THE NEXT GENERATION**

**Colormaster and Interactive Colour Application - reaffirming  
R-M's position as the colour expert.**

**R-M presents its Colormaster in the 4<sup>th</sup> generation at the International Final of the R-M Best Painter Contest and the new Interactive Demo-Application for R-M colour tools. Colormaster is recognised as the automotive refinish industry's best colour tool after nearly than 2 decades and now in its fourth generation it is still considered by leading bodyshops as the single most profitable investment they can make in colour management. By offering a new application accessible online via PC and tablets, R-M helps its customers to simplify the way to choose the right colour research tool.**

The new Colormaster 4 is the latest addition to the R-M Colour Universe and contains a range of colour cards covering metallic/pearl colours for vehicles manufactured since 2008 by all the leading manufacturers from Europe, Japan, America, Asia. Every Colormaster 4 card is manufactured in a single batch using the original refinish materials to ensure absolute colour accuracy.

By matching the colour with Colormaster 4, there is no need to produce a spray out card to check the colour, the painter can go straight to mixing the colour and painting the vehicle, safe in the knowledge then he will achieve a perfect match making savings in time and materials.

Colormaster 4 comes in a new compact and ergonomic storage case that uses boxes instead of drawers, enabling the boxes of cards to be transported safely and securely.

With the Interactive Colour Application, painters can make better use of R-M's range of Colour Search tools, to ensure fast and easy colour identification. With its highly intuitive, user friendly interface the drop down menus and videos take the painter through all the options to achieve an accurate colour match.

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### **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.

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

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