

R-M Automotive Refinish

June 2015

R-M FEATURES ENHANCED WATERBORNE REFINISH SOLUTIONS AT AUTO SERVICE SHOW 2015

R-M® unveils new possibilities to increase bodyshops' productivity and reduce material consumption with the enhanced solutions from ONYX HD automotive refinish paint system.

Tokyo, Japan – June 18, 2015 – R-M will participate in The 34th Auto Service Show at **Booth 421, East Hall 4**, Tokyo International Exhibition Center (Tokyo Big Sight) in Tokyo, Japan from June 19 – 21, 2015. At the show, R-M will showcase ONYX HD automotive refinish paint system, including its new formulation concept – MIXING BASE W, which will be launched in Japan in Q3 2015.

R-M products are designed to meet the demand for eco-efficiency and to assist bodyshops to increase profitability and productivity. In Japan, R-M is long perceived as a market leader in waterborne refinish paints. The ONYX HD waterborne paint system perfectly matches the automotive refinish industry's expectation on high product quality and service standards. To better serve bodyshops, MIXING BASE W will be added to the ONYX HD system. This new mixing base concept is recently developed by R-M, which uses a new formulation with a higher pigment content to deliver extraordinary covering power and even greater efficiency when applying an ONYX HD topcoat. It is extremely easy for bodyshops to integrate MIXING BASE W into their regular processes when working with ONYX HD. This simple and effective solution saves the bodyshops time and significantly reduces material consumption.

"R-M has been serving the automotive refinish industry since 1919. Customer satisfaction is very important to us. We are here to help our bodyshop customers to counter time and cost pressure in today's highly competitive market. R-M's ONYX HD provides high hiding power and fast flash-



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off time, which allow bodyshops to save up to 40% basecoat materials and up to 20% booth cycle time,” said Hideo Tadokoro, Senior Manager, Automotive Refinish Coatings Solutions, Coatings, BASF Japan Ltd.

R-M is a total solution provider. Bodyshops can convert to 100% waterborne base coat while enjoying the R-M premium brand service. Visitors can find out more from our R-M experts during the show, where they will also demonstrate the different tools such as the trend-setting color matching tool, *Colormaster* and spray guns.

ENDS.

R-M Homepage: www.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.

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