

New Brilliance in the Universe by R-M

R-M highlights a brilliant new generation of clearcoats

April 29th, 2015



Clermont de l’Oise, France. R-M, the premium automotive refinish paint brand, has further optimized the proven quality of its paints with the launch of a range of advanced generation of clearcoats. In the International R-M Refinish Competence Center in France, R-M presented its new range to selected media representatives: Five different clearcoats guarantee brilliant gloss, quick drying and exceptional durability. What do they share in common? Their excellent characteristics make them very easy to apply and extremely versatile. The “New Brilliance in the Universe” is supported by a media campaign featuring R-M’s innovative spirit and competences: five futuristic shapes evoking a spaceship – each featuring a symbol that represents the product’s key characteristics.

For more gloss and faster processes

A perfectly applied clearcoat lets coatings shine and provides protection against external influences. Vibrant colors become even more intense. With a range of five new clearcoats, **RAPIDCLEAR C 2570**, **GLOSSCLEAR C 2560**, **EASYCLEAR C 2510**, **EVERCLEAR C 2550** and **EXTREMECLEAR C 2580**, the R-M brand gives colors a level of brilliance that sets new standards.



Perfection made simple



The fact that drying takes virtually no time at all, accelerates the paint processes. Drying times at 20°C, 40°C and 60°C degrees are even faster. The VOC-compliant clearcoats are also exceptionally durable - even under different application conditions. They are extremely easy to apply with standard techniques and no special training is required.

The perfect solution for every requirement

Not all refinishing jobs are the same. Different requirements call for different solutions. For repairing minor damage, individual parts and overall resprays, five clearcoats cover the most diverse areas of application and are your guarantee of a perfect result.

R-M: Perfection made simple

By developing a new generation of carefully coordinated clearcoats, the R-M provides every bodyshop with the opportunity to further improve their high quality standards.

Did you know, R-M has already been in space?

In the 60's R-M provided the heat resistant paint for the Mercury space capsule piloted by the American astronaut John H. Glenn Jr. Today it's the Brilliant Red inspired by the DS3 by the R-M Colors & Design project which has been finished in GLOSSCLEAR and shows the Brilliant results of R-M here on earth! www.e-news.rmpaint.com

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:

R-M Automotive Paints - Clermont de l'Oise (France)
Contact : Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

E-Mail : gesine.arend-heidbrinck@basf.com



Perfection made simple



Press Release



www.rmpaint.com



www.youtube.com/rmpaint



www.facebook.com/rmpaint



Perfection made simple

