

AGILIS

Breaking Refinish News R-M[®] to launch AGILIS[®]

The global waterborne basecoat line matches eco-effective high-quality products with lowest VOC-content ever.



Perfection
made simple



A brand of BASF – We create chemistry

Pioneering painting with AGILIS®

R-M® sets new standards in waterborne refinish paints by launching its AGILIS line

September 17, 2020

One hundred years after its foundation, R-M has set new standards in the automotive refinish industry by introducing AGILIS, its new waterborne paint line. With the lowest VOC content and the highest eco-effectiveness ever, the new product line revolutionizes the global premium waterborne automotive refinish market. Thanks to its advanced productivity, AGILIS helps body shops increase their performance even further. As an innovative response to current and future challenges, AGILIS has a new pigment technology and ensures a faster process through easier application with millions of color matches to choose from.

AGILIS users benefit from a complete set of specifically developed solutions to streamline every process in the paint shop. AGILIS' ergonomic new workstation ensures fast cloud connection to R-M color retrieval software and online technical information management. Digital color identification tools, such as the Colortronic 12/6 is fully compatible with AGILIS for more accurate and efficient color retrieval.

“Driving sustainable solutions is our core focus. Our customers can only be successful when products, solutions and technologies add value to the environment, society and the economy. With AGILIS, we are a big step ahead and we can offer all new customers a waterborne paint line which exceeds the current standards,” said Fabien Boschetti, Director, Global Marketing, BASF Automotive Refinish Coatings Solutions. “When comparing with existing basecoat lines in the market, customers can expect savings of up to 35% in overall process times through faster application and shorter flash-off cycles. Another 20% savings can be made as material consumption is reduced,” he added.

With less than 250 grams per liter, AGILIS exceeds all global VOC requirements reaching the lowest VOC content in the industry. “The new AGILIS paint line from R-M is above all my expectations – I can increase the efficiency and the profitability of my business keeping the premium quality delivered by the R-M products range. The new process and results are outstanding,” concludes Luis Cordeiro, Body shop Manager of Carrosserie Cordeiro, a loyal R-M and AGILIS customer located in France.

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In addition to the innovative new waterborne basecoat line, R-M AGILIS customers also benefit from a broad range of tools and services to optimize processes at all levels and make day-to-day work easier. This includes ARRANGE, a new designed mixing-shelf offering a seamless integrated design and digital touchscreen. A web-based KPI reporting tool named AWARE helps body shop managers efficiently monitor their business in real time with customized KPIs. Coupled with our new customer remote support app ASSIST, customers can get in touch with AGILIS experts directly for guidance on technical topics. Furthermore, AGILIS body shops get the chance to be certified by APPROVE to become recognized as environmentally friendly and sustainable service providers which has become an important value to customers, insurance companies, fleets, car manufacturers and other stakeholders.

AGILIS will be made available globally in Q3-2020 starting in selected countries.

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

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 more information:

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