

Press Release

R-M Automotive Refinish Paints

October 13, 2022

Perfection
made simple



A brand of BASF – We create chemistry

R-M® AGILIS Automotive Refinish UK team win 2022

BCF Sustainable Innovation Manufacturer Award

BASF's UK Automotive Refinish team have won the 2022 British Coatings Federation (BCF) Sustainable Innovation Manufacturer Award with their new waterborne basecoat system AGILIS® by R-M®, BASF's premium refinish brand.

"This is an incredible achievement in a very competitive category and something we can all be very proud of," commented Darren Budd, Commercial Director, BASF plc.

The Sustainable Innovation award recognizes and celebrates commitment to the BCF Sustainability Policy via the launch of new and sustainable innovative products, processes, or services. Each year, entries are invited from BCF members and each nomination's contributions are judged principally by the reduction in environmental impact over the past 5 years, or as projected based on sales forecasts, as a result of its specified innovation. The award raises awareness of the developments within the Coatings industry towards a more sustainable future and highlights the significance of the positive impacts manufacturers can make.

"This is a remarkable industry award for our team, and we're excited to have taken our game changing R-M AGILIS system on this journey with us," says Terry Jackson, Country Manager, BASF Automotive Refinish UK & Ireland. "This award really speaks to the level of hard work and dedication our team have had to drive awareness, communicate, and promote our sustainable product offerings from day one."

AGILIS is the UK's first waterborne vehicle refinish basecoat system to hold a VOC value below 250 g/L. Standing at a pioneering 40% below the EU solvent limit whilst exceeding all EU and global

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VOC requirements, the new environmentally friendly basecoat line embraces the lowest VOC content ever.

AGILIS presents the highest streamlined process, with extremely short flash-off times and consistently lower consumption of paint, allowing forward thinking body shops to increase productivity with the easiest 3-stage process on the market.

“I couldn’t be any prouder of our team,” expressed Natalie Wong, PhD, Marketing & Communications Executive, BASF Automotive Refinish UK & Ireland. “This award is notably very competitive, and we were up against some fantastic innovations. The nomination process for this award allowed us to showcase how all-encompassing AGILIS is and highlight the scale of our commitment to sustainability in general – I’m thrilled that our team have received the recognition they deserve.”

AGILIS is set to revolutionize the global premium automotive refinish market and sets the standard with the highest eco-effectiveness in the industry.

BASF is committed to meet the global challenges and growth of the automotive refinish industry. BASF Automotive Refinish Coatings Solutions offer high-quality refinish paint brands and paint-related products for our customers and body shops from around the world. We focus on eco-effective waterborne and high-solids coatings with low solvent content. Our main key success factors include being a leader in product, color and process innovations. A sophisticated global distribution network, comprehensive training programs and a global network of training centers ensure our customers have the latest access to our products and knowledge.

About the BCF

The British Coatings Federation (BCF) is the Trade Association representing the interests of the decorative paints, industrial and powder coatings, printing inks, and wallcovering manufacturers in the UK, with its members representing 95% of all the UK sales within the industry sectors served by the BCF. Visit coatings.org.uk.

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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 color expertise.

For further information, please contact:

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